World Bulletin of Public Health (WBPH)
Available Online at: https://www.scholarexpress.net
Volume-6, January 2022
ISSN: 2749-3644

CURRENT PERSPECTIVES ON THE SUBJECT OF PUBLIC HEALTH AND HEALTH CARE

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Article history:

Received: November 6th 2021
Accepted: December 6th 2021
Published: January 26th 2021

Abstract:

Public health and health care management as a science and a subject of teaching in medical higher education institution takes the leading place in the health care system of the country and in training of future doctor**.**

Keywords: Public health and health care management, medical universities, socio-economic factors

INTRODUCTION:

Public health and health care is an integral theoretical and applied science, which studies the regularities of the influence of socio-economic factors and environmental conditions on public health and substantiates the system of state, public and medical measures to protect the health of citizens. WHO considers public health to be the science and practice of preventing disease, prolonging life, and promoting health through organized actions taken by society.

The purpose of this review is to introduce students to the subject of Public Health and Health Care.

Public health deals with threats to the health of the whole society based on an analysis of the health of the population. Public health has many domains, but usually includes the interdisciplinary categories of epidemiology, biostatistics, and health services. In addition, important areas of public health include environmental health, community health, behavioral health, and occupational health. Among the major challenges to public health in the twenty-first century, WHO cites the following:

- Economic crisis;
- widening inequality;
- An aging population;
- Increasing levels of chronic disease.

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity" is the definition cited in the Preamble to the Constitution of the World Health Organization, adopted by the World Health Conference, New York, 19-22 June 1946; signed by 61 countries on 22 July 1946 and effective 7 April 1948. Components of Health. Physical health is a state of the human body, characterized by the ability to adapt to various environmental factors, the level of physical development, physical and functional readiness of the body to perform physical loads. Mental (mental) health is a state of well-being, in which a person can realize his own potential, cope with the usual stresses of life, work productively and fruitfully, as well as contribute to his community. Social health is a state of well-being that determines a person's ability to engage with society. Signs of health. Based on the above definitions, the goal of health is: "ensuring the maximum duration of active life". Analysis of existing definitions of health concepts allowed us to identify six main signs of health.

1. Normal functioning of the organism at all levels of its organization - cellular, histological, organ, etc. Normal course of physiological and biochemical processes contributing to individual survival and reproduction.

2. Dynamic equilibrium of the body, its functions and environmental factors or static equilibrium (homeostasis) of the body and the environment. The criterion for assessing equilibrium is the correspondence of the structures and functions of the body to the surrounding conditions.

3. Ability to fully perform social functions, participation in social activities and socially useful work.

4. The ability of a person to adapt to constantly changing conditions of existence in the environment (adaptation).

Health is identified with the concept of adaptation, because for the system to survive, it must change and adapt to the changes occurring in the environment.

5. Absence of diseases, painful conditions and painful changes.

6. Full physical, spiritual, mental and social well-being, the harmonious development of the physical and spiritual forces of the body, the principle

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of its unity, self-regulation and the harmonious interaction of all its organs. Levels of Health.

It is accepted to distinguish 4 levels of health:

Level 1 - individual health (health of an individual).

Level 2 - group health (health of social and ethnic groups).

3rd level - regional health (health of people living in a particular administrative-territorial unit (region, city, district, etc.)).

The 4th level - public health (health of society, population as a whole).

Methodology of research of public health and public health care. Public health and public health have their own methodology and research methods. Such methods are: statistical, historical, economic, experimental, method of timing studies, sociological, etc.

Statistical method is widely used in most studies: it allows to objectively determine the level of health status of the population, as well as the effectiveness and quality of medical and preventive institutions. The historical method allows the study to trace the state of the problem under study at different historical stages of the country's development.

The economic method makes it possible to establish the influence of economics on health care and healthcare on the state economy, to determine the most optimal ways of using public funds for the effective protection of public health. The questions of planning of financial activity of health care bodies and medical institutions, the most rational expenditure of funds, evaluation of the effectiveness of health care actions for the improvement of the population and the impact of these actions on the economy of the country - all this constitutes the subject of economic research in the field of health care.

