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Svitlana Kolomiets,
Associate Professor, Sumy State University, Ukraine

 ORCID ID, 0000-0002-7832-8415
email: s.kolomiets@biem.sumdu.edu.ua

Agnieszka Jakubowska,
Koszalin University of Technology, Poland

 ORCID ID, 0000-0002-3610-8713
email: agnieszka.jakubowska@tu.koszalin.pl

Eugeniya Goreva,
Sumy State University, Ukraine

Correspondence author: s.kolomiets@biem.sumdu.edu.ua

MANAGEMENT OF URBAN AMENITIES IN THE CONTEXT OF PUBLIC HEALTH CARE FOR LOCAL COMMUNITIES

Abstract. *Urbanization is a tendency in the current stage of human development. Numerous public health problems are exacerbated by urbanization, while uncontrolled urbanization can aggravate the current humanitarian crisis and have negative consequences for urban residents' quality of life, health, and safety. The authors highlighted that studying aspects of urbanization's impact on preventing, monitoring, and assessing the urban population morbidity and their quality of life is an urgent task. The study aims to substantiate modern approaches to solving problems of amenity management in the context of local community health based on the analysis of relevant international experience. The methodological part of this study rests on the dialectical method of scientific cognition and a systematic approach. It involved structural and comparative analyses and statistical methods. To gain the study goal, the authors analyzed the peculiarities of urban development management in local community health and examined the relevant EU practices. A comprehensive analysis of urban development in Ukraine was conducted. The obtained results confirmed that the effectiveness of state regulation in the field of amenity of settlements is closely related to the implementation of state policy in this field. Based on the findings, the peculiarities of introducing modern management technologies in the practice of development of city amenities, considering the environmental progress, were determined, and recommendations for their improvement were offered. This study showed that modern strategies and approaches to solving public health problems in cities are related to improving urban planning, urban governance, improving living conditions, and creating equal opportunities for all residents. The authors highlighted that the dissemination of best international practices would allow the implementation of public policy to preserve public health and well-being as one of the most important goals of the community. The study results could be used to develop strategies for increasing the effectiveness of measures to solve problems related to urban development management in the context of local community health.*

Keywords: urban amenities, management, public health culture, public health, health improvement.

Introduction. Urbanization is an indisputable trend in the current stage of human development. It has caused numerous public health problems. Moreover, uncontrolled urbanization could exacerbate the current humanitarian crisis and cast a shadow on quality of life, health, and safety. Urban development reflects the historical process of increasing the cities' roles in social development. It stands to mention that landscaping is one of the most critical health issues in the XXI century. Improvement of public health of local Ukrainian communities based on the dissemination of positive experiences in improving European cities is an urgent task. The study's main purpose is to substantiate modern approaches to solving

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problems of amenity management in the context of local community health based on the analysis of relevant international experience.

The study analyzed the peculiarities of urban development management in local community health. In turn, the relevant practices of the EU and Ukraine were analyzed. A comprehensive analysis of urban development processes in Ukraine has been conducted. The peculiarities of the modern management technology's introduction in city improvement, considering the environmental improvement, are determined. As a result, there are offered recommendations for their improvement. It is established that the effectiveness of state regulation in settlement improvement is closely related to the implementation of state policy for the improvement of settlements.

The study results could increase the effectiveness of measures to solve problems related to urban development management in the context of local community health.

Literature Review. Maintaining and promoting public health is one of the key social issues worldwide. In the context of globalization, population density growth, and expanding agglomerations, domestic and foreign scientists pay more attention to public health. In particular, Demikhov (2019) carried out a comparative statistical analysis of disease distribution in different countries. The scholar has correlated these processes with urban dynamics. Besides, Demikhov (2019) provided the UN and World Health Organization (WHO) expert assessments on the processes of concentration of population around the world, deteriorating living conditions, health care quality, morbidity and prevention, healthy lifestyles promotion, and quality control of goods, works and services for people.

Moskalenko et al. (2008) and Hnidoi and Dikhtiaruk (2000) have studied the impact of urbanization on public health. Demikhov and Dehtyarova (2020) analyzed the WHO projects in urban health. Besides, they studied the recommendations to adopt best practices in the Ukrainian conditions. It is proved that under the current pandemic and the global financial crisis challenges, the issue of building a public health system in Ukrainian cities as the main centers of urban life is significant.

Foreman et al. (2018) examined the municipal impact on public health development. Shushpandov (2019) found that the socio-economic determinants define public health primarily. This scholar developed the conceptual basis for researching social and economic determinants of inequality in public health, defining their structure, degree, and directions of influence on health.

It stands to mention that many WHO documents focused on the impact of socio-economic determinants on public health (AUC, 2021; WHO, 2019). Indeed, WHO considerably addresses public health issues with its documents (Asvall, 2000) and annual reports (WHO, 2021).

