

PROMOTION OF A HEALTHY LIFESTYLE AMONG THE POPULATION

Parvina Nuritdinova Sharofitdinovna

Samarkand Medical State Institute

Abstract. This article reveals the problems of promoting a healthy lifestyle in the public environment. People attending family clinics is the object of the study of the article.

A healthy lifestyle and its promotion is the subject. When analyzing and studying the problem of promoting a healthy lifestyle among the population, the purpose of this article was formulated - this is the consideration and justification of various methods of promoting a healthy lifestyle.

Key words: promotion, healthy lifestyle, public health, nurse.

ПРОПАГАНДА ЗДОРОВОГО ОБРАЗА ЖИЗНИ СРЕДИ НАСЕЛЕНИЯ

Парвина Нурутдинова Шарофитдиновна

Самаркандский государственный медицинский институт

Абстрактный. В данной статье раскрываются проблемы пропаганды здорового образа жизни в общественной среде. Люди, посещающие семейные клиники, являются объектом исследования статьи.

Тема – здоровый образ жизни и его пропаганда. При анализе и изучении проблемы пропаганды здорового образа жизни среди населения была сформулирована цель данной статьи - это рассмотрение и обоснование различных методов пропаганды здорового образа жизни.

Ключевые слова: пропаганда, здоровый образ жизни, общественное здоровье, медицинская сестра.

A healthy lifestyle is the most pressing issue in public health, as the incidence rate among the population is increasing. A healthy lifestyle should start with the family.

It is impossible to raise a healthy child with a craving for a healthy lifestyle if the parents drink, smoke and eat everything. Often, parents have little idea of how it is necessary to introduce a child to a healthy lifestyle. It is important to remember that the main task of parents is not only to protect the child's body from harmful influences, but also to create conditions that help increase the body's defenses and its performance. Therefore, it is necessary to introduce a healthy lifestyle, an understanding of the components of a healthy lifestyle, a healthy lifestyle culture, all this should be carried out from preschool age. It is extremely important to start developing a healthy lifestyle as early as possible, since active work with preschool children, schoolchildren, and their parents will allow our society and our state to raise an excellent, smart, physically healthy generation of children who can live in this complex, constantly changing world.

In a global sense, the causes of human diseases are now being considered.

It should be noted that people who lead a healthy lifestyle have less various diseases. All this is considered at the state level, representatives various services, as well as scientists from around the world. The main factors determining the state of health of the population is an adequate system of measures to work not only with children and adolescents, but also with adult citizens of our country.

The most important stage in the formation of various habits and hobbies of children and adolescents, as well as adults, is the promotion of a healthy lifestyle. To begin with, it is worth considering what a healthy lifestyle is and what stages it includes.

A healthy lifestyle is proper nutrition and prevention of various diseases, it is an active activity aimed at maintaining, strengthening and improving health and increasing the body's immunity.

Currently, much attention is paid to promoting a healthy lifestyle among the population. Everyone should know the basics of healthy lifestyle. In this case, the medical staff themselves, especially the nurse, play an equally important role in propaganda.

The main element of a healthy lifestyle is health. As a result of the study of scientists, the following factors affecting human health were identified: lifestyle by 50%, hereditary factors by 20%, ecology by 20%, and the work of medical institutions by 10%.

According to the above data, we can conclude that an important factor in maintaining life and health is a healthy lifestyle.

The basis of a healthy lifestyle is the motivation of a person to develop himself. A healthy lifestyle should be purposefully and constantly formed during a person's life, and not depend on circumstances and life situations. In this case, it will be a lever of primary prevention, strengthening and formation health, improving the reserve capacity of the body.

Promotion of a healthy lifestyle is a special system of events that is aimed at revealing the essence of a healthy lifestyle within a rapidly developing society. It must begin with the family, it is there that they should instill, explain, prompt and raise a healthy child who would like to lead a healthy lifestyle.

In a family where parents smoke, drink and eat improperly, it is difficult to raise a healthy child with a craving for a healthy lifestyle. Often parents do not understand the need to introduce the child to a healthy lifestyle.

Parents should understand that their main task is not only to protect the child from harmful factors, but also to create conditions that help increase the efficiency and immunity of the child's body. Teaching a child to the correct organization of the daily regimen, optimally combined with periods of wakefulness and sleep during the day, to satisfy their needs for rest, activity, physical activity, and nutrition disciplines children and contributes to the formation of many useful skills.

