

FORMATION AND ACTIVATION OF A HEALTHY LIFESTYLE THROUGH SPORTS

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Abstract: The issues of globalization and the acceleration of developing scientific and technical progress, along with positive changes for humanity, have caused the emergence several problems related to ensuring a healthy lifestyle for the population, which are manifested in a decrease in physical activity, the spread of bad habits and a morbidity growth. Sport is one of the ways to solve these problematic issues. The purpose of the research is to substantiate the theoretical and applied principles of exploring sport as a component of the activation of a healthy lifestyle. The methodological base of the research consists of different methods of fundamental studies and economic analysis, namely: analysis, synthesis, comparative analysis, graphic method, generalization, and systematization. The results of the conducted research have made it possible to establish that sport is an integral component of activating a healthy lifestyle, contributing to the strengthening of immunity, ensuring the proper development of the human body and causing an increase in the rate of motor activity. The critical role of sports in the system of personality formation and socialization of individuals was revealed, as well as the main problems preventing a healthy lifestyle, namely: the COVID-19 pandemic, low level of popularization of a healthy lifestyle, low level of medical control over the health of the population, insufficient awareness of people about modern physical culture and health technologies and means of health promotion. The destructive impact of the COVID-19 pandemic and the low level of popularization of sports was proven. The main models of a healthy lifestyle were studied, including preventive, regulatory, physical, and psycho-regulatory, and a model of self-actualization and constructive thinking. The main ways of activating a healthy lifestyle have been proposed, among which a prominent place is given to sports, rational nutrition, correct daily routine and strengthening immunity.

Keywords: healthy lifestyle, sport, health, physical activity of the population, quality of nutrition, physical exertion.

1 Introduction

Effective use of one's life opportunities and adherence to unique pieces of advice on health promotion involves ensuring a healthy lifestyle, the main components of which are as follows: (1) healthy nutrition, (2) physical loads, (3) strengthening immunity and hardening, (4) getting rid of bad habits and addictions, (5) preventing social diseases, (6) increasing social activity. In conditions of uncertainty and instability, ensuring a healthy lifestyle is significantly influenced by destabilizing factors and is quite a problematic task. The significant digitalization of social life, deepened by the spread of the COVID-19 pandemic, has led to decrease individuals' activity and deterioration in the quality of nutrition. As a result, their life activities are limited to motor activity, leading to the emergence of diseases and other health problems. Considering the above-mentioned, sport can be recognized as an effective tool for reducing the destabilizing effect of negative factors on a person, which can increase the level of activation of a healthy lifestyle. The specified tendencies require in-depth study, which actualizes the research subject.

2 Literature Review

The issue of studying a healthy lifestyle has been at the center of attention of the scientific community for a long period, and, at

the same time, it is tested by practical workers and specialists involved in activities in this sphere. Various standpoints on studying a healthy lifestyle have made it possible to identify specific components of its maintenance, one of which is a sport. Ismailova considers a healthy lifestyle a specific form of human activity aimed at preserving and strengthening health by increasing physical activity and forming rational eating habits (Ismailova, 2021).

Barby et al., investigating the role of sports in activating a healthy lifestyle, have concluded that sports influence a person's lifestyle and prove the importance of movement in a person's life (Barby et al., 2019). At the same time, (Ioan-Sabin & Pomohaci, 2018) claims that physical exertion, which is present during sports activities, supports and develops the human body.

Malm et al. believe that sport brings both positive and negative effects (Malm et al., 2019). The positive qualities of sports include health benefits, and personal and psychosocial development, and the negative ones are the risks of injury, eating disorders and the risks of failure. At the same time, Jayanthi et al. note that activating a healthy lifestyle through sports should begin in early and middle childhood and accompany the entire period of a person's life (Jayanthi et al., 2013).

Kumar is convinced that sports are part of the process of strengthening human health and, combined with good nutrition; it plays a vital role in activating a healthy lifestyle (Kumar, 2017). The opinion of the scientist is shared by Koehler & Drenowatz, who argue that the concept of a healthy lifestyle consists in combining physical activity with a full-fledged balanced diet and insist on an integral approach to the formation of the principles of a healthy lifestyle (Koehler & Drenowatz, 2019).