In turn, Lyashko et al. (2020) addressed the public health programs at the regional and local levels. They examined the role of local governments in the public health system, public health infrastructure, etc.

Thus, the impact on public health at the regional and local levels is relevant among foreign and domestic scientists. However, the socio-economic effects on public health are so diverse that it needs further research, particularly in urban development in the context of public health. Therefore, the above led to the choice of the research topic.

Methodology and research methods. The work uses general and special research methods: methods of analysis and synthesis - to study the theoretical aspects of urban development management in the context of local community health; methods of system analysis - to identify the main areas of improvement of modern management of landscaping of settlements of Ukraine; statistical analysis - to clarify the trend of implementation of urban development plans of Ukraine; monographic method - to study the European experience in the improvement of human settlements in the context of public health. The information base of the research is legislative and normative acts on the directions of realization of the Concept of development of the public health system of Ukraine; official statistical materials of the State Statistics Service of Ukraine, the Center for Public Health of the Ministry of Health of Ukraine, documents of the website of the Ministry of Development of Communities and Territories of Ukraine; statistics from

the European Health for All Database, the European Healthy Cities Network, and the official web portal of the European Regional Office of the World Health Organization.

Results. The urbanization processes are gaining additional momentum every year worldwide. In turn, there is a growing role of cities in the development of modern society. It applies to the economic, socio-cultural, and health spheres of humanity. It stands to note that urban expansion leads to the urban population prevalence and environmental, demographic, and social problems. Modern urban management must constantly focus on a range of issues related to the healing of the local environment and the community's health.

According to international standards, Ukraine is an urbanized country, where most of the population lives in cities. The population census data showed a sharp increase in the urban population during the XX century (from 18.5% in 1927 to 67.2% in 2001).

As an urbanized country, Ukraine is under a significant man-made load and environmental degradation. According to the statistical data, 11.0 million tons of hazardous pollutants enter the country's air basin, water, and land resources annually. 54% and 38% of them are harmful emissions into the atmosphere and surface water, and 8% are hazardous waste, polluting land resources. The main air pollutants in Ukraine are manufacturing and extractive industries (respectively 33% and 21% of harmful emissions) and enterprises producing electricity, gas, and water (37%). Besides, annually, 2.7 million tons of harmful substances enter the air from mobile sources, the vast majority of which (2420.3 thousand tons, or 90.1%) are emissions from automobile transport.

In Ukraine, the negative environmental consequences of urbanization processes have led to high levels of environmentally dependent pathology among the urban population. The incidence of bronchial asthma in urban residents is 1.7 times higher than in rural areas. The incidence of malignant neoplasms is higher among urban residents than in rural. The specific lifestyle of urban residents, its inherent rhythm, intensity, lack of physical activity, unhealthy diet, bad habits, etc., provoke many health disorders, including physical, mental, and psychological ones. In general, the incidence of illness in the urban population of Ukraine is 30.8%, and the disease prevalence is 24.0% higher than the level of the rural population. Higher levels of incidence of illness in urban residents compared to rural is particularly expressed in the context of infectious pathology (2 times), the frequency of tumors (1.7 times), congenital pathologies (1.6 times), injuries and poisonings (1, 6 times), dermal and subcutaneous tissue diseases (1.5 times). Along with the higher morbidity rates of the urban population in most disease classes, significant mortality rates are of particular concern.

Urban lifestyle with well-developed transport communication and insufficient infrastructure for active leisure is the main cause of hypodynamia and triggers many diseases, especially cardiovascular, obesity, and osteochondrosis. The paradox is that the urban residents' lifestyle becomes sedentary with the accelerated life pace. In Ukraine, more than a third (37%) of men and almost half (48%) of women lead a sedentary lifestyle. With advancing aging, physical inactivity increases. At a young age, the level of physical activity of every fourth man and a second woman is characterized as insufficient.

Therefore, considering the above statistical data, the government authorities must improve urban planning and construction to enhance the benefits of urbanization and prevent its negative consequences.

According to the Ministry for Communities and Territories Development of Ukraine (Ministry, 2021), not all local governments comply with the requirements of the Law of Ukraine «On Amenities Settlements». Thus, only 18.2% (5030 settlements) have approved programs for amenities, and in the cities – 87.4% (383 cities). There are no amenity programs in Kyiv. Almost 30.7% (8491 settlements) have approved amenity plans, while in the cities – 91.8%. Along the same line, there is no amenity plan in Kyiv. Only 5.7% (1577 settlements) have programs to develop and preserve green areas of settlements, and in the cities – 45.7% (200 cities). There is no such program in Kyiv. The amenity rules were approved by 44.8% (12,395

settlements) and in the cities – 85.4% (374 cities). Sanitation schemes have been developed and approved in 10065 settlements (36.3%), and in the cities – almost 70% (306 cities).

