

PAST, PRESENT AND FUTURE OF HEALTH PROMOTION

THE ROLE OF MEDICAL ANTHROPOLOGY IN PUBLIC HEALTH

| *Milica Vučurović*

| *Institute of Public Health of Serbia Dr Milan Jovanović Batut, Belgrade, Serbia*

DOI: 10.5937/BatutPHCO24195V

Medical anthropology plays a pivotal role in shaping public health initiatives by comprehensively understanding the socio-cultural contexts that influence health behaviours and outcomes. This paper explores the significance of medical anthropology in public health practice, highlighting its interdisciplinary approach to examining the intersection of culture, society, and health. By drawing on ethnographic research, theoretical frameworks, and applied methods, medical anthropology offers valuable insights into how beliefs, practices, and social structures impact health disparities, healthcare access, and the effectiveness of public health interventions. Through critical analyses, this paper sheds light on medical anthropology's contributions to addressing global health challenges and healthcare disparities. By bridging the gap between biomedicine and cultural perspectives, medical anthropology serves as a crucial tool for developing culturally appropriate and effective public health strategies that resonate with diverse populations. This work emphasizes the importance of integrating medical anthropology into public health policy and practice to foster more significant health equity and improve overall health outcomes for communities worldwide.

Keywords: Medical Anthropology, Public Health