

## HEALTH SAVING STRATEGY AS A FACTOR OF “SOCIETY WELLNESS”

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**Abstract.** *The article deals with the problem of reducing the motor activity of a modern man, especially a young man, in connection with scientific and technological progress. The results of the presented study confirm these fears: inactive lifestyle is becoming the norm. The importance of promoting the health saving strategy as one of the factors of successful social and economic development of the society is justified.*

**Keywords:** *active lifestyle, health saving, physical inactivity, physical activity, policy of healing the nation.*

### Introduction

The problem of health saving of the population has now become especially urgent. Throughout the world, there is an alarming trend of physical inactivity, associated primarily with a decline in the motor activity of a modern man. Scientific and technological progress has significantly changed the way people live: the share of manual labor of the adult population has significantly decreased in comparison with the last century, total automobilization has led to a significant decrease in the motor activity of both men and women. Nutrition of a modern man is characterized by an abundance of fats and sugar, which leads to an increase in the total caloric intake of daily meals, while energy costs, limited by low motor activity, lead to excess weight, which, in turn, is the cause of a number of diseases.

In this regard, the definition of the optimal mode of motion for adults and its introduction into educational practices of adults refers to a number of particularly topical scientific problems, including the health-saving education.

In addition, it should be specially noted that the process of socialization as well as the choice of a civic position, the acquisition of true spiritual and moral qualities, professional development, healthy lifestyle are becoming a rather difficult problem for young people in the era of global change. Unfortunately, in the course of our scientific research in 2014-2015 we found confirmation of such negative trends as the growth of drug addiction, alcoholism, addictive behavior, the deterioration of the health of young people as a whole, which is connected with insufficient preventive work in all these areas. But it is young people who must live and act in conditions of increasing global competition, increasing the role of innovation and the importance of human capital as the main factor of economic development. In our opinion, the fundamental factor in the successful social adaptation of young people is the state youth policy aimed at the development of both social and physical activity of the younger generation. We consider the health of the population, especially children and young people, to be one of the most important conditions for ensuring the security, stability and mobility of the state. Currently, the formation of a healthy lifestyle, the development of physical culture and mass sports occupies a significant place among the priorities of the policy of any country. Effective policy should provide the society and the state with opportunities for innovative development by creating conditions for the successful socialization and effective self-realization of citizens, the development and effective use of the potential of each person in the public interest.

With reference to the above mentioned, our goal was to conduct a study of the physical activity of the adult population of Russia and Latvia using the International Physical Activity Assessment Questionnaire IPAQ (Biernat & Stupnicki, 2007) and to develop an educational program for the adult population on health saving based on the results of the study.

### **The theoretical background of the problem**

Motor activity is the basic component of human activity and it must be high in order to form a high level of health. The World Health Organization (WHO) recommended physical activity rates for adults, depending on the classification of their professional activities. Thus, for an adult, the level of physical activity is considered insufficient if it is below 150 minutes of moderate or 75 minutes of intense aerobic exercise per week or their equivalent combination (World Health Organization, 2013). The WHO bulletin notes that low rates of physical activity

in the world indicate ineffectiveness of the measures taken to promote it, and society underestimates the importance of active lifestyles.

The classification of motives of active leisure, identified by Ivona Kaczmarek is interesting (Kaczmarek, 2006). She notes that people between 25-35 years of age are attracted by the healthy lifestyle and the benefits of motor activity. The desire for external perfection of the figure, the beauty of movements, the active lifestyle for this age group often has a direct connection with the modern fashion trends, the possibility of self-affirmation in society, a successful career. This age group makes extensive use of tourism and travelling. As a recreation, they often choose ski resorts, mountain tours, rowing and sailing. Women usually do fitness.

As the main motives women aged 36-55 put forward health-improving motives (35 %) and men - entertaining (36 %). The majority of women of this age group associate the improvement of the state of health with the prevention of diseases and the reduction of excess weight, the elimination of the downsides of the figure, the removal of the neuropsychic tension. For men, the organization of free time, the removal of emotional overload after a day's work, the desire to have a hobby are of great importance.

For older people, active recreation with their family is of great importance. The health motives are put forward as the main. Moreover, for older women the desire to improve their health and prevent diseases takes the first place (35 %). Men put forward entertaining motives with the purpose of spending free time, desire of communicating with new people, personal enrichment to the foreground.