The most difficult thing is to strengthen and nurture a healthy lifestyle among teenagers. At present, the younger generation of our country, despite the trend towards healthy eating and fitness, does not realize the real consequences of such bad habits as irregular sleep, smoking and the use of soft drugs. There is a concept among young people: in youth, everything is possible and this without consequences. This erroneous opinion must be combated by means of active

promotion of a healthy lifestyle, not only in schools and universities, but also in public places such as shopping centers, cinemas, etc.

A healthy lifestyle contributes to the formation of a common culture in the field of life safety. Strengthening a healthy lifestyle and its formation is the creation of a system for overcoming various risks, which should be in the form of active people's activities aimed at improving health.

The main components of a healthy lifestyle are rational nutrition, proper work and rest regimen, physical activity, personal hygiene, psychological comfort, the absence of bad habits, and environmental awareness.

There are the following methods of propaganda printed, visual, oral and combined.

The printed method includes articles, magazines, flyers, wall papers and bouquets.

This method of propaganda covers a fairly large number of the population.

The visual method includes various means of propaganda, such as photographs, videos, slides, mock-ups and dummies, micro and macro preparations.

The oral method is the most effective, simple, popular, economical, and affordable.

The method includes the following means of propaganda: conversations, lectures, discussions, and conferences.

Combined method: this is a method of mass exposure, as it affects both the visual and auditory analyzer at the same time.

In accordance with the orders of the Ministry of Health of the Republic of Uzbekistan, the promotion of a healthy lifestyle is the responsibility of every medical worker. At the level of nursing staff, senior nurses of hospitals and polyclinics are called upon to coordinate the work on healthy lifestyle promotion, heads of departments plan, and employees of medical prevention centers provide technical and methodological support.

In particular, it is necessary to attract personnel from various fields such as journalists, athletes, narcologists for the effectiveness of propaganda in schools and higher educational institutions.

Health is an invaluable asset not only for each person, but for the whole society. Thus, the promotion of a healthy lifestyle is an important element and an urgent problem among the population of our country.

An anonymous survey was conducted among patients of the family polyclinic No. 5 of the city of Samarkand. The number of respondents was 150, among them 115 women and 35 men. For analysis, 6 questions of the problem of promoting a healthy lifestyle among the population were identified. They are presented below as drawings.

At the same time, it is worth noting in what ways our respondents receive information about healthy lifestyles, as well as in what other ways they would like to receive it.

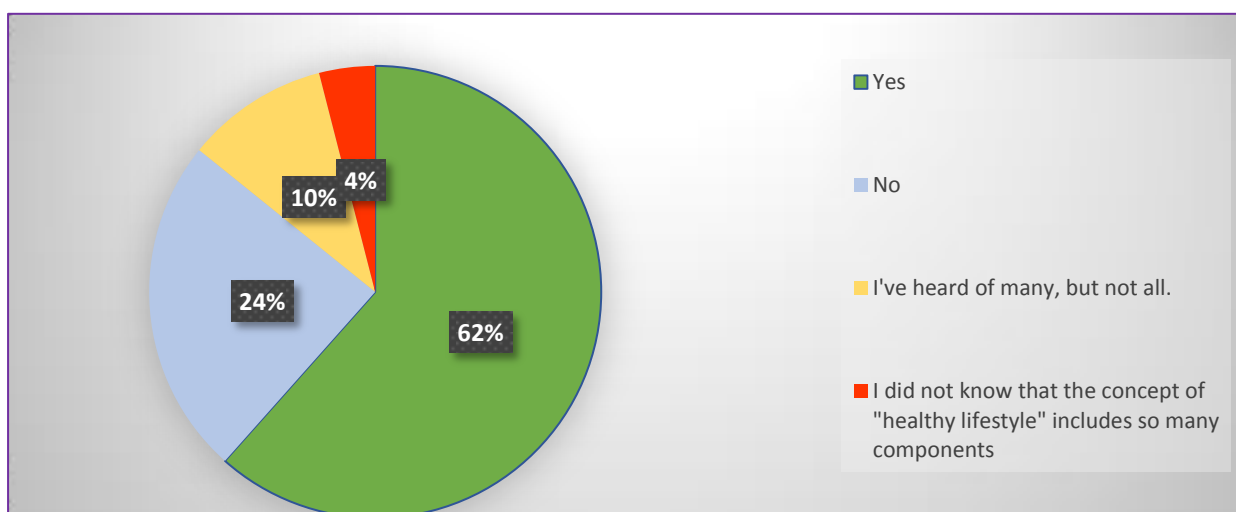
It was found that 35% get information about a healthy lifestyle from medical personnel, and 28% from various TV shows, 25% from the Internet and 12% from magazines and newspapers.

