

KREATIVNI LJUDI I INOVATIVNE IDEJE U VREMENU IZAZOVA: ZAJEDNIČKA ULOGA U OBRAZOVANJU NOVIH GENERACIJA

**Jasmina Arsić¹, Dragana Stojiljković^{1*}, Svetlana Stojkov^{1,2},
Vlasta Lipovac Kerić², Nenad Kozomora³**

¹Farmaceutski fakultet Novi Sad, Univerzitet Privredna Akademija, Novi Sad, Srbija

²Visoka škola strukovnih studija za obrazovanje vaspitača i trenera, Subotica, Srbija

³Dom učenika srednjih škola, Subotica, Srbija

*s.dragana1983@gmail.com

Savremeni javnozdravstveni izazovi zahtevaju da visokoškolske ustanove razvijaju programe koji integrišu zdravstvene sadržaje u širi obrazovni kontekst. Posebno je važno povezivanje humanističkih i medicinskih nauka radi transfera znanja koji je primenljiv u različitim društvenim i profesionalnim okvirima. Kreativni pojedinci i inovativne ideje u procesu učenja postaju ključni pokretači transformacije obrazovnih praksi i institucija. Cilj rada je analiza načina integracije javnozdravstvenih sadržaja u nastavu i kurikulum, kao i procena njihovog uticaja na kompetencije studenata i njihovu povezanost sa potrebama zajednice. Primenjena je analiza sadržaja kurikuluma, pregled relevantnih javnozdravstvenih strategija i primera dobre prakse koji ilustruju uspešnu integraciju kroz multidisciplinarnu saradnju. Poseban akcenat stavljen je na transfer znanja putem tribina, interaktivnih projekata i saradnje sa lokalnom zajednicom, što studentima omogućava povezivanje teorije i realnih javnozdravstvenih izazova. Analiza pokazuje da integracija javnozdravstvenih tema doprinosi razvoju kompetencija, jača angažovanost studenata i stvara održive veze između obrazovanja, zdravstvenog sistema i zajednice. Posebno je istaknuto da obrazovanje ima centralnu ulogu u razvijanju svesti o značaju očuvanja zdravlja i promovisanja zdravih stilova života. Multidisciplinarni pristup u integraciji javnozdravstvenih sadržaja u obrazovanje predstavlja strateški odgovor na savremene potrebe i doprinosi stvaranju stručnjaka sposobnih da povezuju naučna znanja i praksu u cilju unapređenja zdravlja zajednice.

**CREATIVE INDIVIDUALS AND INNOVATIVE IDEAS IN TIMES OF CHALLENGE:
A SHARED ROLE IN EDUCATING NEW GENERATIONS**

**Jasmina Arsić¹, Dragana Stojiljković^{1*}, Svetlana Stojkov^{1,2},
Vlasta Lipovac Kerić², Nenad Kozomora³**

¹Faculty of Pharmacy, Novi Sad, University of Business Academy, Novi Sad, Serbia

²College of Vocational Studies for the Education of Preschool Teachers and
Sports Trainers, Subotica, Serbia

³Secondary Schools Student Dormitory, Subotica, Serbia

*s.dragana1983@gmail.com

Contemporary public health challenges require higher education institutions to develop programs that integrate health-related content into a broader educational context. Particularly important is the linkage between the humanities and medical sciences to enable knowledge transfer that is applicable across diverse social and professional settings. Creative individuals and innovative ideas in the learning process become key drivers of the transformation of educational practices and institutions. The aim of this study is to analyze the methods of integrating public health content into teaching and curricula, as well as to assess their impact on student competencies and their alignment with community needs. A curriculum content analysis was conducted, along with a review of relevant public health strategies and best practice examples illustrating successful integration through multidisciplinary collaboration. Special emphasis was placed on knowledge transfer through seminars, interactive projects, and collaboration with local communities, enabling students to connect theoretical knowledge with real public health challenges. The analysis shows that the integration of public health topics contributes to competency development, enhances student engagement, and establishes sustainable links between education, the healthcare system, and the community. Education was highlighted as playing a central role in fostering awareness of the importance of health preservation and the promotion of healthy lifestyles. A multidisciplinary approach to integrating public health content into education represents a strategic response to contemporary needs and contributes to the development of professionals capable of bridging scientific knowledge and practice to improve community health.