



Department of Health and Human Services
Centers for Disease Control and Prevention
SMDP - MIPH COURSE 2004

Serbian Country Plan

PUBLIC HEALTH MANAGEMENT – DEVELOPMENT AND IMPLEMENTATION OF LOCAL PUBLIC HEALTH STRATEGIES

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Background



Serbia

REPUBLIC OF SERBIA



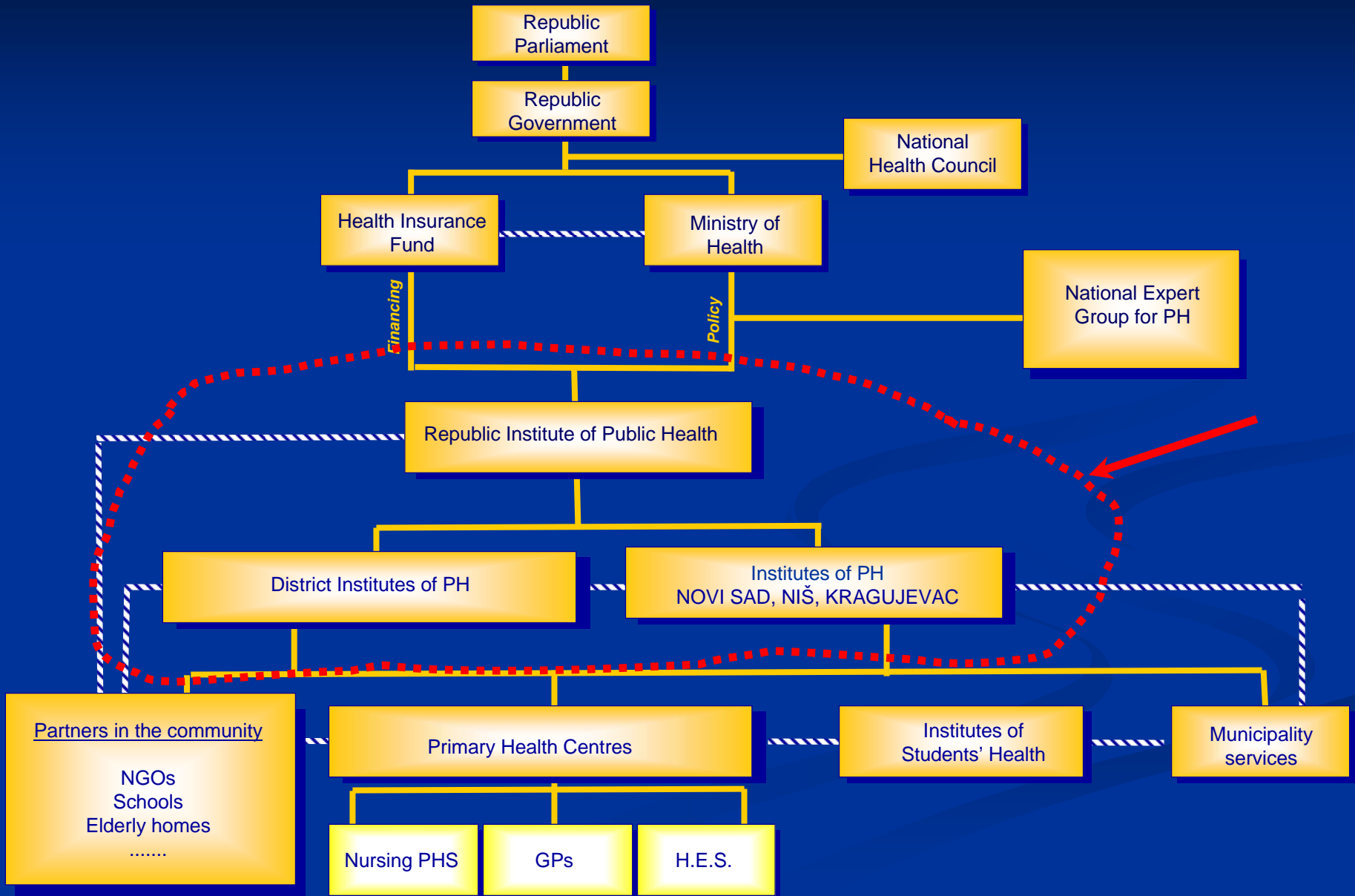
- Area: 88,361 km²
- Population: 7,498,001 (Census 2002)
- Administrative structure:
 - 24 districts
 - 160 municipalities
- Capital: Belgrade
- Ethnical groups: Serbs (83%), Hungarians (4%), Bosnians (2%), Roma (1%), Croats (1%), Albanians (1%), etc (in total 37 nationalities)
- Aging: 16.5% are older than 65 years (2002)
- Life expectancy at birth: 70 (m), 74 (f)
- Literacy Rate: 96,6%
- Unemployment: 45–49 % (2001)
- GDP: US\$ 1,462 per capita (2002)
- Health Expenditure: US\$ 117 (2002), 7.6% GDP
- Below poverty line: 10.6% (2003) – US\$ 2.4 per day