In this case, we can conclude that our respondents receive information about a healthy lifestyle from medical personnel, this is a fairly good indicator, and speaks of the preventive work of doctors, they are followed by television and Internet resources, this is due to the fact that we have a lot of free time on various sites and on social networks.

A question was also asked about where our respondents would like to receive information from.

After analyzing the answers, we came to the conclusion that 58% of respondents want to receive information from various Internet resources, 30% from medical staff, 5% from various TV shows, 4% from friends and 3% would like to receive at work. 58% of respondents would like to receive information from the Internet, they also added that they would like to participate in various programs promoting a healthy lifestyle. Then the responses of the respondents were considered.

The main question of interest to us in this study is whether the respondents know what components relate to the concept of "healthy lifestyle". According to the results of the survey, it was revealed that a significant number of respondents are

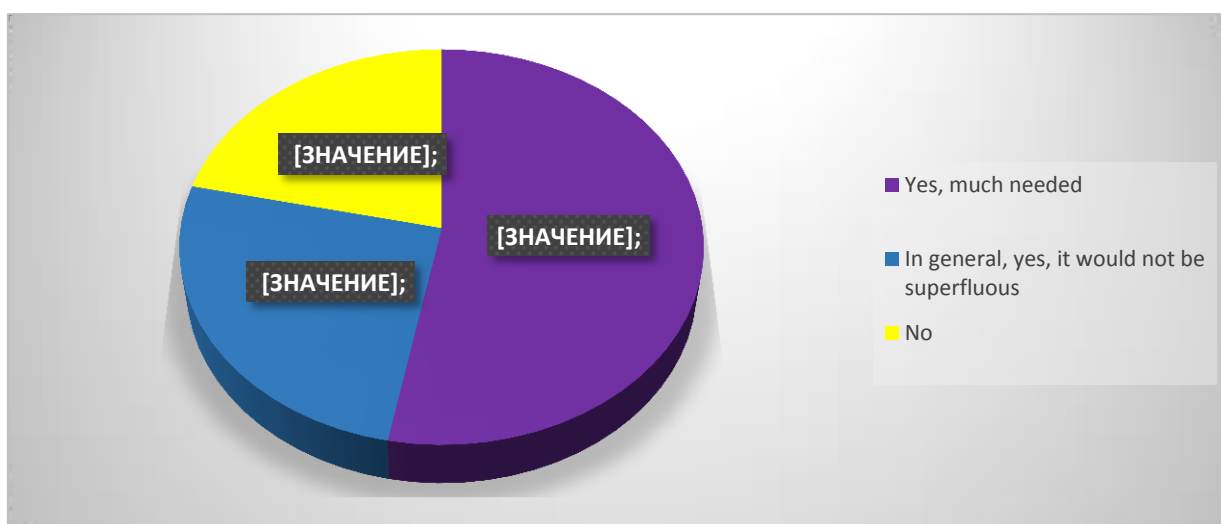


aware of a healthy lifestyle and its components, which indicates that a large number of people have an understanding of disease prevention.

Figure 1 shows the results of answers to the question: "Do you know what components are included in the concept of "Healthy lifestyle"?"

To this question, a large number of respondents (62%) answered that they know about the components of a healthy lifestyle, it can be concluded that the information received is well perceived and deposited in their minds, but also many among the respondents (24%) have no idea about the components HLS, this is somewhat disappointing and makes you think.

