

IMPLEMENTATION OF THE STATE POLICY AND NATIONAL STRATEGY ON PRESERVATION OF PUBLIC HEALTH: ACTIVITIES OF HIGHER EDUCATION INSTITUTIONS

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The article discusses some of the challenges, goals, and aspects of implementing public policy and a national strategy for saving public health. The purpose of the article is to study the activities of higher education institutions in the implementation of public policy and the national strategy for the preservation of public health. The basic institutions of higher education in our study were chosen as follows - Oles Honchar Dnipro National University and Prydniprovsk State Academy of Physical Culture and Sport (Dnipro). According to the research methodology, certain aspects of their work were first studied and analyzed, then compared with the tasks of Ukraine on the implementation of state policy on this issue, the results obtained were analyzed, summarized and presented. As a result, the most important forms of activity of higher education institutions for the implementation of public policy and the national strategy for preservation of public health and directions for their further improvement were identified. Among the tested forms of activity the authors of the article suggest the following ones: development of higher education centers of the Centers for Physical Health of the population, clubs, etc.; conducting lectures and consultations for citizens on health issues; providing methodological and organizational assistance in organizing public health activities in territorial communities; conducting group and individual classes in physical culture and sports, in physical education; organizing and conducting sports, physical and fitness events; conducting seminars, training in formal and informal education; research work by the departments of institutions of higher education with involvement of students and management of students' independent research activity; organization of extensive educational work in social networks and the like. According to the authors, the most urgent directions are: improvement of forms and methods of cooperation in the links of "higher education institutions - student self-government"; deepening of intersectoral cooperation "higher education institutions - public organizations - public health centers of the Ministry of health - state and municipal health institutions"; enhancement of educational work with student youth in formal and informal education on various aspects of maintaining public health; preparation and improvement of qualification of teachers with competences in public health preservation, conducting relevant research topics and implementation of their results in intersectoral cooperation. The authors see the prospects for further research in searching, piloting, and implementing by higher education institutions of new forms of intersectoral cooperation, including the higher education and health care sectors.

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