

Social Practices of a Healthy Lifestyle among Young People in the South of Russia

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Abstract

The article considers the results of the research of the Russian youth's ideas about maintaining a healthy lifestyle. Based on the analysis of the publications of modern authors, the vision of approaches to the study of social practices of a healthy lifestyle and the extent of the prevalence of negative habits of alcohol and tobacco consumption is made. To determine the trends in the development of negative habits, comparisons of the prevalence of smoking, drinking alcohol among young people have been made since 2007. The role of the social institute of education in promoting the ideas of a healthy lifestyle and commitment to physical culture and sports among young people is shown.

Keywords: bad habits, healthy lifestyle, physical culture, social practices of a healthy lifestyle, sports.

INTRODUCTION

Problem statement

The processes of development of information and telecommunication technologies, wide access to information resources, formation of fashion trends in the youth environment are reflected in the traditional way of life of the younger generation and young people. A significant share of free time in the structure of activities of adolescents and young people falls on virtual communication in social networks, computer and Internet games, which reduces physical activity and mobility of this age group and, accordingly, has a negative impact on the health of the younger generation. In addition, the increasing pace of fashion for fast food, drinking alcohol and energy, smoking, including electronic cigarettes creates favorable conditions for the development of bad habits. Therefore, the expansion of social practices of a healthy lifestyle among young people is an important area of social policy of the state and deserves attention from researchers [1].

Analysis of previous studies

Modern studies of foreign and Russian authors confirm the relevance of the topic and the selected research methods.

In their article "Sociology, environment and health: a materialistic approach" N. J. Fox and P. Alldred based on materialistic platform, consider the relationship and interdependence of the social and natural environment and human health. The authors consider human health primarily as a set of opportunities arising from the interaction of people with the social and natural world [2]. Neo-materialism in the context of the explanatory theory of health takes more ecological paradigm than social, remaining fundamentally anthropocentric by nature, i.e. in the center of the perspective of the preservation of mankind. As a mechanism of empirical research, scientists N. J. Fox and P. Alldred propose to analyze the quality of human interactions with the surrounding natural and social world, all interventions in the interaction process should increase the environmental and human potential, respectively, and this new materialistic approach should be implemented in public health practice and policy.

Michael P. Calleigh and Mary Barker in their science article, "Why is it so difficult to change the behavior associated with health?" [3], cite the evidence base, explaining how particularly important new areas of automatic and reflexive systems, already described and tested in psychology and theory of social practice, as one of the areas of sociology, are for the development of ideas about changing behavior. It is these ideas that should form the basis of policies, strategies and specific programmes aimed at preserving the social health of people. It is

important to understand the conditions that lead to the formation of sustainable patterns of behavior in order to combine psychological concepts of automatic and reflective systems with sociological concepts of social practice. In scientific work, the authors conclude that the social Institute of health will not cope with the task of changing sustainable behaviors associated with negative effects on human health. The necessary system work, including in the field of social advertising, media, education and other for formation of a stable value orientations in social practices and behavior, preserving human health.

According to the results of a Global survey of adult population about the use of tobacco (Global Adult Tobacco Survey (GATS) the Russian Federation 2009) in Russia – 39,1% (43.9 million people) were active tobacco smokers. Among them the share of men accounted for 60.2 per cent of women and 21.7%. The results of the study showed a fairly high prevalence of smoking among women of reproductive age. So at the age of 15-18 years – the prevalence was 17.8%, in 25-44 years-31.3% and increased to a maximum in 19-34 years-37.9%. In the older age groups, the prevalence of smoking decreases, reaching 18.2% at the age of 45-64 years, at the age of 60+ years – 2.9%. The prevalence of smoking depending on the level of education is also interesting. Among women smokers with higher education contributed to 26.6%, with an average of 19.7%, with primary-2.7%. It was revealed that among women living in the city the prevalence of smoking was 23.9%, and in rural areas 14.8% [4].

The trend of widespread involvement in negative smoking practices continues to this day. Russia is ranked the fifth in the world in terms of the number of smokers: according to 2015 data, 12.3% of women, or 8.3 million, and 38.2% of men, or 24.9 million, smoked in Russia. At the same time, Russia ranks the ninth place in smoking prevalence among adolescents aged 15-19 years: 11.8% of girls and 22.4% of young people smoke in the country. The authors of the study emphasize that in Russia, along with Indonesia, since 1990, the prevalence of Smoking among women has increased significantly [5].

The article notes that despite more than 50 years of tobacco control efforts, smoking remains a leading global risk factor. Due to this factor, the loss of health of the population will remain significant without coordinated political initiatives at the state level, which provided a compromise of commercial interests and national health. Success in combating the global tobacco epidemic is possible, but requires effective inter-state policies and laws. Significant efforts are also needed to reduce the prevalence of smoking among the population, especially among children, adolescents and young people [6].

Thus, the scientific works of modern authors confirm the relevance of the search for approaches to the involvement of young people in social practices of a healthy lifestyle, mechanisms to reduce the negative impact of bad habits on the health of young people [7, 8].

Purpose of the research is to conduct a sociological analysis of the involvement of young people in social practices of a healthy lifestyle at the present time on the example of the South of Russia and the impact of institutional conditions on this process.