The second question reveals the respondents' interest in whether they need more

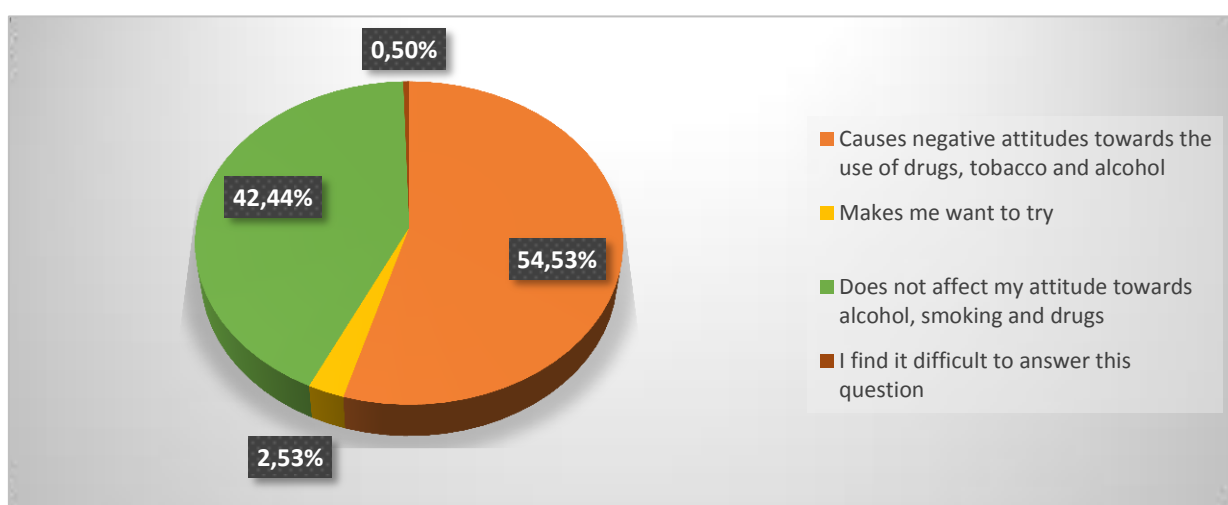


information about a healthy lifestyle.

In Figure 2, you can see the results for the question: “Do you need additional information about a healthy lifestyle?”

Based on these indicators, we can conclude that a fairly large number of respondents are interested in this and would like to have additional information about healthy lifestyles.

A follow-up question, how does information about drugs, tobacco and alcohol affect? The results are in Figure #3.



In Figure 3 you can see the results on the question: “How does information about drugs, tobacco and alcohol affect?”

After analyzing the results, it was concluded that the information does not affect at all or carries a negative attitude towards bad habits. This means that the respondents emotionally stable individuals who are able to "filter" a huge negative message from the outside world.

The results of the next question are presented in Figure 4 on what they think about state promotion of a healthy lifestyle.

