

The Institute of Cosmetology and Health Care in Bialystok

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Białystok
ul. Krakowska 9



KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

UNIA EUROPEJSKA
EUROPEJSKI
FUNDUSZ SPOŁECZNY



Projekt współfinansowany przez Unię Europejską w ramach Europejskiego Funduszu Społecznego

**The cooperation project between
the Institute of Cosmetology and Health Care
in Bialystok (Bialystok, Poland)
and the Lithuanian Academy of Physical
Education
(Kaunas, Lithuania).**



Author: Daniel Dojlidko,

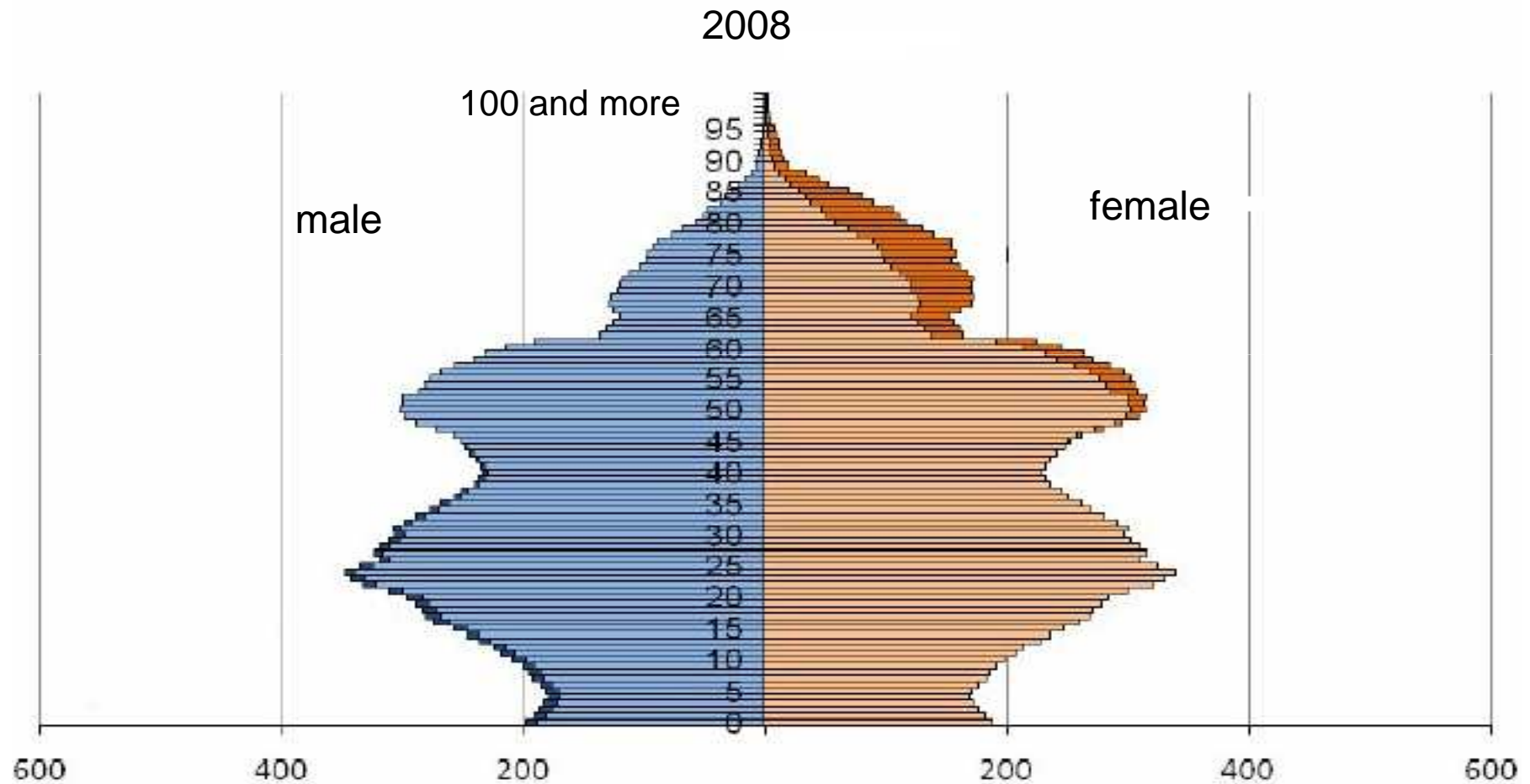


Cooperation: Ewa Kleszczewska, Dorota Tomulewicz

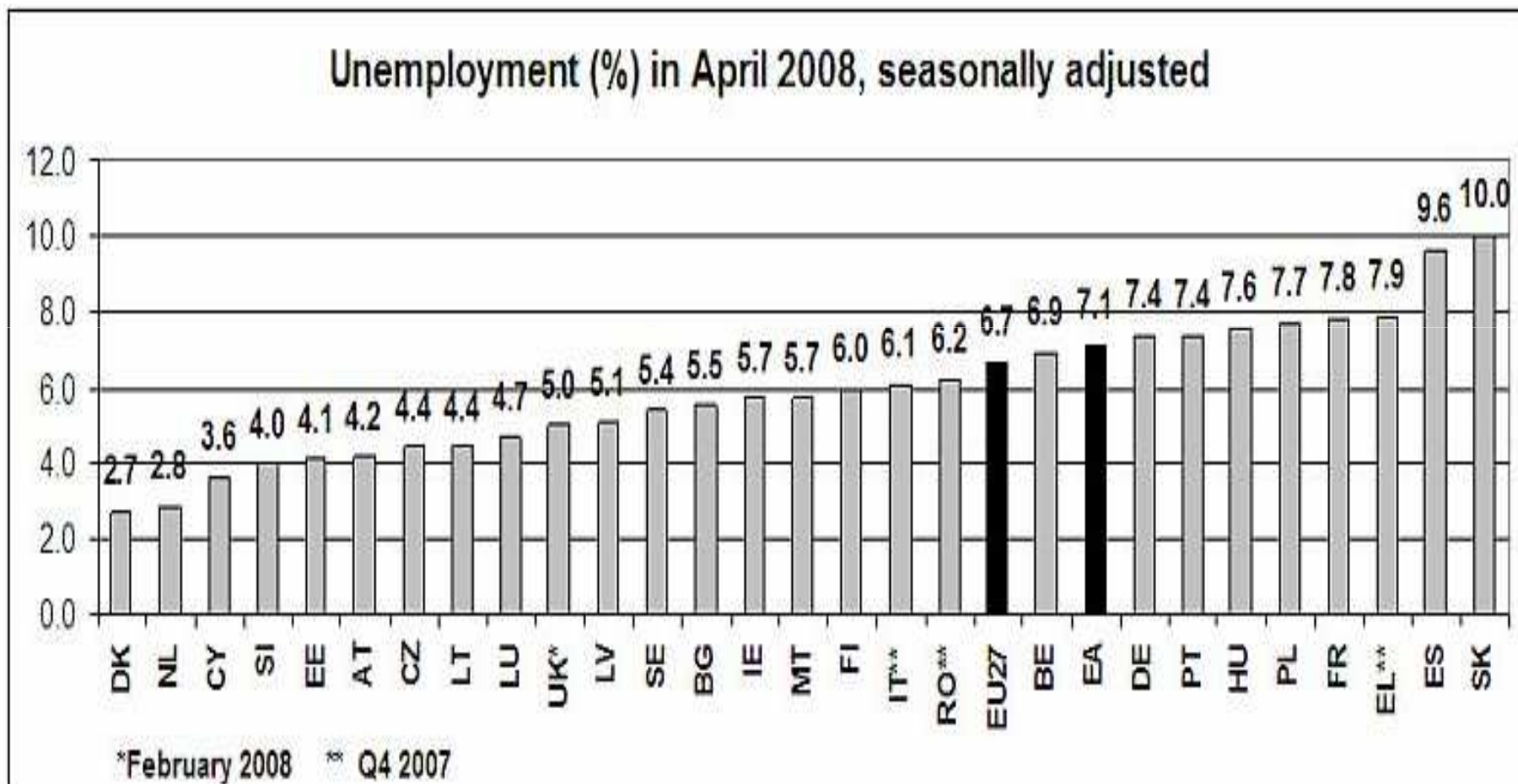
One of the social problems arising in Poland and also in other countries is that of ageing society in terms of health and social.



The demographic data shows that the elderly outnumber the population of the young



Simultaneously, there has been noted one of the lowest factors of unemployment.



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The foremost aim of our project is to, by education, raise qualifications of the broadly understood medical services both on Polish and Lithuanian side. Moreover, it will provide an innovative medical offer (new workplaces, transborder mobility of employees) and also new professionals enhancing the quality of life of the ageing society).