MATERIALS AND METHODS

A retrospective analysis of the research problem was conducted using the data of the Federal survey "Youth of the new Russia: lifestyle and value priorities (sample – 1796 respondents). Terms of field works: 24.03.2007-11.04.2007 (http://sophist.hse.ru/db/oprview.shtml?ID_S=2280&T=q) [9]. To carry out a sociological analysis of the involvement of young people in social practices of a healthy lifestyle, a questionnaire survey was conducted among young people of the Stavropol Territory. In total, 1614 people took part in it, including girls – 58.5%, boys – 41.5% aged from 17 to 25 years old.

RESULTS

Institutional mechanisms that are designed to reduce the negative impact of external social environment factors on the population of Russia are reflected in the Federal laws "On state regulation of production and turnover of ethyl alcohol, alcohol and alcohol-containing products" [10] and "on protection of citizens' health from exposure to ambient tobacco smoke and the consequences of tobacco consumption". The state care is aimed at preserving the health of the population of Russia, provides a positive impact on the social health of young people through time,

age and territorial restrictions in the sale of alcoholic beverages, tobacco products.

The impact of negative habits on the health of young people has remained relevant for many decades. For example, according to a 2007 study (open access database on the HSE website in Moscow) (http://sophist.hse.ru/db/oprview.shtml?ID_S=2280&T=q) [9], one of the goals of which was to assess how dynamically and qualitatively the lifestyle and value priorities of the younger generation of Russia have changed over the years of reforms, and to determine the boundaries of harmful habits among young people. Table 1 presents the results of the 2007 survey. about prevalence of smoking, drinking of alcoholic beverages among men and women of age group "youth".

The data of Table 1 show that the indicators of inclusion in negative social practices related to smoking, alcohol consumption among women belonging to the category of "youth" are almost two times lower than among men.

The survey participants (61.0% of the respondents) expressed full approval of their friends who are adherents of a healthy lifestyle. 14.0% of respondents believe that this is a personal matter. The remaining 25.0% do not have a definite opinion on this issue.

Among young people who at the time of the survey were trained in educational institutions, 68.7% of respondents said about regular involvement into physical education classes, i.e. the majority. The data are presented in Table 2.

Sports clubs are attended by 18.6% of the survey participants in 2018. A significant proportion of the survey participants expressed their willingness to use their time and money for additional sports activities. Data on sports activities are presented in Table 3.

Table 1 – Comparative data of the survey 2007 on the prevalence of smoking, drinking alcohol among men and women of the age group "youth", %.

Types of answers	Did you use to smoke?			Did you use to consume alcoholic beverages?		
	Male	Female	Total	Male	Female	Total
Yes, often	60.5	33.4	47.0	37.6	19.4	28.5
Rarely (only tried)	18.8	29.5	24.2	46.8	51.1	48.9
Do not do it themselves, but do not blame others	8.2	16.5	12.4	5.2	11.0	8.1
No, I am strongly against similar activities	11.2	18.1	14.6	7.1	15.2	11.1
Do not want to answer this question	1.2	2.5	1.8	3.2	3.3	3.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Table 2 – Data from the 2018 survey on the regularity of physical education classes in the educational organization of the social group "students", %.

Types of answers	Relative share, %
Yes, attend regularly	68.7
Yes, attend rarely (several times a month)	16.0
No	9.4
Do not attend due to my state of health	4.6
Other	1.3

Table 3 – Data on the types of sports activities, which young people are willing to spend their time and money on, %.

Types of answers	Relative share, %
Fitness in the gym	36.3
Aerobics	10.7
Weightlifting	9.0
Athletics	6.7
Football	7.2
Basketball	6.1
Volleyball	12.7
Table tennis	4.9
Other type of sports	7.0
No, not willing	29.2

Analyzing the results of the survey, we can note the commitment of modern youth to individual sports activities aimed at the physical perfection of the human appearance. The fashion trend for a fit sporty look plays a significant role in the promotion of sports and helps to develop positive practices of a healthy lifestyle [1].

The survey participants expressed their wishes to have sports and physical culture among young people improved, including: to make more free of charge and free access to outdoor areas at any time of the day (29.2% of respondents); to recommend the introduction of benefits in commercial sports centers for students (14.6% of respondents); the most popular sports (swimming, fitness, bodybuilding) once a month to give open lessons with free attendance for all comers (12.7% of respondents.); increase the number of social advertising aimed at increasing the involvement of young people in sports (7.2% of respondents). The remaining proposals were generally related to the development of sports infrastructure in human settlements.

DISCUSSION AND CONCLUSION

Summarizing the results of the study of social practices of a healthy lifestyle among young people in the South of Russia, we can say that the majority of the study participants consider a healthy lifestyle as one of the important conditions for achieving life goals. In their immediate environment, almost two-thirds approve of positive social practices of healthy lifestyles. A significant proportion of young people not only approve, but also in fact are involved in such practices, which is obvious from the choice of practices of their sports. The responses show a positive assessment of the impact of the state on the development of physical culture and sports, which provides conditions for free and systematic exercise and sports among young people [1, 2, 8].

Recommendations and prospects of the study

The information obtained in the course of the study is important for building a youth policy of a healthy lifestyle in the South of Russia. The research strategy can be supplemented by segmentation with respect to the size of the settlement, which has a significant impact on the model of social practice of young people [11, 12].

Monitoring studies of positive social practices of healthy lifestyles among young people are important as an information base for the development of regional programs for adolescents and young people in the South of Russia.

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