THE PRESENT HEALTH STATUS OF SERBIAN POPULATION

- Infant mortality – 9.5 (2002)
- Maternal mortality – 8.9 (2001)
- Leading causes of death (YLLs: 814,022 with age weighting)
 - Cardiovascular diseases – 393,579 (48%)
 - Malignant tumors – 193,977 (24%)
 - Injuries – 66,898 (8%)
- Burden of disease and injuries (DALYs)
 - Ischemic heart disease – 150,889
 - Cerebrovascular disease – 136,090
 - Lung cancer – 59,088
 - Unipolar depressive disorders – 52,901

Beginning of the 21st Century

The Present Organisational Structure of PH System in Serbia



Assessment of Public Health Network in Serbia

(Belgrade, September 2002)

- Longstanding tradition in the field of public health
- Well developed infrastructure based on IPHs network
- *Absence of integrated Public Health Policy at local level*
- *Lack of knowledge and skills for New Public Health*
- Lack of multi-professional cooperation
- Overstaffing with administrative and technical personnel
- Undeveloped information and communication systems
- Unclear mechanism of Public Health financing

Problem Statement

Public health professionals at the local level do not have the appropriate knowledge and skills to meet new public health challenges and implement evidence based health promotion and TQM interventions in Serbia.

FROM CHALLENGES ...

... TO SOLUTION !



Vision

Empowered public health professionals at the local level who are able to implement new public health interventions which meet community needs through a participatory approach.

Long Term Goals

- Capacity building of local public health professionals in the field of new public health based on principles of continuing education and SMDP method by the year 2008.
- Monitoring and evaluation of public health management training program in 4 districts by the year 2008.
- Implementation of sustainable local public health strategies in 4 districts with evaluation by the year 2010.
- Development, implementation and evaluation of evidence based community interventions and TQM projects, which address district public health problems by the year 2010.

Major objectives

- Establishing Regional PH Teams consisting of 8 public health professionals in 4 regions, April 2004
- Designing curricula for 5 courses in regional public health management development, 2004 – 2005
- Capacity building for 30 public health professionals through training courses and utilization of the Internet, 2004 – 2006
- Developing 4 regional public health strategies, 2005 – 2006
- Implementing 4 regional small projects in communities, 2006

Action Plan – Milestones

1. Initiation of project activities (2003-2004)
 1. Selection of districts according to criteria – December 2003
 2. First field visits to selected regions – January – April 2004
 3. Establishing of Regional Teams consisting of 8 members – April 2004
2. Designing curricula for Courses for Public Health Management Development (CPHMD) – 2004 – 2005

Action Plan – Milestones *cont'd*

3. Delivery of training courses for 30 participants

1. Public health, policy for health and public health strategy, April 2004
2. Public health management and information system, November 2004
3. Healthy Plan-*iT*TM : A tool for planning and managing public health programs, April 2005
4. Communication and marketing for public health, November 2005
5. Total Quality Management, April 2006

Public Health, Policy for Health and Public Health Strategy

April 2004

Small Group Discussion:
Regional Problems of Public Health



Small Group Discussion:
SWOT Analysis



Action Plan – Milestones *cont'd*

4. Establishing and maintaining Web presentation of the Project as Forum for discussion and feedback, August 2004 – ...
5. Capacity building of CPHMD staff in Atlanta, 2 persons per year (MIPH 2005, 2006)
6. Field visits to 4 regions to monitor and supervise, 2005 – 2006

www.phs.med.bg.ac.yu :



Action Plan – Milestones *cont'd*

7. Designing Regional Public Health Strategies, December 2005 – April 2006
8. Implementing new public health interventions as small projects in communities, June – December 2006

Stakeholders

- Ministry of Health Republic of Serbia
- School of Medicine University of Belgrade (SPH)
- Fund for an Open Society Serbia
- National Expert Group for Public Health
- National Association of Public Health
- District Governments

Target Audience

In pilot phase: 30 public health professionals in selected districts:

- Leskovac
- Sabac
- Pancevo
- Subotica

After pilot phase:

Targeting PH professionals from other districts through continuing education (30 per year)

