Implementation of the State Humanitarian Policy on Educational Activities in the Field of Public Health Using Information Technologies

Vira Budzyn[†], **Ivan Rybchych**[††], **Nataliia Bazyliak**[†††], **Volodymyr Yaroshovych**[††††], **Dmytro Kharechko**[†††††]

[†] Lviv State University of Physical Culture and Sport named after Ivan Boberskij, Ukraine
[††] Lviv State University of Physical Culture and Sport named after Ivan Boberskij, Ukraine
[†††] Lviv State University of Physical Culture and Sport named after Ivan Boberskij, Ukraine
[††††] Lviv National University of Veterinary Medicine and Biotechnologies of Stepan Gzhytskyi, Ukraine
[†††††] Lviv National University of Veterinary Medicine and Biotechnologies of Stepan Gzhytskyi, Ukraine

Abstract

The main purpose of the study is to analyze the features of the implementation of the state humanitarian policy on educational activities in the field of public health using information technologies. The main trend of the modern development of the state's humanitarian policy is the strengthening of the influence of its democratic component, the importance of social institutions, and civil society. Undoubtedly, the modernization of social and state relations in society requires the effectiveness of the social sphere, in particular, the effective use of human potential, a high level of professional knowledge and skills of specialists, as well as their readiness for social and technological changes. The methodology includes a number of scientific and theoretical methods of analysis. Based on the results of the study, the key aspects of the implementation of the state humanitarian policy on educational activities in the field of public health using information technologies were identified.

Keywords:
Humanitarian Policy, Public Health, Educational Activities, Social Institutions, Information and Communication Technologies, and State Policy.

1. Introduction

Society is now moving from industrial to scientific and information technologies, which are largely based on knowledge as the substance of production and are determined by the level of human development, and the state of the scientific potential of the nation. Such a transition creates a need to revise the content of education, correct the direction of the educational process, and form a person's ability to apply more and more new knowledge acquired throughout life. This affirms a student-centered pedagogical system that prepares a person to adapt to life in a society with many connections, in conditions of an extraordinary pace of change and intensity of innovation. As the experience of other countries shows, the informatization of society helps to ensure national interests, improve economic management, develop science-intensive industries and high technologies, increase labor productivity, improve socio-economic relations, enrich spiritual life and further democratize society.

The public health system is a set of public authorities that implement state and regional policies regarding the creation of the necessary socio-economic conditions for the existence of the population, form the determinants and influence the main factors that determine health, and thus solve the problems of maintaining and strengthening public health.

The basic principle of the health care system is its inherent social character, and therefore it is necessary to consider it in a broader sense than the traditional health care system. It not only ensures the preservation and restoration of the health of the population but also significantly affects the socio-economic development of society and the state.

The main purpose of the study is to analyze the features of implementation of the state humanitarian policy on educational activities in the field of public health using information technologies. The structure of the article implies a description of the methodology, details of the results of the study, and the conclusions drawn.

The educational policy of the state is one of the fundamental leading components of the existence and development of society, which is formed on the basis of environmental, spiritual, cultural, and demographic needs at a specific historical stage of its functioning and taking into account the processes and challenges taking place in the country and the world.

2. Methodology

The article is based on the theoretical principles of providing mechanisms of implementation of the state humanitarian policy on educational activities in the field of public health using information technologies. To solve the tasks set, the following methods of scientific research were used: methods of analysis, synthesis, and formalization; system-structural analysis; abstract-logical method - for the implementation of theoretical generalizations and formulating the conclusions of the study.

3. Research Results and Discussions

The importance of the formation and implementation of state policy is assigned to the subjects of public administration at different levels. In the context of the transformation of public administration in various areas of public relations in general and public health in particular, there is a need to review the functions of the subjects of the formation and implementation of state policy. This issue is especially relevant in the context of the comprehensive provision of public health and interaction with other types of state policy, in particular: educational, scientific, cultural, financial, economic, informational, environmental, healthcare, and law enforcement. Accordingly, the need for structuring the functions of subjects and establishing an effective system of their interaction [1-6].

Any policy becomes clear when it is known who carries it out and what it is aimed at, that is, certain subjects and objects of policy in society at a particular stage of historical development. Such a definition makes it possible to clarify the essence of political relations between subjects, as well as between subjects and objects of politics, to reveal the forms of their political behavior, methods of political activity, and means of transforming the political environment [7].

The subjects of state humanitarian policy are societies, as well as the institutions and organizations created by them, whose active practical activity is aimed at transforming the political and other spheres of human life as relevant objects of policy [8].

Thus, the subject of state humanitarian policy assumes: the presence of the societies themselves and their organizations capable of political activity and created for this purpose; certain goals of their

activities; purposeful activity; interest is shown; relationship, interaction with the object of policy [9]. The implementation of the state humanitarian policy on educational activities in the field of public health takes place in a number of areas (Table 1).

Table 1: The main directions of the implementation of the state humanitarian policy on educational activities in the field of public health

№	The main directions of the implementation of the state humanitarian policy
1	The formation of a public outlook on a healthy lifestyle and responsibility for individual public health
2	The regulation of the functioning of educational institutions in the context of ensuring public health
3	Plays a significant role in the formation of the human resources potential of the public health system, in particular, the training of medical workers and specialists in the field of public health
4	Determines the totality of measures to ensure public health

5	Determines the development of science and innovation in the public health system and the healthcare system

In accordance with the basic principles of state social and humanitarian policy, in almost all countries with a developed market economy, public health systems have been created that are accessible to all or to the vast majority of citizens. Issues of state policy of public health, social security, cost and accessibility of treatment, and living conditions concern the interests of broad groups of the population, form moods, and become the subject of discussions about the effectiveness of the implementation of managerial functions by public authorities.

