

PUBLIC SECTOR MANAGEMENT (III)


INTERVIEW GUIDE
with Alexandru Dumitru SINEA, Executive Director of the Alba County Public Health Directorate

Reporter: You are the executive director of the Alba Public Health Directorate. I would like to ask you, for our readers, to tell us about the DSP's duties, the importance of the institution and the

role it must play for the benefit of each of us...

Alexandru Dumitru SINEA: First of all, thank you for the opportunity to address your audience, as the director of the Alba Public Health Directorate (DSP), I will present to you, with responsibility, the duties, importance and essential role of our institution in protecting the health of each citizen:

DSP Alba, according to Romanian laws and EU norms, has the following duties:

- Epidemiological Surveillance:
 - Monitoring of communicable diseases (COVID-19, influenza, hepatitis, HIV, tuberculosis) and non-communicable diseases (cancer, diabetes);
 - Investigating epidemic outbreaks and implementing control measures.
- Environmental and Health Protection:
 - Controlling the quality of drinking water, air, soil and the working environment;
 - Authorizing and inspecting food establishments (restaurants, shops, beauty salons, farms).
- Health Promotion:
 - Health education campaigns (vaccinations, nutrition, addiction prevention);
 - Screening programs (cervical, breast, colon cancer).
- Health Authorizations and Control:
 - Issuance of sanitary-veterinary approvals for food products;
 - Inspections of pharmacies, hospitals, schools, recreational areas.
- Vaccination and Immunization:
 - Management of the National Vaccination Program
- Emergency Preparedness:
 - Planning the response to epidemics, natural disasters, etc.

DSP is the "Guardian of Public Health" and acts as the first line of defense against health risks. Our decisions are based on epidemiological data and scientific re-

search. We invest in prevention to reduce the social and economic costs of diseases. We ensure access to essential health services for all citizens, regardless of social status. DSP Alba's role for the benefit of the citizen is translated into:

- Disease Prevention: free vaccinations and screenings, to reduce the risk of serious diseases. In this sense, flu vaccination campaigns protect vulnerable groups.
- Food and Environmental Safety: we verify that the food, water and air that citizens consume do not endanger their health.
- Rapid Crisis Response: in pandemics, we organize testing, quarantine and correctly inform the population;
- Education for Informed Decisions: we teach citizens how to prevent diseases through brochures, websites, or partnerships with schools/family doctors;
- Transparency and Trust: we publish public health reports and respond to requests.

As a conclusion: the DSP is the guardian of the community's health – from the child in the nursery to the pensioner in the rural area. Every opinion, control, campaign or alert we issue has a single purpose: to protect life and the right to health. The collaboration of citizens (vaccination, reporting symptoms, compliance with recommendations) is essential for the success of this mission.

- What is the implementation status of the project entitled "SMART HEALTH: DEVELOPMENT OF DIGITAL CAPACITIES OF THE PUBLIC HEALTH DIRECTORATE Alba Project co-financed by the National Recovery and Resilience Plan of Romania, within Component 7 - CALL CODE: MS - 732 related to I3.2 - NON-COMPETITIVE CALL, Pillar II: Digital Transformation, INVESTMENT: I3. Implementation of the eHealth and telemedicine system, PNRR/2022/C7/MS Specific investment I3.2 Digitalization of institutions with responsibilities in the health field subordinated to the Ministry of Health.

The implementation of the project "SMART HEALTH: DEVELOPMENT OF DIGITAL CAPACITIES OF THE PUBLIC HEALTH DIRECTORATE, a project co-financed by the PNRR", is on schedule, in the sense that we have concluded a consultancy contract for the management of the project and, at the moment, the tender is in the technical evaluation phase for all 6 lots.

R: How is DSP involved in support activities for people who request information or guidance in areas related to the specifics of the institution's activity?

- What projects do you have on Promoting health in schools.

ADS: There are several mechanisms for involvement in supporting people who request information or guidance in areas related to the specifics of our activity. First of all, I refer to dedicated communication channels: *electronic contact (specific addresses for requests for public information based on Law 544/2001 or requests for authorizations, certificates, filing complaints and notifications), with a response within the deadline provided by law; telephone assistance - direct lines (e.g.: DSP Alba's Permanent Service - 0258 835 243, Opinions Office - 0744/488935); transparency: reports and epidemiological data published online on the DSP Alba website - www.dspalba.ro and on the institution's Facebook page for up-to-date information; maintaining an open and collaborative relationship with representatives of local and national media through the Public Relations Department in order to quickly disseminate information and warnings of interest to citizens. Throughout the year, DSP Alba, through the Health Evaluation and Promotion Department, carries out multiple health promotion projects in educational institutions (kindergarten - activity with parents, middle schools and high schools). These are programs adapted to local ages and needs. In the field of prevention, we can recall the most recent action carried out in rural and urban schools in the county, in May 2025, which aimed to raise awareness of the dangers and effects of alcohol consumption among young people, under the motto "Be yourself! You don't need alcohol!". Also, during this year, information campaigns took place on the importance of a healthy diet and lifestyle among children and young people in Alba. DSP Alba also carried out information about mandatory and optional vaccines for students/parents through visual materials, in collaboration with school doctors and school and community nurses. We can also remember the National Campaign to Promote Mental Health - Screen Addiction and CYBERBULLYING. An event to promote mental health and physical activity was organized in Alba Iulia municipality in partnership with local public authorities and a primary health care physician from SWEDEN, for the first time at the national level (GROOVE).

The DSP acts as a bridge between the community and the health system and by adapting to local needs and innovation we want to build a culture of prevention from an early age.

R: What are, in general, the projects that you propose in the short, medium and long term, as director?

- What challenges does it involve/assume, from the point of view of organization, planning, coordination, management and control of the activity?

ADS: Defining short, medium and long-term projects is essential for effective public health management. If we refer to short-term projects, these refer to: rapid response to crises; stabilization of essential services; accelerated vaccination campaigns in response to seasonal epidemics (flu, COVID-19) through mobile teams in disadvantaged areas; monitoring of water and food quality; unannounced inspections in food establishments and water sources, with transparent public reporting but also health education

by organizing campaigns and workshops throughout the county, with a focus on isolated and vulnerable communities.

As medium and long-term projects, I want and propose the unification of online reporting, chatbot for citizen consultations and an integrated alert system with family doctors; expanded screening programs - colorectal or cervical cancer detection in community centers, with EU funds but also an integrated public health system, a unique database that aggregates reports from hospitals, pharmacies and family doctors. If we are to discuss the challenges that the implementation of medium and long-term projects could entail, these refer to limited human resources and uncertain funding.

I believe that DSP requires a pyramid approach: from short-term stability to long-term innovation. Success depends on overcoming daily crises to invest in transformative projects. Each step must include strict monitoring and adaptation to emerging risks (e.g. pandemics, climate change).

R: What are the main issues facing the DSP director?

- How has the approach to a new epidemic changed/if it has changed, following COVID-19 and if so, are you prepared to deal with a new epidemiological threat?

ADS: We are faced with structural and operational challenges every day, it is inevitable. At the moment, there are no problems for which there are no solutions and which we cannot solve together with the team. I believe that in the COVID 19 pandemic, DSPs from all over the country have truly shown their role and usefulness, and it is unnecessary to emphasize their importance in such a situation. For me personally, as the director of DSP Alba, the COVID 19 period taught me first of all how important the people you work with are, but also that in such situations, good decisions require calm and self-control. I can say with certainty that DSP Alba would be prepared to face a new epidemiological threat, which we obviously do not want.

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