Ghildiyal links the influence of sports on the activation of a healthy lifestyle with the preservation of a person's psychological qualities and the development of willpower, resulting in a higher level of self-organization and discipline (Ghildiyal, 2015).

Along with this, Breivic considers sport as a source of a healthy lifestyle for an individual and explores the possibilities of integrating sport into a person's life and society (Breivic, 2021). At the same time, the scientist is convinced that the importance of sports should be understood by the whole community, which will contribute to increasing the activity of life there and reducing the level of social diseases. Considering the increasing tendencies in cardiovascular diseases, Kaminsky et al. consider a healthy lifestyle in combination with sports as a priority preventive measure for improving health (Kaminsky et al., 2022).

Gilchrist & Wheaton adhere to a similar position. They study a healthy lifestyle through the prism of sports activity, which, in aggregate, allows for broad social benefits manifested in strengthening the population's health, increasing well-being, reducing crime rates, and achieving public cohesion (Gilchrist & Wheaton, 2017).

This theory is supported by Zabolotna, who has established the need to improve the population's life and insists on the need to develop a comprehensive model for improving the health of the entire population of the country and young people. At the same time, the scholar singles out the following constituent elements of a healthy lifestyle, namely: (1) sports and physical education, (2) rational nutrition, (3) individual responsibility for a person's health (Zabolotna, 2015).

The problems of activating a healthy lifestyle of young people are sufficiently profoundly reflected in the scientific works of Mytychuk et al.; they position sports and the responsible attitude of the individual toward his health as strategic priorities for the

development of the personality and his socialization (Mytchuk et al., 2015). After all, scientists have established that young people pay little attention to their health, do not often undergo medical examinations, and rarely resort to medical monitoring.

In addition, Khromykh has revealed that sport is a field of mass self-activity and an integral factor in the formation of an active life position, contributing to increasing the confidence of an individual's behavior in society and resistance to the destabilizing influence of challenges and dangers (Khromykh, 2020). In this context, Silverman & Deuster associate sports with ensuring an adequate level of physical fitness (Silverman & Deuster, 2014). However, significant importance is given to psychophysiological features responsible for stress resistance, which significantly impacts the formation of chronic diseases.

Seleznyova has singled out the reasons for the decline in the population's health level, especially young people; the scholar connects them with an incorrect lifestyle, low-quality food, environmental pollution and an unsatisfactory level of medical and preventive work (Seleznyova, 2014). Moreover, the solution to these problematic issues is conditioned by the necessity to activate motor activity and promote a healthy lifestyle, which is confirmed by the studies of Sheau-Fen & Hong (Sheau-Fen & Hong, 2009).

At the same time, Yopa & Permyakov have confirmed in their studies the existence of outlined problems among young people regarding the popularization of sports and a healthy lifestyle (Yopa & Permyakov, 2020). The scientists prove that the quarantine restrictions, introduced as a response to spreading the coronavirus infection, have significantly impacted the formation of a model of ensuring a healthy lifestyle. It was manifested in the population's hypo dynamism due to limited access to sports facilities and the impossibility of attending sports activities because of the COVID-19 disease risk.

Rybalko et al. see the intensification of the need to activate a healthy lifestyle in the inactivity of the population, which has become especially acute during the spread of the COVID-19 pandemic (Rybalko et al., 2021). The population's movement activity is an element of forming the population's health, preventive actions regarding the spread of the disease and increasing mental capacity. Consequently, scholars attach great importance to the intensification of sports activities, and the sport is viewed as a tool for promoting a healthy lifestyle.

Nevertheless, Schulenkorf & Siefken have established the reasons for the decrease in physical activity of the population and the increase in irrational nutrition, which include changes in behavior and lifestyle that are formed under the influence of globalization and modernization of life on a global scale (Nevertheless, Schulenkorf & Siefken, 2018). Within the framework of their studies, scientists offer a qualitatively new model of ensuring a healthy lifestyle, which is built on a flexible concept of the interaction of sports and programs to improve the population's health.

