



Partner Presentation Form

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Type of organisation:

SME Training School No Profit University NGO x Public Authority

Other (Specify)

Fields of action :

SMEs Equal opportunities Youth Schools Universities Unemployed x Public Authorities

Other (Specify)

Description of the organisation

The University of Belgrade (UB), Serbia, is a state university ranked among 500 best world universities (positioned between 401-500) according to The Academic Ranking of World Universities (ARWU), i.e. the Shanghai Ranking.

UB has a history of over 200 years, which makes it one of the oldest universities in the region, and it is currently ranked first in Serbia. It is also the largest Serbian university and consists of 31 faculties organized in four groups (Social sciences and Humanities, Medical sciences, Sciences and Mathematics, and Technology and Engineering sciences), 11 research institutes, and 13 centres. UB has 408 study programs (undergraduate, master, PhD and specialist study programs), more than 100.000 students and 4000 academic and research staff. UB also offers over 50 study programs in foreign languages (mainly English, but also one in French) at all levels of study (Undergraduate, Master, Doctoral, and Specialist Academic studies).

The group of Medical Sciences faculties that fall under the domain covered by the project include the Faculty of Medicine, Faculty of Dental Medicine, Faculty of Pharmacy with undergraduate, Master, Doctoral studies, Specialist Academic studies and Residency programs. The Faculty of Dental Medicine also offers undergraduate vocational programs for Dental technicians, and for Oral hygiene. The Faculty of Pharmacy offers two academic undergraduate programs - Pharmacy, and Pharmacy- Medical Biochemistry. The Faculty of Medicine additionally offers academic undergraduate studies in Nursing, Specialist vocational studies (for physiotherapy technicians), and Integrated academic studies in English (6 years).

There are several departments and centres within the University of Belgrade - Faculty of Medicine (UBFM) that are relevant for the project subject area. The centres are: the Centre for Continuing Medical Education, the School of Public Health and Health Management in the Health Care System, The Centre for Quality Assurance and the Improvement of Medical Education, the Centre for Information and Communication Technologies. The departments are: Department of Sports and Exercise Medicine, Department of Humanities, Department of Psychiatry, Department of Pediatrics, Department of Internal Medicine, Department of Social Medicine, Department of Endocrinology, Department of General Medicine, Department of Hygiene and Medical Ecology.

UBFM, at the level of Integrated academic studies, has the following relevant elective courses: The health of youth, Nutrition, Protection and promotion of the health of children and adolescents, Communication in medicine. At the level of master studies, it offers the module Physical activity, health and exercise therapy and Master in Public Health including subjects such as Health promotion, Nutrition and health and Protection and promotion of the health of children and youth, Health literacy, Physiology of exercising and nutrition, Physical activity and individually-tailored exercise programs. Finally, the Specialist Academic Studies offer the module Nutrition, Sports and Exercise Medicine. The Faculty of Medicine offers various Residency programs including: Internal medicine, Pediatrics, Psychiatry, Child and Adolescent Psychiatry, Physical Medicine and Rehabilitation, General Medicine, Hygiene, Social Medicine, Sports and Exercise Medicine; and it has various Fellowship programs including those in: Endocrinology, Dietotherapy, Medical education, Addiction Medicine, Pediatric Physical Medicine and Rehabilitation.

UBFM has some of the best academic and research staff in the country. Their inspirational teaching and supervision paired with a well-structured and diverse curriculum ensure high quality studies. Regular internal reviews of the teaching staff are conducted to ensure high standards are maintained which plays an important role in improving teaching methods. Education and research are closely linked at UBFM. The teachers often carry out research in parallel with teaching.

UBFM also has an active students' association that offers both educational activities and social events. The students' association regularly holds a variety of student events, organizes special lectures and seminars given by guest speakers, and is also involved in research. The students of UBFM also have also published an international journal Medical Youth since 1949.