The total number of amenities in Ukraine is over 411.6 thousand, while 210.3 thousand are located in cities. The inventory was carried out at 70.8% (291.7 thousand) of the settlements' amenities. In cities, this share is 45.7% (96.1 thousand). In general, 20.2% (83.1 thousand) of the settlements' amenities are certified in Ukraine, while 25.6% (53,9 thousand) – are in cities. Over 25.8 billion UAH were spent to finance the measures for settlement advancement, including measures for improving cities (over UAH 11.7 billion). In Ukraine, only 15% (60.9 thousand) of facilities are maintained by enterprises identified on a competitive basis, according to the Law of Ukraine «On Landscaping».

It stands to mention that no facilities are maintained by enterprises identified on a competitive basis in Kyiv. While 225 amenity inspections exist in the settlements, no inspections have been set up in Kyiv. As a result of amenity inspections, the respective budgets received almost UAH 10.0 million. At the same time, there are more than 1.97 thousand public inspectors in Ukraine who carried out nearly 11.2 thousand raids and inspections. As a result of their activities, more than 2.85 thousand protocols were drawn up, and local budgets received more than UAH 1.22 million. 825 commissions have been set up to determine the amount of damage caused to amenity facilities due to violations of legislation, standards, regulations, norms, procedures, and rules in amenities. The funds received by the relevant budgets based on the commissions' work result in over UAH 2.58 million.

This analysis shows only the initial measures to manage amenities in Ukraine. Therefore, there is a need for domestic management to study and apply the experience of developed countries carefully.

By signing the Association Agreement between Ukraine and the European Union, the European Atomic Energy Community, their Member States, and Ukraine has committed themselves to developing cooperation in healthcare. The signed agreement, especially a separate chapter 22, entitled «Public Health», reveals Ukraine's commitment to implement measures to protect human health as a prerequisite for sustainable development and economic growth.

Nowadays, in Ukraine, a public policy of preserving health and people's life is being formed and implemented as one of the most important goals of the community.

It is necessary to note several measures to eliminate obstacles to the public health development in Ukraine in the context of urbanization:

1. Improving communication in public health. It means the technique of informing and influencing the population's motivation to maintain health.

2. Introducing advocacy in public health - activities to represent and protect human interests in health care. It creates tools for the interdisciplinary, interrelated impact of various public policies related to the quality of human life and health (Demikhov, 2019).

Current strategies to address urbanization and health involve four key areas as follows:

- urban planning;
- improving urban living conditions;
- urban management with the active public participation;
- the creation of equal opportunities for people of all ages (Demikhov, 2019).

Science-based urban planning promotes a healthy lifestyle and safety. Local governments and civil society could design playgrounds in the city to encourage physical activity; invest in active vehicles; promote healthy eating by ensuring the availability and access to fresh food; reduce the violence incidences and crime through proper environmental design, regulatory and control measures, including management of the number of alcoholic beverages outlets.

Improving urban living conditions requires the application of urban planning principles promoting public health, with easy access to basic amenities and services and targeted use of commercial and non-

commercial land. At the same time, there is an urgent need to allocate land plots for parks and reserves, recreation places, and entertainment.

Providing adequate housing for all citizens is one of the biggest challenges for the city. Quality of accommodation and proper access to utilities such as water and sanitation are essential determinants of health.

In the light of current strategies aimed at solving existing problems, it is necessary to improve the city government by encouraging active public participation. Local mechanisms for urban governance should be developed with the active the entire population. It would allow local communities and local governments to work together to create healthier and safer cities.

The development of cities with equal opportunities for all people of all ages is an essential aspect of addressing urbanization. The share of people with disabilities is at least 10% of the population. Besides, the lack of equal opportunities prevents their access to education, employment, and social life. There is the rapid aging of the world's population and a growing number of older people. Many of them can barely move and have bad sight and hearing. Therefore, activities such as convenient public transport, special sidewalks, and safe pedestrian crossings (such as touch-sensitive pavements and signal-controlled intersections) would increase the safety and participation of people with disabilities and the elderly in the city.

Reducing inequality is a leading strategy to improve public health. All urban residents benefit from building «equal opportunities for all» cities accessible and supportive to people of all ages. Such measures do not necessarily require significant investments but instead require a commitment to reallocate resources with the priority of equal opportunities to increase efficiency.

The analysis of the local government practice in the improvement of settlements in Ukraine, considering aspects of public health, showed the following:

1. Unsatisfactory state of affairs in health care and the need to improve regulation at the state level and amalgamated territorial community.

