



JAGIELLONIAN UNIVERSITY  
IN KRAKÓW

This is Public Health (TIPH)  
Descriptive title of the project

# Public health is the future!



**Institute of Public Health**  
Faculty of Health Sciences  
Jagiellonian University Medical College

**Primary contact:**

Ilona Nenko MPH, PhD  
Institute of Public Health  
Grzegórzecka 20, 31-531 Krakow  
Tel. +48 698 326 062  
mail: [ilona.nenko@uj.edu.pl](mailto:ilona.nenko@uj.edu.pl)

**Names of others involved in the project**

Tomasz Bochenek MD, MPH, PhD  
Andrzej Galbarczyk MPH, PhD  
Anna Tubek MPH  
Michał Zabdyr-Jamróż MSc, PhD  
Other members of Promotion Team at the Institute of Public Health

Proposal detailing rationale, approach, and potential impact (2 pages)

*What are your **goals** for the project?*

This project has several important goals: (1) To enhance the visibility and understanding of public health (PH) in Poland, especially among secondary school students, (2) To show and promote among young people the opportunities and challenges for professional careers in PH, (3) To strengthen cooperation among the Institute of Public Health of Jagiellonian University (IPH-JU) and leading PH organizations on local and national level, (4) To elaborate good practices which could be successfully applied in other countries.

We plan to focus our activities on showing and widely promoting the most up to date public health topics. In order to show multidimensionality of PH we would like to dedicate each month to different PH issue: (1) Obesity prevention, (2) Psychosocial determinants of cardiovascular diseases, (3) Health literacy, (4) Growing shortage of medical staff in Poland, (5) Out-of-pocket payment for health care services and medicines, (6) Impact of indoor air quality on health, (7) Health technology assessment as help in rationing limited resources in healthcare, (8) Electronic medical documentation as a crucial factor in the development of a modern health care system.

*Who will be your **target audience**?*

Our major **target audience** will be **secondary school students** and **university students**, but also indirectly – the general public as well as PH professionals working at different health sector organizations and public administration levels.

*Describe the **methods/strategies** that you will use to achieve your goals.*

To achieve our goals, we will use: (1) **Lectures and workshops** for secondary school students from southern Poland delivered in the systematic way, (2) **Public Health Blog**, (3) Institute's **social media** – Facebook (FB) and Instagram.

*Identify any **collaborators or partners** needed to achieve your goals.*

To achieve our goals, we will collaborate with identified already, large group of our graduates, as well as with major national institutions and organizations of PH area (letters of support – in attachment): State Sanitary Inspection, National Institute of Public Health – National Institute of Hygiene, Agency for Health Technology Assessment and Tariff System (the latter two being under the leadership of our graduates or faculty members). Moreover, we plan to expand collaboration with NGOs, such as Manko Association which conducts social campaigns in health promotion. We will also involve local mass-media and opinion portals, such as the Jagiellonian Club which collaborated with us in the past.

*Will you be involving **students and/or public health professionals** in this project?*

Yes, group of public health students and graduates will be strongly involved in the project, as well as several public health professionals, especially those affiliated with organizations mentioned above and delegated by them for cooperation in this project.

*Describe the **project** you are proposing.*

Our project includes activities differentiated but complementary to each other, aimed at spreading knowledge on 8 public health topics outlined in goals and showing how interesting is profession of public health specialist. We plan activities such as:

1. **Lectures and workshops** on PH issues held by PH specialists, as well as PH students, addressed to secondary school students from southern Poland.
2. **Series of popular science articles** authored by specialists but also by students. Articles will be published on Public Health Blog and further promoted in social media in order to reach

a wider audience. Traditional media such as radio and newspapers will be used for widespread them as well.

3. **Series of interviews with MPH graduates** aiming to show variety of attractive possible career paths in public health. Interviews will be published on Public Health Blog and further promoted in social media.
4. **Series of eight infographics** (one for each PH topic) which will be used to support activity 1 and 2 outlined above. Each infographic will be complemented by many simplified graphics dedicated for social media. Whenever published on FB these infographics will be made accessible to the blind and vision impaired people by adding captions (in accordance to WCAG 2.0).