Experience of the organization in previous European projects

The faculties of the University of Belgrade have taken part in numerous Erasmus+ - Key Action 2 projects, some of which include the following:

„Reinforcement of the Framework for Experiential Education in Healthcare in Serbia” ReFEEHS 561644-EPP-1-2015-1-RS-EPPKA2-CBHE-JP

„Enhancement of HE research potential contributing to further growth of the WB region” Re@WBC 561586-EPP-1-2015-1-RS-EPPKA2-CBHE-JP

“Boosting Engagement of Serbian Universities in Open Science” BE-OPEN 573950-EPP-1-2016-1-RS-EPPKA2-CBHE-SP

“Strengthening Capacities for Higher Education of Pain Medicine in Western Balkan Countries” HEPMP 585927-EPP-1-2017-1-RS-EPPKA2-CBHE-JP

“Curricula Development in the Fields of Reproductive Biology/Assisted Reproductive Technologies and Regenerative Medicine in Serbia” ART-REM 586181-EPP-1-2017-1-RS-EPPKA2-CBHE-JP

„Supporting UNiversity STudents At Risk of dropping out“ SUNstar 2017-1-PT01-KA203-035840

“Enabling inclusive education through technology” en-abilities 2017-1-ES01-KA204-038155

“Improving the protection and wellbeing of children in Europe: enhancing the curriculum” 2015-1-UK01-KA203-013820

The Centre of Excellence in Nutrition and Metabolism (CENM), University of Belgrade, is involved in research that has three directions: 1. biochemical research; 2. research in the field of public health and nutrition; 3. research in the field of the effects of nutritive and non-nutritive bioactive components in food.

In the field of public health CENM works intensively on capacity building, development and management of a food composition database for Serbia and the Balkan region, harmonization of nutritional recommendations on micronutrient intake and creation of software applications with an objective of validating the scientific methods intended for application in dietary assessment.

Teachers of the Faculty of Medicine, University of Belgrade, are members of numerous expert teams that adopt national strategies, regulations and programs which regulate this particular field. They also cooperate with the industrial sector on the subject of food composition.

Experience and Expertise of the organization in the project's subject area

Teachers of the Faculty of Medicine, University of Belgrade, are members of numerous expert teams that adopt national strategies, regulations and programs which regulate this particular field. They also cooperate with the industrial sector on the subject of food composition.

There are several ongoing national projects that could be relevant for the project subject area.

The Institute for endocrinology, diabetes, metabolism disorders, Faculty of Medicine, University of Belgrade, is currently involved in two projects: Endocrine regulatory mechanisms, markers of systemic inflammation and cardiovascular risk factors in metabolic disorders - 175067 (PI: Prof. Dragan Micić); and Insulin resistance: Comparison of its role in the development of type 2 diabetes, atherosclerosis, and neurodegenerative diseases - 175097 (PI: Prof. Nebojša Lalić).

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The Institute for pathophysiology, Faculty of Medicine, University of Belgrade, is currently involved in the project The role of neuroendocrine inflammatory axis in the pathogenesis of nonalcoholic fatty liver disease - 175015 (PI: Prof. Tatjana Radosavljević).

The Institute for hygiene and medical ecology, Faculty of Medicine, University of Belgrade, is currently involved in the project Arterial hypertension: an experimental and intervention study of the risk factors - 175078 (PI: Prof. Goran Belojević).

The Institute for epidemiology, Faculty of Medicine, University of Belgrade, is currently involved in the project Clinical epidemiological study of health disorders of public health significance for the population of Serbia - 175025 (PI: Prof. Slavenka Janković).

The Institute for cardiovascular diseases, Faculty of Medicine, University of Belgrade, is currently involved in the project Diastolic cardiac insufficiency in cardiomyopathies, diabetes, diseases of the pericardium and pulmonary hypertension: diagnostic criteria, risk stratification, and therapeutic modalities - 175080 (PI: Prof. Petar Seferović).

Furthermore, two projects have recently been approved by the Science Fund of the Republic of Serbia for Special studies dedicated to COVID-19: Cov2Soul.RS: National survey of mental health after COVID-19 pandemic: Multilevel analysis of individual and societal factor - 7528289 (PI: Nadja Marić), Faculty of Medicine, University of Belgrade, Faculty of Philosophy, University of Belgrade, and Faculty of Philosophy, University of Novi Sad; and TACTICIAN: Targeting Autophagy to Combat SARSCoV2-induced Immune Dysregulation - 7552006 (PI: Vladimir Trajković), the Institute for Biological Research "Siniša Stanković", University of Belgrade.

Within the project "To eat or not to eat, that is the question", organized by the Medical Students Union, Faculty of Medicine, UB, students were educated about nutrition, healthy lifestyles and the importance of physical activity.