Thus, the practicality of sports in the system of activating a healthy lifestyle is critical, and the unstable conditions of our time testify to the need to establish a set of measures for the effective activation of a healthy lifestyle to preserve the health of the population and their ability to work.

Research Goals. The purpose of the research is to substantiate the theoretical and applied principles of exploring sport as a component of the activation of a healthy lifestyle.

3 Materials and Methods

The methodological base of the research consists of different methods of fundamental studies and economic analysis. In particular, the definition of the essence and interrelationship between sports and the activation of a healthy lifestyle was carried out using the method of analysis and synthesis. The comparative analysis was applied to conducting, identifying and

evaluating the main models of a healthy lifestyle. While displaying the research results, the systematization of scientific hypotheses was carried out using the graphic method. The generalization of the obtained results and the formation of conclusions were fulfilled based on systematization.

The research information base is built on the works of domestic and foreign scientists and information resources of the global Internet network.

4 Results

Ensuring the health, vitality, and sustainable development of a person and a citizen is one of the priority tasks of the state and society. In conditions of persistent uncertainty and the constant emergence of danger, achieving the target guidelines of a healthy lifestyle is highly problematic. It is confirmed by the studies of numerous scientists, integrating scientific approaches to the types of human life activity, lab or activity, ways of meeting material and social needs, and established norms of individual behavior and behavior in society. The available developments in this direction testify to the importance of exploring the population's healthy lifestyle and its components, among which a prominent place is given to sports. At the same time, the evaluation of a healthy lifestyle is carried out through the prism of three categories, the main parameters of which reflect the level, quality and style of life.

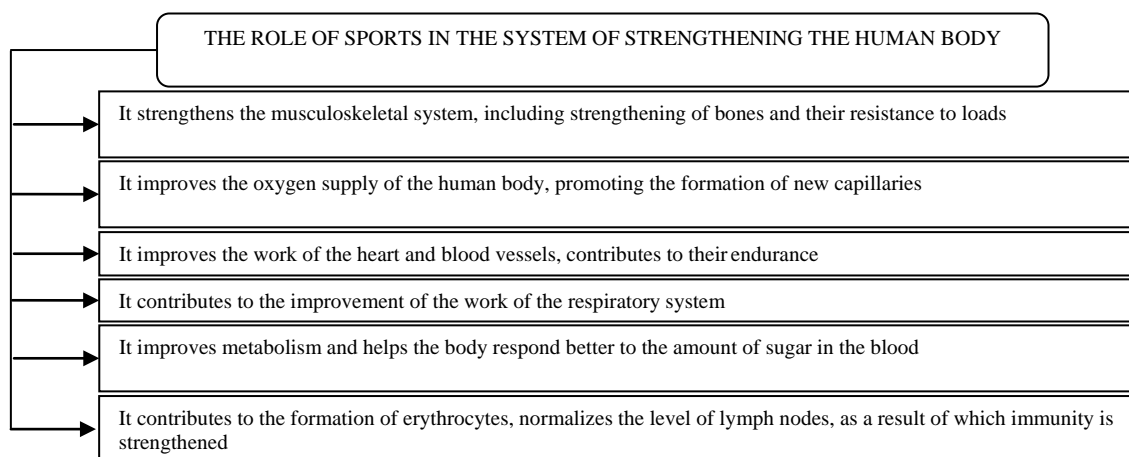
It becomes evident that the search for methods of ensuring a healthy lifestyle leads to the intensification of motor activity of individuals and comes down to the decisive role of sports (Fig. 1). After all, sport performs several positive functions, both about the development of the personality in society and each human organism.

Undoubtedly, the role of sports in activating the healthy lifestyle of the population is vital, as it helps to strengthen the functions of the human body, enhance the activity of the central systems and ensure a high level of vitality and work capacity. In addition, sport stimulates the intensification of the development of the body's motor qualities, and promotes the physical improvement and the formation of a physique. Forming the self-organization, self-improvement, and disease prevention skills is an equally crucial positive quality of the sport.