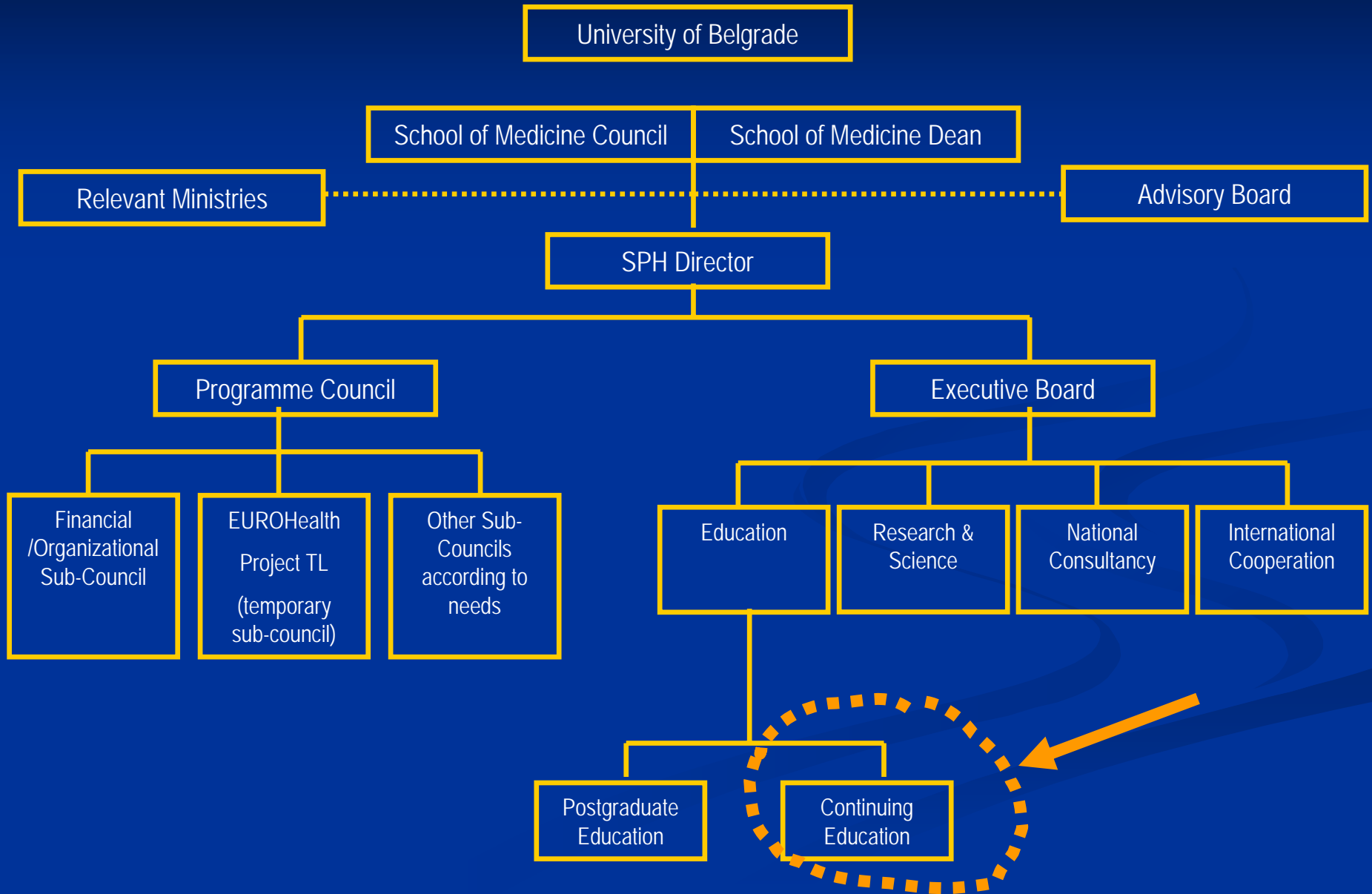


Training Infrastructure

Training process will include activities by:

- School of Public Health faculties, including MIPH graduates
- Regional Institutes of Public Health trainers
- Regional teams
- International experts, including SMDP/CDC staff

Training Infrastructure



Resource Needs

Policy decisions

- Project approved at national and regional level

Financial

- Open Society Institute (OSI) New York
- Fund for an Open Society (FOS) Serbia
- School of Public Health, including European Agency for Reconstruction (EAR)
- National budget (MoH)
- National Health Insurance Fund (HIF)
- County government budget

Human

- Project team
- National and international experts
- School support staff

Equipment and supplies

- ICT (computers, distance learning and teleconference system)
- Books, CDCs and DVDs, course training materials
- Office equipment and supplies

Travel

- Participants' and experts' travel costs
- Field visits' travel costs

Contracts

- Accommodation (board and lodging during courses)
- Service contract (translation, etc)

Facilities

- New premises of SPH (training rooms, library, offices)