Students of the Faculty of Medicine were also involved in educating the population visiting big shopping malls on the necessity of reading nutritional declarations.

The Festival of Health is organized on a regular basis in Belgrade, Serbia, and among other activities it offers the assessment of nutritional status and nutrition tips by medical experts, as well as round tables and lectures intended both for medical professionals and the general population. Teachers from the Faculty of Medicine regularly take part in these activities.

Medical professionals and medical students are also involved in educating primary school children on healthy diet and the importance of regular physical activity.

The Faculty of Medicine cooperates with pediatric hospitals organizing workshops on healthy diet where children learn about healthy food and are taught how to make toys using groceries. There is an ongoing cooperation with The Special Hospital Thyroid Gland and Metabolism Diseases Čigota, Zlatibor.

Finally, medical experts and students from the Faculty of Medicine are involved in educating PE teachers in schools on the importance of healthy diet and regular physical activity.

Contributions that can be provided to the project

We will take an active part in WP1 (HANDBOOK (ISBN – online and DVD) Review of international literature and intercultural (European) insights) and WP3 (TRAINING Platform and a mobile learning App (Connected4Health App) together with other partners in the project. Concerning WP2 (INTERDISCIPLINARY CURRICULUM – A Multidisciplinary Approach to Young People with Obesity and Eating Disorders) we will specifically contribute to Module 5 (The treatment: Communications and humanities) and Module 6 (The treatment Physiotherapist).

We will guarantee the continued visibility of the outcomes of the project through the cooperation with media and the promotion of the project (results and materials, e.g. Handbook, App), by organising national and international events (round tables, seminars, symposia, workshops, conferences, etc.), by disseminating the project materials and results on the platforms/websites of UB and its members, by conducting a longitudinal study that would analyse the effects of the impact of the project on UB, by cooperating with the institutions at the national level.

Reasons of involvement in the project

When it comes to obesity and EDs in young people it is necessary to develop and implement both primary and secondary prevention that demands team work of pediatricians, specialists of internal medicine, gynecologists, psychiatrists, etc. The target groups in Serbia need to be more informed on the factors that influence the development and health of young people: value systems, children's real needs, alienation, a lack of communication, a lack of preventive work, a lack of teamwork skills, etc. Furthermore, the target groups in Serbia need more multidisciplinary insights into topics that include young people's weight, body image distortions, stigma and vulnerability, eating habits and their communication and treatment in this field, with the focus on both medical and humanities approaches.

This project offers a variety of materials and approaches that would meet the needs of the target groups in Serbia and that can be further implemented through continuous education (e.g. seminars, symposia, workshops, conferences, etc.), the implementation of the materials into the study programs (e.g. elective courses), dissemination of the materials for the purposes of self-study on the University and Faculties platforms and websites, as well as the promotion of the publications resulting from the project (e.g. handbook).

The target groups in Serbia will benefit from this project in the way that they will: learn more on historical and cultural perspectives on obesity and body image, as well as social, cultural and political aspects in which fatness and fat people are portrayed and treated; gain more insights from the Medical disciplines (psychotherapist, diabetologist, dietitian/nutritionist, physiotherapist) and communication, gender studies, literature, arts and movies, linguistics; get familiar with adjuvant approaches in communicating with patients with obesity and EDs, and how to foster their motivation to adapt or accept body image, cope with anxiety, increase self-esteem, through application of humanistic therapy, narrative therapy, bibliotherapy.

Contact Person's Experience and Expertise

Sanja Mazic, MD, PhD, Full Professor of Medical Physiology, Sports and Exercise Medicine, specialist in sports medicine and a non-board certified pediatrician.

Prof. Mazic is the Head of the Department of Sports and Exercise Medicine at the Faculty of Medicine, UB, and the Head of the Center for Sports Medicine and Exercise Therapy. She is the president of the Council for PhD studies in Applied research of motor skills and sports medicine, and the Head of the Master study program Physical activity, health and exercise therapy.

She was the coordinator for UB of the TEMPUS project SPEED (Sports Professions, Education, Employment and Development) (544362 TEMPUS-1-2013-1-IT-TEMPUS-JPCR), coordinated by the University of Rome "Foro Italico" with EU partners from Greece, Austria and Denmark. She has also been a member of the working group involved in developing the national strategy for the prevention and treatment of non-communicable diseases since 2010. Additionally, she has been a member of the working group involved in the adoption of the national regulations for the prevention and treatment of obesity since 2017.

