

CERVICAL CANCER PREVENTION - HEALTH PROMOTION ACTIVITIES IN BELGRADE

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Introduction: Cervical cancer, has been one of the leading causes of morbidity and mortality among the female population in Serbia. In Belgrade more than 4800 women are diagnosed with this disease and most cases in the age group between 40 - 59 years.

Methods and objectives: The aim is to review the health promotion activities carried out in the period 2020-2024 on the occasion of the European Cervical Cancer Prevention Week by the Institute of Public Health Belgrade (hereinafter referred to as the Institute) and Belgrade primary health care institutions (hereinafter referred to as Belgrade PHC institutions). Descriptive data analysis is used to summarize and interpret collected data on health promotion activities.

Results: The Institute's activities were implemented through the production of health promotion materials (10 info sheets, posters and video presentations), organizing and performing two health promotion events and overall coordination of the activities among PHC institutions in Belgrade. Online materials were also shared with the City Library, through the websites and portals. More than 16,000 printed leaflets were distributed to primary health care institutions in Belgrade.

The Institute's activities were also oriented towards preparation and implementation of five accredited educational courses for health professionals. More than 200 participants from the Belgrade PHC institutions were attending these courses. Main topics were related to the importance of early detection of disease and HPV immunization.

Conclusion: Different health promotion activities were implemented in Belgrade in order to increase awareness of population about effective preventive measures. Considering the importance of disease early detection and awareness of population about available services at PHC institutions, it is necessary to intensify promotional activities involving all partners in the community.

Keywords: cervical cancer, prevention, activities, health promotion, prevention