An important direction in improving humanitarian policy in the field of health is the introduction of intersectoral cooperation in solving public health problems. This approach is important for determining effective mechanisms for cooperation between public authorities of general and special competence in order to exchange information on factors affecting the health status of the population and make appropriate comprehensive decisions on the determinant and factors of health [10].

The development of intersectoral cooperation in the field of public health is a complex process and should be based on the following provisions: intersectoral cooperation and public events should take into account local conditions and ensure the participation of the population; the development of intersectoral interaction occurs due to common programs between organizations whose activities are aimed at solving the problems of preserving the health of the population; to maintain cross-sectoral interaction, the understanding and commitment of participants is necessary; it is necessary to interact with local non-governmental structures in making political decisions; clear vertical coordination is needed at all government levels; it is important to effectively involve representatives of lower levels in the supreme coordinating body[11].

World Health Organization identifies several factors that influence intersectoral coordination in the implementation of public health functions. This is the stability of the management structure; availability of economic incentives and the possibility of their implementation; adequate infrastructure; relations between the executive structures and organizations responsible for making political decisions are clearly marked; involvement of technical personnel in planning, establishment of relevant norms and standards, conducting scientific research in accordance with priority areas; ensuring inter- and intra-governmental interactions on public health issues (for example, inter-governmental advisory councils) [12].

The concept of the implementation of the state humanitarian policy on educational activities in the field of public health using information technologies is based on a number of principles (Table 2).

Table 2: The main principles of the implementation of the state humanitarian policy on educational activities in the field of public health

№	The main principles of the implementation of the state humanitarian policy
1	Priority of preservation of public health
2	Achieving health equity
3	Social responsibility

4	Evidence and economic feasibility
5	A holistic approach to health

The effectiveness of the implementation of the state humanitarian policy on educational activities in the field of public health using information technologies contributes to the implementation of the following approaches [13]:
− holding information events in the form of an equal dialogue with young people on the principle of the peer-to-peer method;
− attraction of well-known personalities of the region to actions: sportsmen, politicians, representatives of executive power;
− active participation of young people in the implementation of formative measures civic engagement of young people allows to realize talents and skills that train leadership skills;
- involvement of professional specialists in information measures aimed at personal communication, which allows young people.
For the effective implementation of the humanitarian policy on the formation of a healthy lifestyle for citizens at the community level, it is necessary to form the infrastructure of youth policy, including the implementation of its organizational and financial support; ensuring the activities of youth centers and youth workers; assistance in the formation and development of civil society institutions; establishing intersectoral and intersectoral cooperation in youth work; assessing the effectiveness of youth work at the community level (in accordance with the developed indicators) and reporting to society on the state of work with youth; provision of conditions for youth participation and youth public control [14].
One of the main forms of attracting young people to solve their own problems is youth participation and

volunteering. Youth participation is an approach to organizing work with youth, which involves building a system of partnerships between adults and children, organizing joint work aimed at raising the level of the youth community, and actively involving young people in the implementation of social programs. According to many scholars and practitioners working in the youth environment, there is now an urgent need to teach young people to make decisions, work in accordance with these decisions, and take responsibility for it.
In terms of attracting young people to the implementation of the state humanitarian policy on educational activities in the field of public health, the following main areas of work are distinguished [15]: preparing young people for work in social projects; search and research work - the study of youth problems in order to substantiate the directions and forms of work with youth through a survey, and sociological research; implementation and impact of social projects.
Public health is a valuable, resource for people and society, the need to improve their own health, create models of health for citizens, as well as the willingness to act in accordance with the creation of a healthy learning environment. Educational competencies in the humanitarian dimension relate to the joint formation of social attitudes and skills of a young person through physical culture and active participation in the process of maintaining the public health of the student environment of educational institutions. An outstanding place in this is played by innovative information and communication technologies. These competencies should be associated with the development of life skills, as well as the formation of physical exercises and other ways of maintaining health as important elements of lifestyle.

4. Conclusions

So, the priority areas for reforming the state humanitarian policy regarding educational activities in the field of public health are the creation of a targeted, flexible system of state-public education management at the district (city) levels, which would promptly respond to changes in circumstances and conditions, the needs of sub-educational educational activities; decentralization of bodies and optimization

of management structures; appropriate redistribution of powers and functions between subjects and objects of management; improving the training and distribution of management personnel, taking into account their competence and capabilities, systematic advanced training; expansion of powers and financial and economic independence of educational institutions, etc.

The level of development of modern states primarily depends on the level of development of the human capital of society, as well as the speed of reaction of the corresponding group of society to the use of opportunities that are the product of constant global, regional, and local changes.

Global trends confirm that today the basis of the paradigm of public administration is a person. This, in turn, causes the governments of countries to create and provide a favorable environment necessary for the development and self-realization of citizens, and the protection of their rights and freedoms.

The focus of public administration on social development in general, as well as on creating conditions for unlocking human potential, ensuring a decent standard of living, and realizing the capabilities of each member of society, necessitates the development and implementation of state policy in the relevant areas of humanitarian development. Health care is one of the priority areas of state activity. Society and the state are responsible to present and future generations for the level of health and the preservation of the gene pool of the people, ensuring the priority of health care in the activities of the state.

The state forms the health care policy and ensures its implementation. The state policy in the field of healthcare is aimed at implementing the provisions of the Constitution and laws to provide affordable qualified medical care to every citizen, introducing new effective mechanisms for financing and managing the healthcare sector, and creating conditions for the formation of a healthy lifestyle.

Public health promotion through the implementation of the state humanitarian policy on educational activities using information technology is a continuous, rhythmic, planned process in which citizens learn to take care of their own health and the health of others.

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