She participates in the “*Tezi ravnotezi*” (Strive for Balance) campaign of the Ministry of Health for the promotion of healthy eating and regular physical activity for children and adolescents, accompanied with media campaigns on TikTok and the internet.

She is in charge of the program of continuing medical education “*Pharmacological and nonpharmacological therapy for obesity and diabetes type 2. Exercise is also medicine.*” She is also in charge of associate medical students who promote healthy eating and regular physical activity in elementary schools. Within the project “*To eat or not to eat, that is the question*”, and at the invitation of the Medical Students Union, Faculty of Medicine, UB, prof. Mazic taught medical students about nutrition, healthy lifestyles and the importance of physical activity.

Her extensive experience in teaching and research, particularly in the promotion of physical activity and exercise for the prevention and treatment of non-communicable diseases, especially overweight and obesity, qualify her for participation in this project.

Danka Sinadinović, Assistant Professor at the Department of Humanities of the Faculty of Medicine holds a PhD in the field of conversation analysis, specializing in doctor-patient communication. Her thesis in the field of institutional talk and doctor-patient communication involves vulnerable groups such as children and adolescents in general, children with special needs, disabled children and adolescents (pediatrics), the population with mental disorders and experiences of stigma and discrimination (psychiatry) as well as gender differences concerning power distribution in the field of institutional communication. She is an expert in doctor-patient communication skills and models including novel approaches in communication which could significantly empower patients with obesity and EDs. She has investigated storytelling as a specific and desirable genre within doctor-patient communication, as well as gender-related stereotypes and attitudes. Her expertise covers linguistics and literature. She is the Head of the Department of Humanities, a coordinator of Online teaching (platform), and was in the organising committee of an international symposium. Therefore, she is capable of communicating with large groups of people and coordinating internationally-composed teams. She participates in an ongoing national project *The importance of intergenerational connectivity in forming attitudes and behavior concerning sexual and reproductive health*. She also participates in Undergraduate studies of Nursing and Studies in English as a teacher of English Language for Medical Purposes.

She has been teaching English for Medical Academic Purposes for ten years and is the author of published research papers on conversation analysis, discourse analysis, institutional communication, applied linguistics, blended learning, gender studies. Her authored and co-authored papers and book chapters include the following: (2018) Students’ reflections on an online elective Medical English language course, (2019) Ways of expressing and taking initiative in a medical encounter, (2019) Self-scaffolding and the role of new technologies in ESP teaching education, (2020) Blended elective Medical English course: Practical implications.

Her experience in the medical humanities and institutional communication, educational applications and excellent organisational skills qualify her for successfully carrying out this project.

Stevan Mijomanović is an English language lecturer at the Faculty of Medicine, University of Belgrade, Serbia. His work is at an intersection of language, healthcare, and education. Stevan teaches medical and nursing students and works as an editor, translator, and proof-reader of academic texts.

He has published several papers and book chapters, some of which include: Cancer Metaphor Revisited – Conceptualization of Cancer and Cancer-related Emotions in Personal Cancer Patient Stories (2015), A Stroll through the Medical Blogosphere (2015), Cannibalism, Fertility, and the Role of Food in Margaret Atwood’s *The Edible Woman* (2016), Conceptual Metaphors of Anaesthesiology (2017), English Teacher Education at Faculties of Medical Sciences (2017), Instructional Scaffolding in English for Medical Purposes: Towards Enhancing a Student-centred Approach in Large Classes (2018), Students’ reflections on an online elective Medical English language course, (2019) Self-scaffolding and the Role of New Technologies in ESP Teacher Education (2019), Doctor-patient communication in medicine and dental

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medicine (2020), Case Reports in Dental Medicine: A Genre Analysis (2021)

He is currently in the final phase of his PhD thesis with a focus on doctor-patient communication and Computer Mediated Communication (CMC). His main interests are applied linguistics and cognitive linguistics.

Stevan Mijomanović is also a board member of EALTHY (European Association of Language Teachers for Healthcare) and has participated in the organisation of a conference and an online symposium.