It is worth emphasizing that the period of uncertainty caused by the spread of the COVID-19 pandemic has made significant adjustments to the system of ensuring a healthy lifestyle. Moreover, the established restrictions on access to sports infrastructure facilities have further deepened the situation, which manifested in limiting the population's access to sports facilities, and independent physical activity does not allow for achieving the desired results. As a result, the need for independence in implementing training and health-improving classes has deepened in society. In particular, considerable attention is being paid to using a complex of independent sports activities, which include as follows: (1) morning hygienic gymnastics; (2) walking; (3) fitness running; (4) health aerobics; (5) athletic and rhythmic gymnastics; (6) physical education classes and physical education minutes, forasmuch as under such conditions there is a significant decrease in motor activity. The reasons for the outlined activities are systematized in Fig. 2.

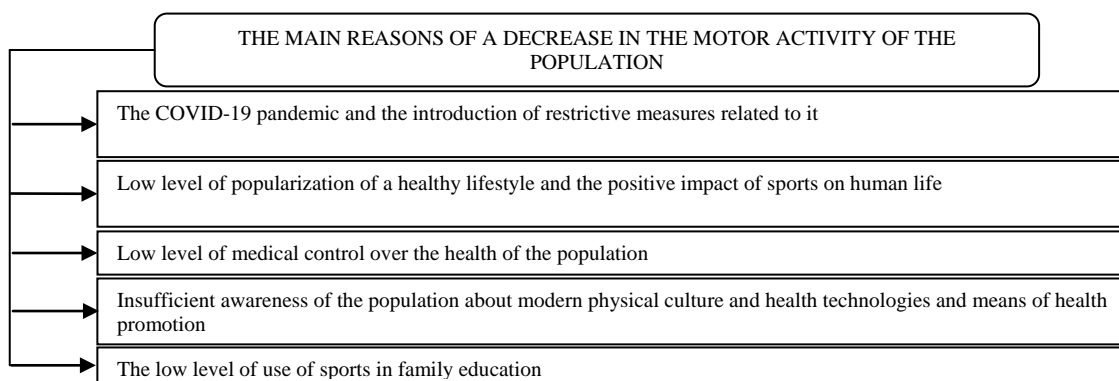
It is obvious that the reasons for the decrease in physical activity of the population are present over a long period, which is evidenced by the nature of the employment of working people, the schedule of young people, the lack of financial resources for healthy eating and the lack of time to prepare high-quality and nutritious food. At the same time, time restrictions lead to a decrease in physical activity, and quarantine restrictions do not contribute to sports. Considering those mentioned above, it can be assumed that the problems of spreading the COVID-19 pandemic do not create existing problematic issues but only deepen them. Under such conditions, the problem of searching for ways out of a crisis is actualized, which can be achieved through the intensification of sports activities and the popularization of sports in society.

Figure 1: The role of sports in the system of strengthening the human body



Source: Author's development

Figure 2: The main reasons for the decrease in physical activity of the population



Source: Author's development

It is worth noting individually the existence of several models of a healthy lifestyle, systematized by Skrypyk (2000) (Fig. 3), the complex implementation of which will allow for achieving the desired effect.

At the same time, it is significant to develop skills of formation the individuals' healthy lifestyle regardless of age category, namely: (1) maintaining a sensible diet; (2) promotion of motor activity; (3) compliance with sanitary and hygienic requirements; (4) precise regulation of the regime of work and rest.

Sport can be an effective tool for achieving the outlined goal, which, through physical activity, helps to discipline the individual, improves concentration, promotes health control, strengthens immunity, and raises self-esteem. Therefore, it is necessary to attach great importance to the promotion and modernization of approaches to the activation of a healthy lifestyle, which can be achieved in the following ways, namely:

- 1) formation of a favorable environment and creation of relevant conditions to ensure the implementation of the basic principles of a healthy lifestyle;
- 2) forming a system of knowledge in society about the necessity to preserve health;
- 3) formation of special skills to ensure the correct daily routine;
- 4) increasing the importance of self-control and self-regulation of health;
- 5) awareness of the interrelationship between the principles of a healthy lifestyle, health and physical activity;

- 6) awareness by each individual of responsibility for his health;
- 7) formation of knowledge about the importance of immunity, ways to increase it and the role of sports in this process;
- 8) mastering the methods of self-education, self-discipline and self-regulation as elements of a healthy lifestyle;
- 9) awareness of the incompatibility of a healthy lifestyle, sports and bad habits;
- 10) possessing knowledge about the advantages of healthy and rational nutrition, the beneficial effect of sports on the human body;
- 11) formation of sports habits.

