

Recent 10-Year Changes in Health Promotion Strategies in Georgia

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Disease Prevention among Public Health Priorities

- Many health problems depend on chosen behaviors
- Strategies:
 - Vaccination,
 - Legal Initiatives,
 - Health Education – increase of individual responsibility

1996: Health Care Reorientation - Surveillance Reform

- **Joint program by USAID and MOH in Georgia**
- **Old Surveillance System substituted by:**
 - **Public Health Department, responsible for implementation of State prevention programs, including surveillance, control and prevention of diseases affecting public health**
 - **State Sanitary Inspection**

Health Care Reorientation

- **Implementation of WB health projects**
- **Disease Prevention and Health Promotion**

Priorities:

- **Decreased tobacco consumption**
- **Prevention of CVDs, AIDS, STDs, alcohol / drug abuse**
- **Trauma control**
- **Family planning**

Health Care Policy

- **PHC programs implemented in coordination with National Health Care Policy Document approved by the Ministry of Labor, Health and Social Affairs in 1999 in close cooperation with WHO-Europe**
- **Presidential Decrees**

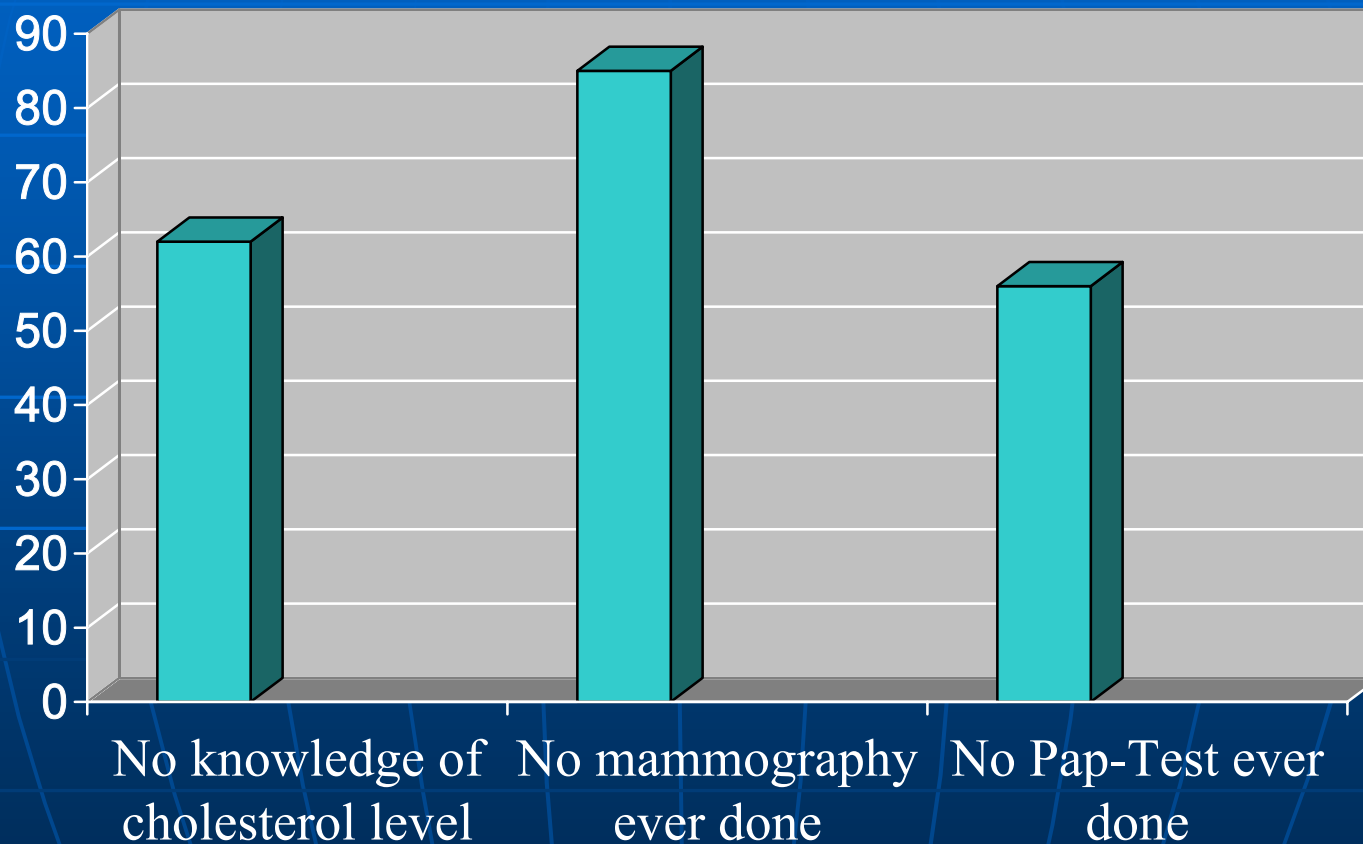
Major NCDC Programs & Partners

- **Surveillance and Control of Infectious Diseases**
- **Immunization**
- **Health promotion and non-communicable disease prevention**
- **USAID DHHS WHO UNICEF UNFPA WB
AIHA CDC NIH BTEP Save the Children**

State Health Promotion Program

- **Priorities: smoking, drug / alcohol abuse, women's health, STDs, physical activity, adolescent and youth education, etc.**
- **Wide public health promotion campaign with mass media and NGO support**
- **Pilot project «Healthy School»**

EUROPREV PHC Therapist Survey Results



What can we do?

- **Increase awareness in target audience of the knowledge, attitudes and behaviors affecting health**
- **Provide support in organizing events**
- **Demonstrate skills or technologies**
- **Increase demand for disease prevention services**

Communications & Economic Concept

- **People approach PHC programs to obtain health: the best product for sale is disease prevention and health promotion as the most effective method of feeling well.**
- **Parties concerned: PHC provider and beneficiaries: health customers, the Government, private sector, individuals**

Mtskheta-Mtianeti – Milwaukee & Tbilisi – Minneapolis Partnerships: Health Promotion / Disease Prevention

- **Goal: development and enhancement of a national strategy for health promotion and disease prevention**
- ❖ **Education models for public and primary HC workers in disease prevention and health promotion**
- ❖ **Pilot distribution of educational materials in target groups in two Georgian cities**
- ❖ **Anti-smoking campaign at schools**
- ❖ **Population surveys**