On the one hand the analyzed data testify the interest of the adult population in physical activity, and on the other hand, the lack of a productive experience in its implementation.

The idea of Yu. P. Kobayakov (2003) on the importance of social function in human life and its contribution to daily energy costs seems to be productive. Indeed, the time spent on training and in the future on production activities are caused by the reduction of free time, thus creating a problem, including active leisure. The impossibility of the full realization of a person's natural need for movement can be compensated by students' daily compulsory physical training and by adult's self-training.

### **Materials and methods**

In 2016-2017 we conducted a survey of 500 adults of the Russian Federation and 496 adults of Latvia using the International Physical Activity Assessment Questionnaire (IPAQ). The age of the respondents was between 25 and 70, the ratio of males and females was approximately equal, among the respondents there

were representatives who lead both active and inactive life. The results of the study are presented in Table 1.

**Table 1 Evaluation of physical activity of adults in Russia and Latvia (% of respondents)**

The level of physical activity	Russia	Latvia
Physical inactivity	34	31
Low physical activity	21	24
Optimum physical activity	25	27
High physical activity	20	18

The obtained results indicate that the physical activity of the adults of both countries can be assessed as insufficient. Thus, about a third of respondents (36 % of Russian and 31 % Latvian respondents) scored points indicating that they are physically inactive. Optimum physical activity was noted only in a quarter of respondents.

The overwhelming majority of the respondents (88 % of Russian and 81 % Latvian respondents) do not have intensive physical activity, except for cases related to their professional activities. 60 % of Russians and 56 % of Latvians have non-intensive physical activity, while its duration during the day is slightly higher for Latvians (the average of 58 minutes per day for Latvians and 49 minutes for respondents from Russia). Every day almost all respondents walk, but the duration of this walk is on the average less than 40 minutes. It should be noted that there were no statistically significant differences between the samples of the two countries.

To clarify the results we further identified the motives for physical training among the same group of the respondents (the respondents could name several motives). The results of the survey are presented in Table 2.

**Table 2 Motives for physical training of adults in Russia and Latvia (% of respondents)**

Motive	Russia	Latvia
Leisure	32	36
Health promotion	71	72
Pleasure	28	35
Other	18	14

The study of motivation showed that only 32 % of the respondents in Russia and 36 % of the respondents from Latvia use physical activity for leisure. Despite this considerable percentage, most of them devote to the movement only 1-2 days a week. At the same time walking is the most important activity among Russians, for the Latvians this list is more diverse and besides walking includes cycling, running and swimming.

At the same time, we do not state the low quality of motor activity of Russians, but only talk about the greater diversity among the inhabitants of Latvia. The role of walking as the most accessible and simple way of physical activity is evaluated in recently performed system meta-analyzes (Boone-Heinonen, 2008; Oguma, 2004; Zheng, 2009), while there is no unique estimate of cycling in such analyzes.

It was found that about 70 % of adults of both sexes in both countries note the importance of motor activity for promoting health, well-being, and longevity. Among the elderly, there is often a hedonist effect of movement - getting bodily pleasure (tone, stimulation, improvement of emotional state, etc.).

We interviewed representatives of the same group about the reasons for the low physical activity of the adult population (respondents could name several reasons), the results of the survey are presented in Table 3.

**Table 3 Reasons for low physical activity of adults in Russia and Latvia  
(% of respondents)**

Reason	Russia	Latvia
Lack of free time	47	40
Lack of acceptable conditions	31	18
Laziness	47	52
Low exercise tolerance	25	18
Lack of interest	10	14

As it can be seen from Table 3, the respondents consider the lack of free time (47 % of Russians and 40 % of Latvians) and the lack of acceptable conditions (remoteness of park areas, absence of bicycle paths, etc.) - the dissatisfaction of the Russian respondents is significantly higher: 31 % of Russians compared with 18 % of Latvians - to be the reasons of low motor activity. The internal reasons of low motor activity include laziness (47 % and 52 %), poor health and (or) low tolerance of physical activity (25 % and 18 %), lack of interest in this type of leisure (10 % and 14 %).