The experimental method includes the statement of organizational experiments to find new, the most rational forms and methods of work of medical organizations, individual services of health care. In the study can be used methods of time studies, in particular to rationalize the activities of medical personnel, the study and analysis of the time spent by patients to receive medical care, etc. The method of expert evaluations is very widely used in studies of the quality and effectiveness of medical care, its planning, etc. Often sociological methods are used (interviewing, questioning), which allow to obtain a generalized opinion of a group of people about the object (process) of study. It should be noted that most studies predominantly use a comprehensive methodology using most of these methods. So, if the task is to study the level and condition of outpatient-polyclinic care to the population and determine the ways of its improvement, then statistical method examines the morbidity of the population, turnover in outpatient-polyclinic organizations; historical - analyzes its development levels in different periods, dynamics; economic - assesses the costs of providing medical care; experimental - analyzes proposed new forms in the work of polyclinics; expert evaluations - evaluates the quality of medical services and the quality.

According to the WHO definition, the quality of life is the optimal state and degree of perception by individuals and the population as a whole of how their needs (physical, emotional, social, etc.) are met and opportunities for well-being and self-actualization are provided. Quality of life of citizens becomes a priority in the modern world. This is a fairly broad concept, which can be described in the form of the "Pyramid of Quality of Life" shown below (Figure 1). At the top of the pyramid is the quality of life itself. In the middle is what defines quality of life, namely, physical well-being and spiritual well-being. The base of the pyramid is the ways to achieve quality of life. For example, physical well-being is defined by health and longevity as well as physical comfort. Physical well-being can be achieved through modern medicine, a healthy lifestyle, adequate nutrition and a favorable environment. Spiritual well-being is based on the ability to communicate and receive sufficient information. Modern information technology and new generations of mobile communication play a huge role in this. As can be seen from the Quality of Life Pyramid, technologies aimed at improving the quality of life can be divided into three categories, designated as BIO, ECO and INFO. BIO technologies are those based on human biology. They aim to ensure that diseases can be predicted and prevented in a timely manner. Healthy lifestyles play a key role in this today. And in the future, scientific advances in biomedicine will be based on genomics, bioengineering, regenerative medicine and biotechnology. IVF technologies are aimed at ensuring the purity of the internal and external environment, which is the preservation of ecology. The internal environment is mainly determined by the food we consume. The internal environment must be free of harmful substances, which often include drugs.

The state of the environment largely depends on the extent to which we pollute it with industrial waste and burn traditional energy sources: coal and oil. It is better to replace them with cleaner sources, such as wind and solar energy. Information technology is designated as INFO in the Pyramid of

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Quality of Life. They can improve a person's spiritual well-being through access to information and a wider range of communication. In today's world, virtual communication plays an important role. Barriers to such communication, as well as to access to information, are practically disappearing today. The only thing left is to master information technology, which is becoming more and more friendly and easy to perceive and use. The main condition for quality of life is health, and its main manifestation is quality longevity. The mission of public health services is to protect and improve public health through evidence-based prevention, preparedness and timely response to threats, and to meet the public health needs of the population. The 10 core operational functions of public health. There are 10 core public health operational functions (COPFs) that can be adapted and used by countries, under the guidance and support of WHO, to assess and plan actions to strengthen public health capacities and services. For these functions, it is most effective and cost-effective to use an integrated approach rather than vertical programs.

Based on this, FGDs were divided into two groups of five in each: Basic FGDs (public health skills and specialists are needed to perform them):

1. surveillance and assessment of public health and well-being.
2. Monitoring and responding to health hazards and public health emergencies.
3. Health protection, including environmental, occupational, food safety, etc.
4. Health promotion, including influencing social determinants and reducing inequalities in health indicators.
5. Disease prevention, including early detection of health disorders. FGDs that contribute to service delivery:
6. Providing strategic leadership for health and well-being.
7. Providing the public health field with a qualified workforce of sufficient size.
8. Ensuring sustainable organizational structures and funding. 9. Outreach (advocacy), communication and social mobilization for health.
10. Promoting public health research to inform policy and practice.

CONCLUSIONS:

These functions are centered around three main areas of service delivery: health protection, disease prevention, and health promotion. They are supported by robust analytic activities and reinforced by functions that facilitate service delivery.

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