Miscellaneous

- Internet
- Phones and mail correspondence

Driving Forces and Barriers



- 😊 Serbian Health Policy documents
- 😊 Public Health legislation: more than 170 legislative acts
- 😊 Motivation for improvement
- 🚫 Political instability
- 🚫 Bad economic situation

International Partners for Strengthening Public Health in Serbia

- ☀ European Agency for Reconstruction - EAR
 - Support to the Public Health Development in Serbia – EAR
- ☀ The WORLD Bank Group
 - Strengthening Preventive Health Care – EAR
- ☀ Stability Pact
 - Programmes for Training and Research in Public Health - Stability Pact for South Eastern Europe
- ☀ CIDA, Canadian Public Health Association
 - Reform of Public Health Financing – WB
 - Strengthening Essential Public Health Functions in the Balkans - CPHA
- ☀ Fund for an Open Society Serbia
 - Public health at regional level
- ☀ CDC - SMDP
 - Public health at regional level

Networking in the SEE Region – Summer Expert Retreat

Ogi – MIPH 2002 Graduate
from Croatia !



24 8 2004

Advocacy / Marketing

- Raising the awareness of needs for the training program among key stakeholders, 2004
- Marketing the course to local public health professionals, 2004-2006
- Presenting the project to stakeholders and sponsors at National Public Health Conference, January 2005
- Promotion of the courses as continuing education through brochures and media, 2004-2010

SMDP's Role



- Assistance with:
 - education of CPHMD staff (during MIPH 2005 and 2006)
 - supervision of applied courses (1–2 missions per year)
 - review regional PH strategies / implementation plans

Evaluation Plan

Short – term:

- Assessment of PH performance before the training
- Number of PH professionals participated in the pilot training
- Total number of project operational meetings

Intermediate:

- Assessment of participants' knowledge, skills and individual performance in PH after the training
- Total number of community members working on Regional PH Strategy and consensus development
- Assessment of Regional PH Strategies
- Number of community members participated in community projects
- Total number of media contributions and Web visitors

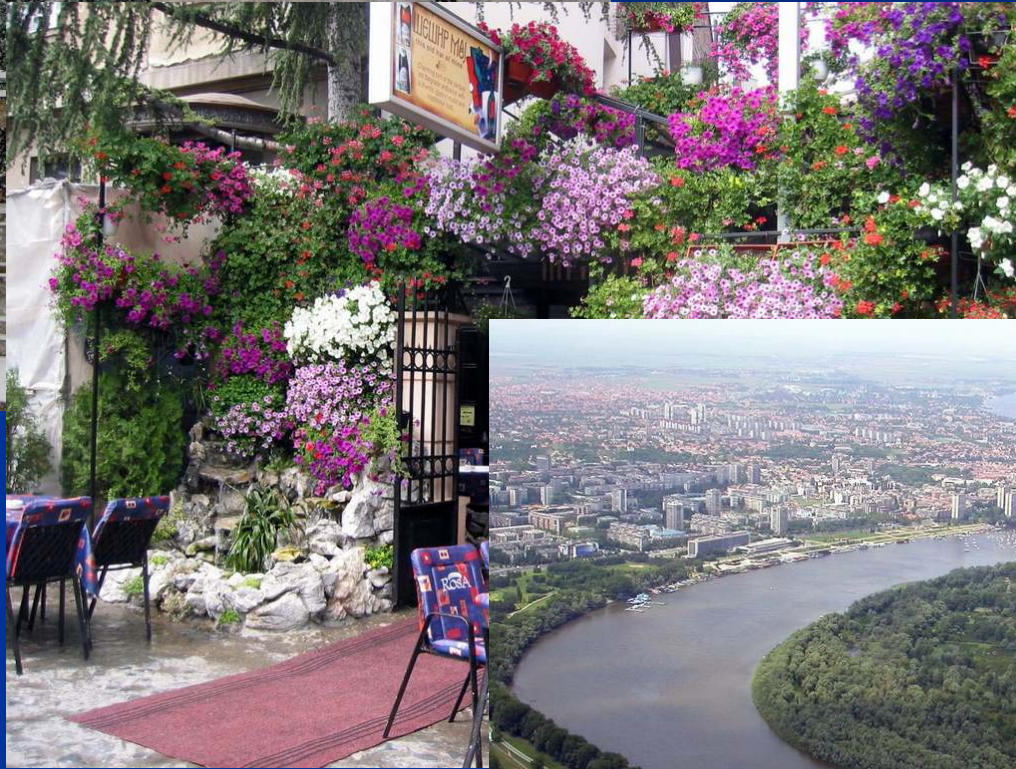
Long – term:

- Number of achieved objectives from regional PH strategies
- Improvement of performance in public health services targeted by TQM projects
- Improvement of health status and health behavior in the regional communities covered by small participatory interventions





Welcome to Belgrade !



Thank you for your attention !