**УДК 316.346.32-053.6:613.96(571.620)**

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**Realization of the youth policy in the area of healthy lifestyle:**

**sociological aspect**

*In this article the basic directions of the youth policy of the Khabarovsk territory are presented in the direction of promoting a healthy lifestyle of young people. Results of the analysis of sociological research monitoring are conducted on the territory of the region. The author evaluates the activities of the executive authorities of the region that implement youth policy, through which identified lack of work in the information pop lifestyle of a young healthy person. The author points to the problem of the training of young people the basic skills of a healthy lifestyle, as well as creating understandable for young people and popular common media stereotypes of information. It concluded that there was insufficient direction in the implementation of youth policy in the Khabarovsk region, defined by the main direction of information in the field of creation and dissemination of social advertising.*

**Реализация молодежной политики Хабаровского края в сфере здорового образа жизни: социологический аспект**

*В данной статье представлены основные направления молодежной политики Хабаровского края в отношении формирования приверженности ведению здорового образа жизни молодежи. Используются результаты анализа мониторинга социологических исследований, проводимых на территории края. Дается оценка деятельности органов исполнительной власти края, реализующих молодежную политику, на основе которой выявлена недостаточность работы по информационной популяризации образа жизни молодого здорового человека. Автор указывает на проблему в работе по обучению молодежи основным навыкам ведения здорового образа жизни, а также на проблему создания понятных для молодежи популярных и распространённых в средствах массовой информации стереотипов. Делается вывод о недостаточности направлений реализации молодежной политики в Хабаровском крае, определяется основное информационное направление в области создания и тиражирования социальной рекламы.*

***Keywords:*** *youth, healthy lifestyle, values, consciousness, youth policy, leisure, information policy.*

***Ключевые слова:*** *молодежь, здоровый образ жизни, ценности, сознание, молодежная политика, досуг, информационная политика.*

The youth policy is executed in all territory of the federal subjects in Russia. There is a system of the public and municipal authorities that are executed the youth policy in the Khabarovsk region. It includes different directions: patriotism, job placement, young families’ assistance, and healthy lifestyle promotion [1, 2].

It is difficult to find out who is the author of modern term “healthy lifestyle”. Probably, that was academician Nikolay Mikhailovich Amosov who used this term for the first time. He denoted the main principles of conception “healthy lifestyle”: “the regimen of restrictions and activities as a healthy lifestyle which provides optimal health” [3, p. 64]. In the eighties of XX century this term was used by Europeans and Americans.

In the eighties of XX century the experts of the World Health Organization determined correlation of different factors for providing health for modern people. There were four main groups of factors. Based on it, in 1994 the inter-departmental commission of community health protection of The Security Council of the Russian Federation determined the correlation for our country in the federal conceptions “The community health protection” and “The way to healthy Russia”. The correlation were: 15 – 20% – genetic factors, 20 – 25% – condition of environment, 10 – 15% – medical assistance, 50 – 55% – conditions and mode of life [3, p. 8].

Historical origins about science of healthy lifestyle were formed in traditional system of behavior, lifestyle, nutrition, which were mentioned in the religious directions, sacred books est.

From the point of view of public authorities, there are three levels of the preservation of health: social, personal and infrastructural levels.

The preservation of health on the social level is realized by media propaganda and educational outreach activity.

On the infrastructural level it is specific condition in the main spheres of vital functions, preventive institutions and ecological control.

On the personal level it is the system of personal value orientation, household way, presence of free time and material assets.

However the idea that our health is first of all medical problems is dominated in our mind, despite the fact everybody knows health depends on medicine level only on 10% [4, p. 5].

Realizing special federal and territory programmers, there are realized construction and reconstruction of medical institutions, consolidation the material and technical base, inculcation modern medical prevent technologies, enlargement the list of diagnostic service in the sphere of public service in the Khabarovsk region. There are more than 300 medical diagnostic centers in the Khabarovsk region which provide service of complex medical diagnostic [5]. Such work is provided by public authorities and special establishments concerning with medical service.

The youth policy is organized with different directions.

