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Introduction. Dental activity is a specific field of contemporary medicine that effectively correlates the curative and esthetic process. At the same time, the dental medical act itself includes particularities regarding the involvement of ethical and deontological principles. As the result of dental procedures improvement, the relevance of medical ethics and deontology becomes more and more significant.

Aim of the study. Identifying and presenting the peculiarities of correlation between ethical-medical and deontological principles in contemporary dental activity.

Materials and methods. Scientific publications on different aspects of ethical and deontological issues present in dentistry, sociological sources and statistical publications have been used. Structuralist, bioethical, and sociological methods have been applied.

Results. The dental activity is confronted with different therapeutic problems, doctor-patient relationships, appreciation of the results of the medical act, etc. In all these, quite often there are various ethical and deontological points of reference that, according to the development of the dental field, require a proper understanding and approach. Observations from published sources and some trends in statistical data reveal the role of the potential of ethics and deontology.

Conclusions. 1. The presence of ethical and deontological references in the medical act becomes more and more current as the result of dentistry's development. 2. The ethics and deontology in dentistry activity, with their own autonomous specificity have common topics of approach. 3. Involvement of ethics and deontology is catalyzed and more obvious as a result with the increase of aesthetics aspect in relation with the medical one which is needed for maintenance of oral health.

Key words: ethics, deontology, dentistry

397. OPTIMIZATION OF HEALTH PROMOTION IN THE WORK OF NURSES

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Introduction. The primary objective of promoting healthy lifestyle is to change behaviors, habits and traditions and make them healthier. This requires time and permanent health education. The central figures in health promotion are nurses. They can contribute to reach the health ideals at the community level, by systematic use of the means, techniques and methods necessary for the development of a genetic behavior.

Aim of the study. Assessment of nurses' contribution in optimizing the promotion of healthy lifestyle among population within the Health Centers at the community level.

Materials and methods. The study is a descriptive one, and the volume of sample is integral and selective. The whole study analyzed the activity of nurses in the promotion of community health at the community level in the Health Centers of three economic-geographic areas of the Republic of Moldova. 352 of nurses were assessed to identify the level of knowledge in the promotion of health within the Health Centers at the community level. The results of the study will allow the development of a set of measures to improve the health of the population by optimizing the nurses' contribution in promoting a healthy lifestyle at the community level.

Results. As a result of the three dimensional assessment of the general level of knowledge in the health promotion of the whole lot of population, at the community level, were obtained the following results: "1-4 points - low level of knowledge" was recorded at $62.0 \pm 1.8\%$ of the total number of surveyed people, "5-7 points - average level of knowledge" - at $23.0 \pm 1.6\%$ and "8-10 points - high level of knowledge" - at $15.0 \pm 1.3\%$. The general level of knowledge of nurses in health promotion was assessed by the "General knowledge level scale". According to this scale, the low level of knowledge, correspond to 1-4 points, registered a statistical weight of $53.5 \pm 2.6\%$, and the average and high level corresponded to 5-7 points, $46.5 \pm 2.6\%$, with an increase of (-13) and ($t = 1.90$ and $p < 0.05$), with a statistically significant difference. The results of the study confirm that the level of knowledge in promoting the health of the population and nurses is low.

Conclusions. The results of the study allowed us to develop two methodological elaborations and a guide for the promotion of the health at the community level. The study showed that the rising of the level of knowledge among nurses, can provide qualitative health promotion and medical screening services. This will help to prevent non-communicable chronic diseases among community populations and reduce medical outgoings.

Key words: optimization of health promotion, the level of knowledge in the field of health promotion, nurses' contribution to health promotion, the level of knowledge in health promotion.

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