In turn, the main factors leading to this are a non-compliance (primarily due to resource constraints) by central executive bodies and local governments with the requirements set by the relevant laws of Ukraine in terms of amenity of settlements; the imperfect legal and regulatory framework; lack of state standards; insufficient involvement of new technologies in the maintenance of facilities; establishment of economically unreasonable tariffs for services in this area; unsatisfactory permitting system; inefficient control system; mechanisms for prosecuting violators; insufficient level of financial and economic mechanisms, etc.;

2. the close connection between the state regulation and policy in the improvement of settlements;
3. the expediency of using the experience of Eastern European countries in amenity, characterized by decentralization, inter-municipal cooperation, the introduction of «mandatory» services, mandatory competition between performers, new forms of management, tariff regulation, and improvement of control and responsibility.

Conclusions. This study showed that modern strategies and approaches to solving public health problems in cities are related to improving urban planning, urban governance, improving living conditions, and creating equal opportunities for all residents. The topical issues are raising awareness of specialists, managers, and the population on urbanization and health, encouraging effective action and demonstrating to local authorities the need to take responsibility and measures to improve cities and create more favorable environmental and social conditions for sustainable development.

The European experience in the improvement of settlements showed the main areas to improve modern management in amenity of settlements in Ukraine:

- continuation of an effective decentralization policy in amenity of settlements with the right to establish special local taxes necessary to fill the relevant special funds of local budgets;

- the democratization of management systems in the field of landscaping, involvement of public and voluntary non-profit organizations;
- stimulation of constant improving innovations both in management of the sphere of improvement of settlements and development of the system of the corresponding objects and their technical maintenance;
- formation of special state and local funds for the organization of competitions for investment in the development of amenity; introduction of obligatory holding of competitive competitions in the field of improvement of settlements between executors and improvement of legal relations with them, in particular partnership and complementary - on a contractual basis;
- development of cooperation, including state-self-government, public-private and inter-municipal; improvement of the legislation on requirements for cooperation and concessions of communal property in the field of improvement of settlements;
- increasing the responsibility before the state authorities and OTG for violating the rules of landscaping, which led to the deterioration of the environment and the conditions of rehabilitation of territories and local communities living there.

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Світлана Коломієць, доцент, Сумський державний університет, Україна

Агнешка Якубовська, Кошалінський технологічний університет, Польща

Євгенія Горева, Сумський державний університет

Управління благоустроєм міста в контексті охорони здоров'я місцевої громади

Урбанізація є незаперечною тенденцією сучасного етапу розвитку людства. В умовах урбанізації посилюються численні проблеми громадського здоров'я. Неконтрольована урбанізація може поглибити існуючу гуманітарну кризу, мати негативні наслідки для якості життя, здоров'я і безпеки міських жителів. Благоустрій відображає історичний процес підвищення ролі міст у розвитку суспільства. Благоустрій в сучасних умовах є одним з найважливіших питань охорони здоров'я у 21 столітті. Вивчення аспектів впливу урбанізації на стан профілактики, моніторингу і оцінки захворюваності міського населення, якості його життя є актуальною задачею. Сучасне управління містом повинно будуватися на принципах єдиної екосистеми згідно концепції сталого розвитку. Поширення позитивного досвіду благоустрою європейських міст з метою поліпшення громадського здоров'я місцевих громад України дозволить значно розширити уявлення про роль держави, органів місцевого самоврядування, громадськості і стейкхолдерів в цих процесах. Основною метою дослідження є обґрунтування сучасних підходів до розв'язання проблем, пов'язаних з управлінням в сфері благоустрою в контексті охорони здоров'я місцевої громади на основі вивчення відповідного міжнародного досвіду. Впровадження кращих практик міжнародного досвіду дозволить реалізувати публічну політику щодо збереження здоров'я та повноцінного життя людей, як однієї із найважливіших цілей спільноти. У роботі здійснено аналіз особливостей управління благоустроєм міста в контексті охорони здоров'я місцевої громади. Проаналізовані відповідні практики країн ЄС та України. Проведено комплексний аналіз процесів благоустрою міст в Україні. Визначено особливості впровадження сучасних технологій управління в практику розвитку благоустрою міста з урахування оздоровлення довкілля, запропоновано рекомендації щодо їх покращення. Установлено, що результативність державного регулювання сфери благоустрою населених пунктів тісно пов'язана з реалізацією державної політики у сфері благоустрою населених пунктів. Методологічною основою статті є діалектичний метод наукового пізнання та системний підхід. У роботі було використано структурний аналіз, порівняльний аналіз, статистичні методи. Отримані результати дослідження дозволять підвищити ефективність заходів, спрямованих на розв'язання проблем, пов'язаних з управлінням благоустроєм міста в контексті охорони здоров'я місцевої громади.

Ключові слова: благоустрій міста, управління, культура здоров'я громади, громадське здоров'я, покращання здоров'я.