There are about 30 institutions of additional education in sport sphere in the Khabarovsk region and 10 subsidiaries in 10 municipal territories, where there are more than 28 thousands participants, 23 thousands of this quantity are minority. There are also 49 physical training and sport clubs at the place of residence, where have activities 4297 children and young-adults. There is a special program “Swimming for children 7 – 9 years old” in the Khabarovsk city for propose to get children to take part in physical training more people. More than 3000 children who are living in Khabarovsk city get skills of swimming [6].

18 thousand pupils have an organized rest with sport direction in special centers in summer time, about 3 thousand of them are children from countryside, about 4 thousand children from families with social risk, having many children families and also not sufficiently provided families.

During the year there are 150 sport events on different kind of sport with more than 11 thousand participants in the Khabarovsk region. There are such kinds of sport: football, volleyball, cycle racing, baseball, sport tourism, motoring (carting), sailing sport, chess, canoe-padding, orienteering. More than 3 thousand children and young adults participate in these activities (including activities for children from children’s home).

Regular preventive work is organized by municipal authorities with young adults who are in the social risk for improving healthy food culture, creating condition for training by involving youth to activities in different social organizations and working groups, organization different events, systemically training.

So, in order to popularize a healthy lifestyle, prevention of behavioral diseases among young people there is a Federal project “Run after me!” In the project there are regular year-round sports activities (jogging, workout, and fitness camp fitness classes in the open air) and workshops, regional and municipal festivals.

Festivals cheerleaders (sports teams) are organized in the Khabarovsk region. Also during the year there is a special action “starts GTO!”, where can participate all interested persons, there are also consultations about healthy living, proper nutrition, quiz about sports. On the initiative of the youth in the "sportsman's Day" it is organized regional “Festival of GTO!” where everyone can try oneself to do sports standards, to listen to lectures about proper nutrition, healthy lifestyle.

There is active work with public organizations of the regions, whose activities are aimed at promoting a healthy lifestyle, supported numerous projects for the reconstruction of sports grounds and organize festivals of healthy lifestyle.

Every year, every third Saturday of May there is a Day of health and sport in the Khabarovsk region. The objectives of this event are the involvement of residents of the region to regular physical training and sports, promotion of healthy lifestyles. Youth public organization whose aim is to promote a healthy lifestyle take an active participation in the organization of sports, study-demonstration and information platforms accept.

Committee on the youth policy of the Khabarovsk region Government helps youth organizations in carrying out mass sports activities in the municipalities, as well as activities to promote a healthy lifestyle. All this measures improve the quality of public healthcare assistance, develop knowledge of a healthy lifestyle, and increase the availability of both medical and sports facilities.

In order to involve young people in healthy lifestyle and sport activities, to promote security culture among the youth the Committee on youth policy of the Khabarovsk region Government implements actions aimed at prevention and improvement of measures against the spread of HIV infection. So every year it is held regional stage of the all-Russian campaign “Stop HIV”, dedicated to the world day of memory of AIDS victims.

In conjunction with Department of the Ministry of Internal Affairs of the Russian Federation in the Khabarovsk region the regional youth public associations take measures for detection and suppression of the facts of realization of alcoholic and tobacco products to minors.

Experts of “Regional center of social education and health” who subordinate to the Committee are regularly held rallies, informational meetings, and activities for young people.

There are organized station games, relay races. For promoting healthy lifestyle and prevention of risky behavior in the minors, it is held informational meetings for students of technical and vocational college for the teenagers consisting on the register in the commissions on affairs of the minors.

To identify and further disseminate best practices on healthy lifestyles and prevention of risky behavior among adolescents and young people in the Khabarovsk region, institutions working with young people hold special contests-marathons. For preventing young people from take psychoactive substances, the specialists organize thematic and social classes.

All these measures bring certain results on the involvement of young people in activities, and create a trend of healthy young person. It is an important factor to form among young people their responsibility for the compliance with the rules of healthy way of life, which, in particular, is a conscious decision to refuse from harmful habits.