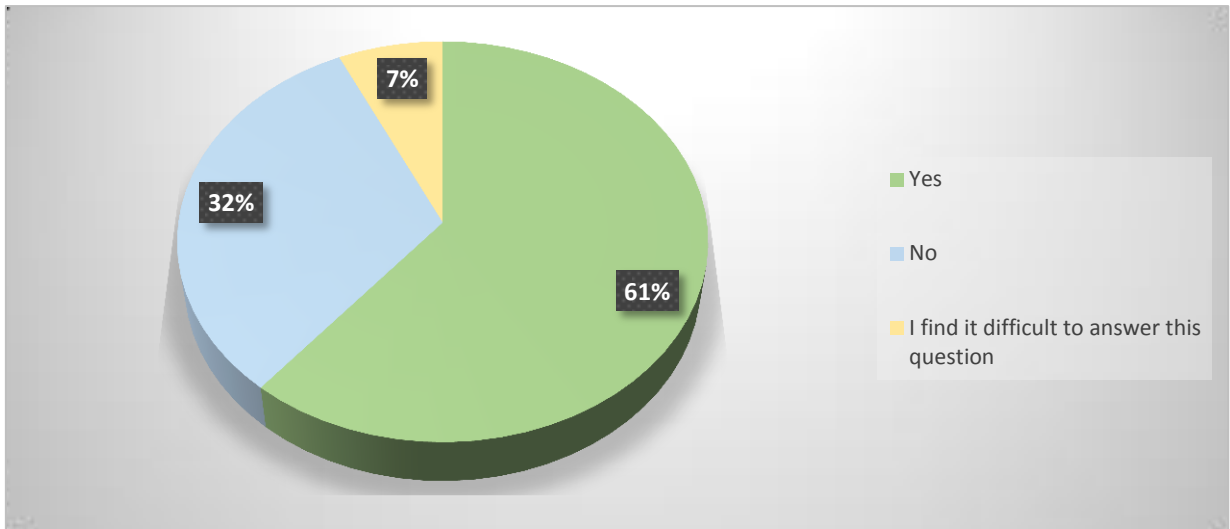
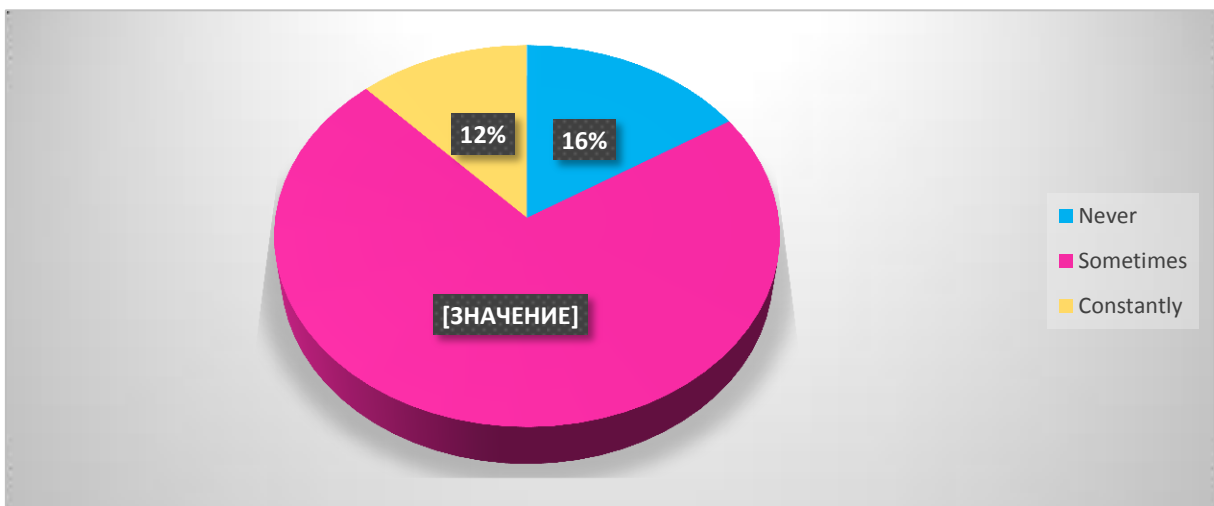


Figure No. 4 to the question: “What do you think, is there an active state promotion of a healthy lifestyle?”

61% of respondents believe that active propaganda is being carried out by the state. But also 35% of respondents believe that it is not, and 9% find it difficult to answer this question, which means that state propaganda has a huge impact on the prevention of a healthy lifestyle.

In conclusion, respondents answered the question whether they pay attention to



anti-tobacco and anti-drug advertising. The results are in Figure #5.

Figure No. 5 - Results of answers to the question: "Do you pay attention to Anti-tobacco and anti-drug advertising?"

According to the results, it was revealed that the respondents are not very interested in anti-tobacco and anti-drug advertising, they can only sometimes pay attention to it. This suggests that advertising is ineffective, that it needs to be fought and our state must change its policy in this area so that our younger generation pays more attention to advertising and is interested in themselves and their way of life.

It can be concluded that our youth is quite interested in healthy way of life and its aspects, our students are emotionally stable individuals.

At the end of the article, I would like to emphasize that a healthy lifestyle is an important component of a fulfilling life in a rapidly changing world. Pregnant women, patients with acute diseases and patients with chronic diseases during their exacerbation are especially susceptible to medical information on the promotion of healthy lifestyle. Taking this into account, family nurses, together with a family doctor, should devote almost 30% of their working time to preventive measures and hygiene education in the service area and in the family. The global task of society and the state is to introduce as many aspects related to a healthy lifestyle into educational standards as possible.

Literature

1. World Health Organization (WHO) <https://www.who.int>
2. Irgashev, Sh. B., Tursunkhojaeva L. A., Primary prevention of drug addiction among students of educational schools, Educational and methodological manual for teachers, Ministry of Health of the Republic of Uzbekistan, Tashkent 2011
3. Dmitrieva E. V. Once again about concepts. From sociology of medicine to sociology health // Socis. - 2013. - No. 11.
4. Doubles, S. I. General practice nurse: problems and prospects. / S. I. Dvoynikov, V. I. Kuznetsov. // Nurse. - 2002. - No. 5. - p. 39–41. p.

5. Novikova, I. Formation of ideas about a healthy lifestyle among preschoolers / I. Novikova. - M.: Mosaic-synthesis, 2010. - 96 p.