

THE IMPORTANCE OF DIGITAL LITERACY IN DISEASE PREVENTION AND IMPROVING THE QUALITY OF LIFE

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Background: The World Health Organization defines health literacy as cognitive and social skills and the ability to access, understand and use information in a way that promotes and protects people's health. Digital health literacy is an individual's ability to search for health information in order to achieve an optimal level of health and good general condition, as well as to solve certain health-related challenges. Today, the Internet has become a synonym for a source of health information.

People who have a higher level of digital health literacy are more responsible for their health, as well as for the health of their community.

Methods and objectives: A descriptive method was used to determine the characteristics of the respondents.

The aim of this study was to assess the level of health and digital literacy in the territory of the Mačva district, and the impact it has on the behavior of patients.

Results: On a sample of 475 respondents, aged 19-94, the results showed that the levels of digital health literacy decrease with the age of the population.

Conclusion: Health and digital literacy represent a major challenge for public health. Improving health and digital literacy will enable greater independence and personal empowerment of the individual in the processes of improving the quality of life. This will be a unique tool for improving people's empowerment in the domains of health care, disease prevention and health promotion. Health and digital literacy should be understood as a necessary factor in health when formulating strategies and actions for its improvement.

Keywords: digital literacy, health literacy, prevention