*Describe your plan to evaluate your project to know if you have met your goals.*

Evaluation of the project will be based on:

1. **Lectures and workshops** – number of participants and their knowledge increase; the latter will be checked *via* game-based learning platform, e.g. Kahoot, before and after the lecture.
2. **Popular science articles** published on Public Health Blog – by their number and Internet reach – measured by number of visits on the webpage as well as number of reactions, comments and shares in social media.
3. **Interviews with MPH graduates** – by their number and Internet reach (measured as outlined above).
4. Series of **infographics** and simple graphics – by their number and Internet reach (measured as outlined above).

#### ***Feasibility of the project and risk managing.***

This project will be based largely on previous solid experience and several activities conducted already by our IPH-JU. Firstly, last academic year we have established collaboration with 8 secondary schools from southern Poland. We conducted 28 lectures in which almost 800 pupils took part. Secondly, Public Health Blog (established in April 2018) – till now we have published 37 popular science articles about a variety of topics, including popular fact-checking articles devoted to the most discussed PH issues like vaccinations, sexual education standards and controversial health promotion campaigns among others. Thirdly, in order to show our students and candidates for studies various career paths in PH, we have conducted interviews with our graduates and published them on weekly basis on Public Health Blog. So far, we have interviewed 21 graduates who work in both public and private companies. During **this project**, we would like to boldly expand activities taken so far and use the provided budget in order to make activities even more attractive and able to reach a lot wider audience.

Our IPH-JU uses social media very actively. We are on Facebook (since April 2018) and Instagram (since January 2019) two most popular social media platforms. We have more than 530 followers on Facebook and 180 on Instagram. We reached over 28,000 people with our posts last month. We launched #thisispublichealth campaign in April 2019. We have already published on social media several graphics with short sentences presenting various evidence-based information and aspects of PH in a nutshell. Our graphics indicate scientific sources of the information provided – in order to facilitate a good practice of information verification.

All activities were already started last year. We have a team of people working already several months and experience in conducting them. Thus, the risk of possible failure seems to be rather negligible. Though the investment which could be gained from this project is substantial – we will not only continue the activities but make them more attractive and reach a considerably wider audience. Taking all above into account we ensure that we are able to fulfil all planned duties and continue the project after May 2020.

**Budget (separate from page limit)**

Provide detail as to how you will use **the budget** provided to you.

Activity or item	Foreseen cost PLN	Foreseen cost USD
Preparation of infographics dedicated to the outlined above eight issues of PH	8000	2100
Posts' promotion on social media	5000	1312
Special gadgets for pupils (e.g. pens, key leads, leaflets, T-shirts, others)	4000	1050
Printing of promotional materials, postage fees	2000	525
<b>TOTAL</b>	<b>19 000</b>	<b>4987</b>

*The costs of the above activities and items have been assessed based on average National Bank exchange rate on 24.06.2019 and the initial market research.*

Describe the **committed support** within your university needed to **sustain** this project following the initial funding. The University has been already committed to support activities promoting public health, executed by the IPH-JU. We have the declaration of further interest and support especially once strengthening it through our participation in the TIPH campaign and beyond it. The support goes from the University authorities, as well as from its organizational units specializing in promotion and marketing. Moreover, the academic staff of our Institute has shown its dedication to public health promoting efforts and this will continue, because the strategic goals of TIPH campaign and the Institute are very intertwined.

Identify **matching funds/in-kind support** you will receive (if any)

We will be supported by the Jagiellonian University and its Medical College through the following actions and activities:

- Labour time of employees needed to organize and manage activities foreseen in this project.
- Supplies of already existing marketing gadgets (e.g. pens, key leads, leaflets) for secondary school students present in the lectures or other promotional meetings.
- Support in organizing purchases of needed services and materials, as well as processing financial and accounting issues related to this project.
- Support by University social media *via* sharing our posts in order to reach wider audience.

