

Public health as social significant problem of modernity And object of management

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Introduction. In the context of the restructuring of the country's territorial structure on the basis of decentralization of power, the restructuring requires the management of social institutions, one of the tasks of which is to ensure public health in general, and at the territorial level in particular.

The aim. To form an effective mechanism of functioning of public health at the territorial community level through the cooperation of social institutions (health care system, education, social protection).

Materials and methods: methods of system analysis and synthesis, bibliographic, data collection and analysis, generalization methods.

Review. In the context of ensuring the effective functioning of the public health care system, the issue of the willingness of local authorities, the community and the social institutions to address this problem is crucial.

The formation of modern public health theory and practice is based on the implementation of the following principles: collective responsibility for health; the role of the state in the protection of citizens' health; coverage of all population groups; taking care of major socio-economic factors that affect health.

We have analyzed the state of public health practice at the territorial level, namely: the interaction of professionals from different sectors of the social institutions (health care system, education, social protection) and heads of the united territorial communities (UTC). It is revealed that one of the obstacles to establishing close relationships in work is the cross-sectoral and interdepartmental barriers, through which the activities of the subjects are disconnected and sometimes insufficiently known to specialists working in related agencies, which is a significant obstacle to the implementation of parity professional communication and cooperation. This is mainly manifested in the absence of a single information base on the needs of people living in the territory of the UTC, and it does not allow the management of social institutions and the UTC management in a timely manner, to make preventive decisions that directly affect the quality of public health care of both adults and children.

The first attempt to form an effective mechanism for the functioning of the system of social institutions has already been proposed in 2011 in our previous publications. The study of modern management practices has shown that some issues of functioning of social institutions need further elaboration.

Conclusions. We propose: *first*, to introduce a self-management element in the field of health care at the level of the UTC residents; *secondly*, to improve the mechanism of training specialists in different branches of the social institutions and managers; *thirdly*, to create an information portal with information on the specific needs of the local population at the UTC level. This will make it possible to provide a list of services that will be provided by social institutions within the UTC, including for children currently in the category of people with special educational needs, as they require compulsory medical support during their stay in educational institutions.

Keywords: public health, communities, specialist training, self-management.

Ключові слова: громадське здоров'я, громади, підготовка фахівців, самоменеджмент.

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