The obtained data actually coincide with the results of the study carried out more than 10 years ago by O. S. Schuster (Schuster, 2003). So, according to him, in the study of the reasons preventing physical activity and sport, the lack of free time, employment at work, household duties (41 %) took the first place, they were followed by such reasons as: lack of suitable conditions for doing the desired sport, remoteness of sports centers from home, lack of good coaches (18 %), the third position was taken by laziness and lack of will power (13 %). Our researches showed that laziness as the reason of low physical activity today has taken the first place (47 % and 52 %), and this is the indicator of the growth of the passive life position of the population as a whole.

### **Proposals for solving the problem**

Based on the results of the study, we developed a supplementary education program for the adult population on health saving and optimization of physical activity. The program is based on the strategic concept of socialization of adults by means of education, formulated by I. Yu. Tarhanova (Tarkhanova, 2015). According to this concept, one of the basic principles of adult education is the principle of social adequacy of the educational process, which requires the content and means of creating the social situation in which this process is organized. The objectives of education should be oriented at real social and economic conditions and presuppose the formation of predictive readiness for the realization of various social, professional and life tasks among adults, including health saving objectives.

The program is aimed at the value-semantic personal self-improvement of an adult (transformation of the old and the generation of new, higher professional-personal senses, semantic orientations), which provides the potential for constant development and self-renewal of the sense sphere of the personality on the basis of its ability to create meaning. Thus, noting the general growth of the existential vacuum, feelings of purposelessness and emptiness, Frankl (1946) emphasizes that the main task of modern education is not to be satisfied with the transfer of traditions and knowledge, but to improve the ability that gives a person the opportunity to find unique senses.

The proposed program has modular principles, its content and structure are based on findings drawn from the results of our study. Thus, the diagnostic module is used as the first module of the program, in which students have an opportunity to assess their available level of motor activity, determine the most preferable motives for activating their lifestyle, and identify barriers that prevent it. The next is the psychological module of the program, it includes trainings on the formation of the value of motor activity and motivational consulting. The next module is informational, in the course of its mastering the students get acquainted with the theoretical questions of designing their optimal mode of physical activity, form ideas about its kinds and physiological effects, study the foundations of healthy nutrition. This module also includes the prevention of cardiovascular diseases. The main time of mastering the program is allocated to the practical module, where skills of competent movement are developed. Students learn the techniques of Scandinavian walking, jogging, cycling, together with the teacher they develop exercises for morning gymnastics, learn techniques to relieve muscle tension caused by sedentary work.

The experience of implementing educational programs for adults has shown that the learning process activates the person, since the energy costs for mental

activity can not be ignored. We agree with the opinion of V. G. Zilov (1998) that modern ideas about information homeostasis are more hypothetical in nature, although the importance of information entering the central nervous system from multiple receptors, the status of "real" constants, its coding and urgent information about the work of executive bodies and regulatory mechanisms are beyond doubt. In the conditions of everyday reality, all three processes - metabolism, energy and information exchange - are in continuous and close interaction with each other, manifesting at each moment of time one of its facets.

If you look at the problem of health saving more broadly, not only from the medical and educational point of views, it becomes obvious that during the transformation period the strategy of a healthy lifestyle undoubtedly contributes to the development of an active life position of citizens in general. The initiative to implement this strategy should be assumed by the state, public organizations and each of us, supporting and developing not only adults, but also youth and children's public associations of all levels, creating new forms and mechanisms of interaction.

The role of mass sports and physical education in the formation of patriotic and civic foundations of a person's personality in the process of its socialization cannot be overestimated. It is these fundamentals that primarily determine the national identification of each person, without its mastering and accepting civil self-consciousness cannot be formed.

The general sense of the strategy of a healthy lifestyle is the creation of conditions and incentives for the socialization and life activity of a healthy generation that would promote the manifestation, development and realization of the makings, abilities and talents of citizens with the purpose of social and economic development of the society.

### **Summary**

The study revealed a low level of physical activity of the adults in Russia and Latvia. The main reasons respondents referred to are the lack of free time and a reluctance to make efforts.

Increased physical activity of adults contributes to their viability, so the problem of reduced physical activity of modern adult must be addressed, including through the introduction of educational practices, including in the field of health-education.

School health education of middle and senior citizens should be focused on the real socio-economic conditions and to assume the formation of students' readiness for the implementation of health saving tasks like life tasks. The main content of these programs should be given a working off of skills literacy movement and the development of techniques increase motor activity.

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