More than 300 organizations are included in the register of children's and youth public organizations of the Khabarovsk region, which activities are, in particular, focused on the promotion of a healthy lifestyle [7]. However, despite the fact that there is an amount of events aimed at attracting young people to a healthy lifestyle, we cannot say that, firstly, covered by a certain category of young people is more socially active, and secondly – the proportion of young people, who take part in various projects and programmers is not big enough. It is need to mention there 9161 children's and youth associations, members of sports associations in 2016, according to the regional registry. If to count tourism associations as the category of an active lifestyle, there are 411 people in the Khabarovsk region. According to statistics, in January 2016, there are 319029 young people in the Khabarovsk region. Consequently, the public associations of sport and travel directions are about 3%. This level of youth engagement can only show the point work towards the implementation of youth policy promotion of a healthy lifestyle. But not about a comprehensive and systematic work with the promotion of the healthy young person.

Conducting the analysis of work of state structures, it becomes clear that the authorities implementing the youth policy in the region work on a multiagency basis, organizing their activities with the involvement of various organizations and enterprises. But burning issue is still the incidence of young people, including chronic illnesses, and exposure to use of alcohol and tobacco products, drugs, low physical activity, and stress.

Many factors of the spread of diseases caused by low motivation of the young people, conditions related to infrastructure, failure of social advertising and other conditions.

Maintaining a healthy lifestyle by young people, responsibility for their health opens the way for the development of its social potential and, as a consequence, is the basis of development of society.

The results of the analysis of sociological research on the attitude of young people to lead healthy lifestyles revealed a certain lack of awareness of the importance self-preservation behavior, and, as a consequence, no measures for the prevention of risk factors of various diseases.

According to the results of sociological research [8, p. 138] revealed contradictions: youth focused on health (the majority of respondents (58%) put the value of "health" in the first place in the scale of the 18 values proposed by sociologists), but really shows a another situation of adherence to the "unhealthy" habits. Similar trends persist for a long period of time [9, p. 109]. The results of the survey show that the addiction to bad habits is common among young people. About 40% of the young people smoke. The overall proportion consume alcoholic beverages over the last decade has decreased almost for 10%, but there is still a high proportion of consumers of alcoholic beverages (with different frequency): among 17-year-old respondents – 57.6%, a 24-year-old – 74,1%, a 29-year-old – 69,5%. About 15% of those interviewed confess about the experience of use of drugs.

Such research results are another proof of the lack of awareness of the adoption of bad habits as factors of serious diseases.

Also, research results show that the youth of the region do not have the skills of maintaining a healthy lifestyle. Such skills includes adherence to work and rest, of wakefulness and sleep, personal hygiene, diet, physical activity and recreation.

In view of all mentioned, importance of working with young people should be given the points system focus on forming these skills. Summing up, the conducted analysis of the work of the authorities on the subject of implementation of the youth policy identified the lack of information promoting the image of the life of a young healthy person.

A special role in the formation of cultural stereotypes (“healthy body, healthy mind”, “healthy nation”, “healthy beauty”) is a special influence of the so-called "fashion brands" (popular stereotypes). It is need to replicate, using informational tools, primarily, social advertising, Internet and social network TV. Recently experts of various media companies used a marketing ploy – “the trustful face”. Particularly this method is used in the election campaign or is delusional products aimed at the mass using. The meaning of marketing is to broadcast experience in the use of a product known among the population of individuals (actors, politicians, athletes-Champions and others, whose opinion causes a certain amount of trust). It is not a secret that the mention of many well-known products or brands comes up the famous "hero" advertising these products in the minds. This marketing aspect can be used to broadcast and promote of healthy lifestyles. In the Khabarovsk region, as elsewhere, you can watch the "regional" media personalities whose opinions are considered by the residents of the region.

According to the research, mentioned above the results of the sociology research indicate the need to improve outreach directions of the state youth policy aimed at increasing the motivation of young people to maintain a healthy lifestyle.

Policy of the region needs to involve new forms of social advertising. Promoting a healthy lifestyle should be done from the strategy of censure to the strategy of promoting health. Today, it is the transition from an oriented in relation to the prohibitions of bad habits, the introduction of various restrictions and "bullying" on an alternative and positive life without them. It is need a holistic positive-directed promotion of youth healthy lifestyle, which includes a set of measures for the introduction and dissemination methods of implementation of youth policy in this regard.

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