

PAST, PRESENT AND FUTURE OF HEALTH PROMOTION

NOVI SAD CITY HEALTH PROFILE 2024 – HEALTH PROMOTION PLANNING FOR 8TH PHASE OF WHO EUROPEAN HEALTHY CITIES NETWORK

Snežana Ukropina,¹ Vesna Mijatović Jovanović,^{1,2} Ivana Radić,^{1,2} Dušan Čanković,^{1,2} Sonja Čanković,^{1,2} Tanja Tomašević,^{1,2} Dragana Milijašević,^{1,2} Vladimir Petrović,^{1,2}

¹*Institute of Public Health of Vojvodina, Novi Sad, Serbia*

²*University of Novi Sad, Faculty of Medicine, Novi Sad, Serbia*

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Background: Updating or creating city health profiles at least once every five years or during each phase of the World Health Organization (WHO) European Healthy Cities Network (EHCN) is recommended. These profiles can serve as the foundation for advocacy, informing policy decisions, setting health-related priorities, and ensuring accountability. City health profiles offer a scientifically grounded assessment of the population's health and the environments in which they reside. The City of Novi Sad has been a member of WHO EHCN since 2012.

Methods and Objectives: The 2024 Novi Sad City Health Profile, following the WHO EHCN methodology, includes summarized data from health status analysis, Rapid Health Assessment of Quality of Life (RPA) results, and the results of the Consensus Conference of stakeholders in the City of Novi Sad.

Results: Novi Sad City Health Profile 2024: summarize health information relevant to the city according to socio-demographic factors (growing population between two Censuses but also ageing), indicators of mortality and morbidity (significant burden of non-communicable diseases, but also with a need for infectious disease control), health-care organization (shortage of human resources and support on primary health care), environmental health determinants (supporting continual monitoring and informing) and characteristics of applied health promotion programmes (needs for standard measure applying and evaluation); describes the main quality of life characteristics according to the RPA method and according to the outputs of city stakeholders Consensus Conference, propose prioritization of health problems solution in Novi Sad through 6 main domains (Ecosystem, Accessibility and Availability, Urban Planning and Development, Safety, Culture).

Conclusions: Novi Sad City Health Profile identifies factors and determinants that affect health in the city; suggests areas for action to improve health; sets targets for health-related achievements; and informs the public, politicians, professionals, and policy-makers about matters that affect health, in an easily understandable way.

Keywords: Public Health, Health Promotion, Assessment of Healthcare Needs, Quality of Life, Community Participation