

PROMOCIJA I PRIMJENA WELLNESS KONCEPTA SA CILJEM UNAPREĐENJA JAVNOG ZDRAVLJA

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Wellness predstavlja u prvom planu zdrav način života, promoviše fizičku aktivnost i njegovanje duha i tijela služeći se savjetima i tretmanima pod nadzorom i uz pomoć ljekara i/ili fizioterapeuta. Cilj rada je prikazati značaj promocije i primjene wellness programa i sadržaja kroz savjetodavne aktivnosti medicinskih radnika sa ciljem očuvanja i dugoročnog unapređenja kvaliteta javnog zdravlja stanovništva. U radu je korištena metoda teorijske analize sadržaja stručne literature i kauzalna metoda sa sistematizacijom profesionalnog iskustva autora u oblasti provođenja wellness programa i menadžmenta u fizioterapiji. Prema relevantnim istraživanjima UN-a životni vijek u Japanu prosječno iznosi 82,7 godina, dok je u BiH 72,2 godine. Analizirajući životne navike, tradicionalna načela i aktivnosti stanovništva oba naroda dolazimo do zaključka da se na našim prostorima nedovoljno radi na promociji i implementaciji zdravih životnih navika i procedura koje će unaprijediti i produžiti kvalitet psihofizičkog zdravlja. Tempo života 21.vijek diriguje podizanje svijesti o zdravim navikama, a wellness je resurs putem kojeg se značajno može rasteretiti zdravstveni sistem. Primjenom preventivnih i terapijskih procedura ne postiže se samo trenutno poboljšanje opšteg zdravstvenog stanja pojedinca, nego se podiže svijest i razvijaju zdrave navike koje će dugoročno imati uticaj na kvaliteti opšteg javnog zdravlja šire populacije.

Ključne riječi: prevencija, wellness, fizioterapeut, javno zdravlje

PROMOTION AND APPLICATION OF THE WELLNESS CONCEPT WITH THE GOAL OF IMPROVING PUBLIC HEALTH

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Wellness is a healthy lifestyle, promotes physical activity and nurture the mind and body by using advice and treatments under the supervision and with the help of a doctor and / or physiotherapist. The aim of this work is to show the importance of promoting and implementing wellness programs and content through advisory activities of medical workers with the aim of preserving and long-term improvement of the quality of public health. On this work uses the method of theoretical analysis of the content of professional literature and the causal method with the systematization of the professional experience of the author in the field of wellness programs and management in physiotherapy. According to relevant UN research, life expectancy in Japan averages 82.7 years, while in BiH it is 72.2 years. Analyzing the life habits, traditional principles and activities of the population of both nations, we come to the conclusion that insufficient work is being done in our area on the promotion and implementation of healthy living habits and procedures that will improve and prolong the quality of psychophysical health. The pace of life in the 21st century directs the raising of awareness of healthy habits, and wellness is a resource through which the health care system can be significantly relieved. The application of preventive and therapeutic procedures not only achieves an immediate improvement in the general health of the individual, but also raises awareness and develops healthy habits that will have a long-term impact on the quality of general public health of the general population.

Key words: prevention, wellness, physiotherapist, public health