Letters of support (**separate from page limit**)

Vice-Rector of the Jagiellonian University for the Medical College, prof. Tomasz Grodzicki

Director of Agency for Health Technology Assessment and Tariff System, dr Roman Topór-  
Mądry

Director of National Institute of Public Health – National Institute of Hygiene, dr Grzegorz  
Juszczak

Head Teacher of XLIII Lyceum (high school) in Krakow, Msc Bożena Skowronek

Małopolska Voivodship Sanitary Inspector (division of State Sanitary Inspection),

MD Maciej Klima



JAGIELLONIAN UNIVERSITY  
MEDICAL COLLEGE

**The Association of Schools of Public Health  
in the European Region (ASPHER) Secretariat  
UM Brussels Campus  
Av de Tervueren 153  
BE-1150, Brussels, Belgium**

in connection with the efforts at receiving a grant for promotional activities within the "This Is Public Health - Campaign Challenge" competition, the Jagiellonian University Medical College positively evaluates the activities carried out to date by the Institute of Public Health, the aim of which is promotion of public health in a broad sense.

Through its activities (e.g. action of high school, participation in the Science and Art Festival, interviews - "Three questions to the graduate") and the use of social media (Instagram account, profile on Facebook, Institute of Public Health's blog), the Institute aims to increase the visibility of public health issues, and indicate new directions for solutions in the area.

On behalf of Jagiellonian University Medical College:

Prof. Tomasz Grodzicki, PhD  
Vice-Rector of the Jagiellonian University  
for the Medical College



Agency for Health Technology  
Assessment and Tariff System

Warsaw, **2019-06-24**

**The Association of Schools of Public Health  
in the European Region (ASPHER) Secretariat  
UM Brussels Campus  
Av de Tervueren 153  
BE-1150, Brussels, Belgium**

Dear Sirs,

I am writing to show my support for Jagiellonian University Collegium Medicum (hereinafter referred to as "University") in the competition „*This Is Public Health – Campaign Challenge*”.

The University is a titled, leading Polish academic institution cooperating with the largest academic centers and scientists from around the world. Agency for Health Technology Assessment and Tariff Systems (hereinafter referred to as "Agency") has been collaborated with University in various areas.

Agency collaborates with University first of all at the didactic and scientific level (including the implementation of postgraduate studies in the field of HTA and EBM and student internships). The University has been also provided educational services to the Agency, including the preparation and organization of training, for example in the fields of epidemiology and comparative analysis. Graduates of the University, especially the Institute of Public Health, successfully find employment at the Agency. We also work with qualified experts of the University in the process of implementing the statutory tasks of the Agency, especially at the analytical level.

I summarize previous cooperation as a highly professional, realised with great care, emphasizing the reliability and full involvement of the University in all projects and activities that were realised. Further joint initiatives in the area of public health are also planned in the nearest future.

I strongly support the University's efforts to promote public health, including within the competition "This is Public Health- Campaign Challenge", expressing my sincere endorsement for the idea of public awareness of public health problems by the University.

Yours faithfully,

Podpis: *Janina* Prezesa

Dyrektor  
Wydziału Taryfikacji

*Gabriela Kujkowska*





Warsaw, 24.06.19

**The Association of Schools of Public  
Health in the European Region (ASPHER)  
Secretariat  
Um Brussels Campus  
Av de Tervueren 153**

As the Director of the National Institute of Public Health – National Institute of Hygiene and also as a Member of ASPHER society, I am pleased to provide this letter of support for Collegium Medicum Jagiellonian University - Public Health Department for their application to “This is Public Health – Europe” campaign.

The awareness of the importance of public health has recently increased, however the visibility and identification of career opportunities in this area still need to be addressed. We are sure that the experience of the Collegium Medicum Jagiellonian University - Public Health Department will guarantee the successful implementation of the campaign.

National Institute of Public Health – National Institute of Hygiene is also open to cooperate with the Department in the framework of the action This is Public Health.

*Kind regards*

**DIRECTOR**  
National Institute of Public Health  
- National Institute of Hygiene

*Grzegorz Juszczyk, Ph.D.*

National Institute of Public Health – National Institute of Hygiene  
Chocimska 24 str., 00-791 Warsaw, Poland

Phone: +48 22 54 21 400, +48 22 54 21 200, fax: +48 22 849 74 84

**www.pzh.gov.pl**, e-mail: **pzh@pzh.gov.pl**

Regon: 000288461, NIP: 525-000-87-32, PL 93 1130 1017 0080 1180 2020 0001 (SWIFT: GOSKPLPW)





tel/fax (12) 6561734

XLIII Liceum Ogólnokształcące im. Zofii Chrzanowskiej  
30-534 Kraków ul. Limanowskiego 60-62  
e-mail: lo43krakow@gmail.com www.lo43krakow.pl

**XLIII Liceum Ogólnokształcące**  
im. Zofii Chrzanowskiej  
30-534 Kraków, ul. Limanowskiego 60/62  
tel./fax 12 656-17-34

Kraków, 25.06.2019r.