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The general aim of the project:

The principal aim of this project is to enhance the quality of life of the residents from the transborder area (Podlasie region and Kaunas district).

The strategic aim of the project **is..**

- to support and promote the informative society propelling the development of the transborder area, which in return will increase prospective employment on both sides of the border,
- improve the educational offer including the flexibility of employees who aim to fulfill expectations of the labour market,
- raise their qualifications and professional competence,
- put academic knowledge into business practices.



The Institute of Cosmetology and Health Care in Białystok and the Lithuanian Academy of Physical Education in Kaunas carry out the research and development works along with the academic centres in Byelorussia and Russia. In the framework of the transborder cooperation we carry out studies on elaborating the scientific principles shaping health habits and principles of operation of the health care and welfare systems.

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Experts of

- hygiene,
- shaping health care systems,
- health promotion,
- pedagogy,
- sociology,
- psychology,
- environment protection
as well as other scientific
branches all participate in
the study





The foremost aim of this study is to, apart from obtaining the results, strengthen and progressively develop next door relations as well as to reach agreements and accept deals necessary to perform other projects of transborder cooperation, which will help to level obstacles and differences that may separate border areas, and stimulate their development.

So as to increase the number of available information and access to the results of the study, improve *communication between transborder societies*, scientists, lecturers and students, **we have created the remote teaching - learning system.**

The project assignment:

To take up collective duties aiming at the improvement of transborder employment opportunities via courses (e.g. 100 hours of theory and 256 hours of practice), trainings (230 hours of theory and 470 hours of practice), and postgraduate education training (200 hours of theory and 170 hours of practice) in the scope of medical education particularly in:

- Physiotherapy
- Rehabilitation
- Alternative Medicine
- Public Health
- Social worker
- Medical Rescue Services
- Business in Medicine
- Environmental Risk Management
- Specialist language courses (English, Polish, Lithuanian) in the scope of medical learning





The innovative solution of the said teaching-learning methods is a formation of the trilingual e-learning platform containing theory and enabling students to pass the practical part in the academies in Bialystok or Kaunas.



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- Analysis of the human resources and the possibility of the usage of the existing human capital from Podlasie and Kaunas regions.
- Analysis of the labour market needs within transborder areas.
- Transferring know-how from cooperating academic centres to the business sector.

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- Education of people, so that they will be able to conduct studies and build awareness among population as well as increasement of ecological awarness of inhabitants.
- Supporting Polish – Lithuanian relations within health issues.
- Preparation of economical and financial project on the feasibility of the study and educational data base.

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- Building of international partnership
- Economic animation of the area and the enhancement of the health awareness of the inhabitants.
- Propagation and exchange of the information on the initiatives related to elicitation of the local communities within the project.

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- **Increase and differentiation of the income of the inhabitants from transborder areas via raising competence of employees and making an attempt to reduce marginalization of the social groups affected by unemployment**

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The Institute of Cosmetology and Health Care in Bialystok as a member and founder of the Polish Easter Medical Cluster and the Lithuanian Academy of Physical Education in Kaunas will use the established e-learning platform to extend and strengthen cooperation on the ground of the transfer of the knowledge from the academic research and development centres to the business sector.

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These actions aim at significant stimulation of the economy development of Podlasie and Kaunas areas, extention of the range of the new educational forms and products and most importantly the usage of the potential provided by **transborder cooperation.**

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***The operational assignments
of the project***

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The operational assignments of the project:

- Analysis of the pro health basis, operational systems of the medical care, the influence of environment and ecological factors on the quality of life.
- Analysis of the effective usage of knowledge related to hygiene, habits, the nature of work and relaxation on both sides of the border.

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The operational assignments of the project:

- Formation of the aware and active model of life.
- Study of the capability of the human capital followed by its usage for the needs of the labour market.
- Determination of the prospective demand for the know-how and the transfer of knowledge from the academic centres to the business sector.

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The operational assignments of the project:

- Examination of the present enterprises taking up broadly understood medical branch in those two regions.
- Examination of the openness of the society to promotional and preventive actions within medical studies.

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The operational assignments of the project:

- Evaluation of the accessibility of the local communities to specialists.
- Elaboration of business plan and financing project.
- Elaboration of a typical scheme on the acquisition of means aiming at performance of projects of social and educational nature.

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Carrying out studies and analysis designed for environment.

- Local administration.
- Local communities.
- Legal and economical factors.
- Financial capabilities

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Thank You!

Daniel Dojlidko

d.dojlidko@wskosm.pl

+48 085 74 99 435



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