The Association of Schools of Public Health in the European Region (ASPHER)  
Secretariat  
UM Brussels Campus  
Av de Tervueren 153  
BE-1150, Brussels, Belgium

Dear Sir or Madam,

I am pleased to write a letter of support to the Institute of Public Health in the Faculty of Health Sciences Jagiellonian University Medical College.

As we understand the importance of raising awareness in society on the various aspect of public health, we were seeking a partner who would be able to help us to increase the level of interest in that field among our students as well as to present them opportunities for careers in public health.

We have been working closely with the Institute of Public Health for a couple of years and would describe our cooperation as equally mutual and effective.

Our students have been given numerous opportunities to attend lectures on various aspects of public health and also to participate in practicals carefully designed and then conducted by the Institute lecturers and students.

We do hope for the further cooperation between our school and the Institute of Public Health. What is more, the objectives of "This is Public Health" campaign seem appealing and feasible, which ensures that not only our students will benefit from them, but also the surroundings and the community at large.

Therefore, we feel confident expressing our full support for the Institute's current and future initiatives and activities raising people's awareness and strengthening the role of public health education.

Yours faithfully,  
Bożena Skowronek  
Head teacher

  
DYREKTOR SZKOŁY  
mgr Bożena Skowronek





## MAŁOPOLSKI PAŃSTWOWY WOJEWÓDZKI INSPEKTOR SANITARNY

Z.9011.3.2019

Kraków, dnia 28 czerwca 2019 r.

**The Association of Schools of Public  
Health in the European Region  
(ASPHER) Secretariat  
UM Brussels Campus**

Av de Tervueren 153  
BE-1150, Brussels, Belgium

concerns: letter of support

One of the many tasks of public health is prevention of diseases, promotion of health and physical fitness through organized efforts for environmental hygiene, control of infectious diseases, spreading the principles of personal hygiene, enabling preservation and strengthening of health. The main goal of the State Sanitary Inspection in Poland is to carry out public health tasks, in particular by supervising the following conditions: environmental hygiene, occupational hygiene in workplaces, radiation hygiene, hygiene of teaching and upbringing processes, rest and recreation hygiene, food health, nutrition and cosmetic products, hygienic and sanitary, which should be met by medical personnel, equipment and rooms in which health services are provided in order to protect human health against adverse effects of harmfulness and environmental nuisance, prevention of diseases, including infectious and occupational diseases. Considering the above aspect of public health, it is a basic element of our activity. Bearing in mind the very good cooperation of the Provincial Sanitary and Epidemiological Station in Krakow with the Institute of Public Health of the Jagiellonian University, exchange of experiences, internships for students of public

Wojewódzka Stacja Sanitarno-Epidemiologiczna w Krakowie  
31-202 Kraków, ul. Prądnicka 76  
www.wsse.krakow.pl e-mail: wsse.krakow@pis.gov.pl  
adres skrytki na ePUAP: /wssekrakow/skrytka  
centrala tel.: (+48) 12 25 49 400, 12 25 49 555  
sekretariat MPWIS tel.: (+48) 12 25 49 500, fax: (+48) 12 41 62 093  
REGON: 000297394 / NIP: 677-10-27-767

*niepodległa*

POLSKA  
STULECIE ODZYSKANIA  
NIEPODLEGŁOŚCI



health, participation in joint scientific projects promoting public health ideas, I fully support the activities of the Institute's Directorate to apply in the competition "*This Is Public Health - Campaign Challenge*". Every action aimed at increasing the level of awareness and knowledge in the field of public health (broadly understood) among all stakeholders deserves attention. Considering the challenges of public health in the 21st century, only joint and coordinated activities of various institutions have sense and legitimacy of action.

Małopolski Państwowy  
Wojewódzki Inspektor Sanitarny  
  
Z up. lek. med. Maciej Klima  
Zastępca Małopolskiego Państwowego  
Wojewódzkiego Inspektora Sanitarnego