Therefore, the conducted studies prove the critical role of sports in ensuring a healthy lifestyle for the population and its activation.

5 Discussion

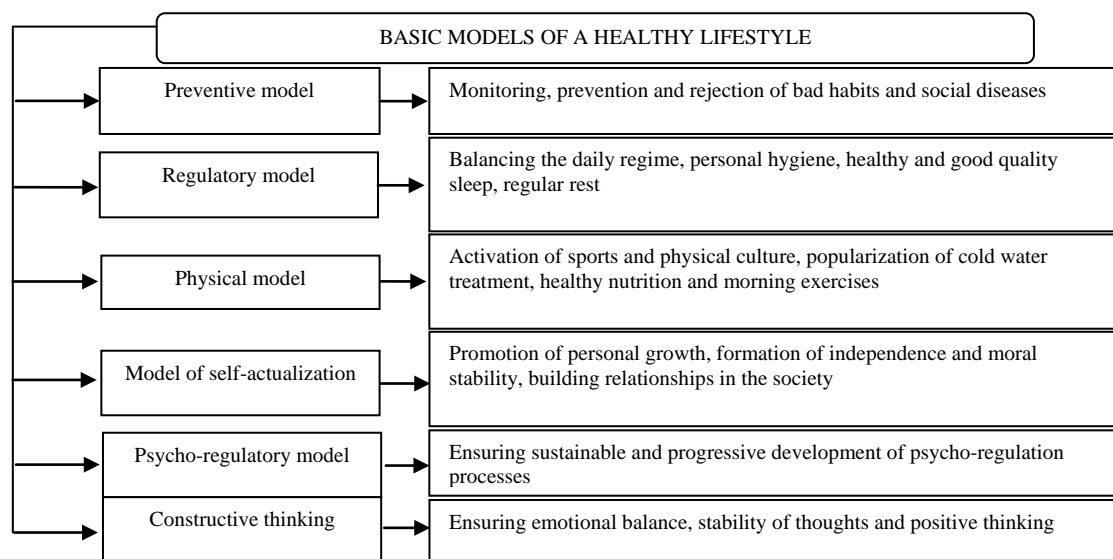
Conducted studies on the theoretical and applied principles of the role and place of sports as a component of the activation of a healthy lifestyle indicate that in current conditions, the issues of ensuring a healthy lifestyle, especially among young people, are actualized. Considering the impossibility of fully implementing the basic principles of ensuring a healthy lifestyle, sports and constant physical activity are moving to the forefront and are effective alternatives to bad habits and social diseases.

Along with this, it has been established that current conditions of uncertainty, crises and the emergence of the latest challenges and dangers cause destructive changes in the system of ensuring a healthy lifestyle, as a result of which there is an understanding

of the importance of leading an active lifestyle, in society. However, the introduction of quarantine restrictions and the

establishment of specific prohibitions limit the right of individuals to exercise them.

Figure 3: Basic models of a healthy lifestyle



Compiled based on: (Skrypnyk, 2000)

It is evident that sport has a positive effect on the formation of a person as personality and contributes to his socialization. In addition, sport helps strengthen the human body, stabilize the smooth operation of all systems, and is an effective tool for cold water treatment and strengthening immunity.

To activate a healthy lifestyle, it is essential to deepen the popularization of sports and the formation of comprehensive programs for their involvement in public life.

6 Conclusions

Thus, the conducted studies of the theoretical fundamentals and practical recommendations regarding the importance of sports as a component of the activation of a healthy lifestyle provide grounds for the conclusion that a healthy lifestyle involves physical activity and sports, rational nutrition and the responsibility of each individual for the state of his health. The essence of a healthy lifestyle lies in the implementation by a person of specific activities aimed at maintaining his health, increasing physical activity, forming rational eating habits and strengthening immunity. Moreover, the main reasons for the decrease in physical activity of the population leading to significant destabilizing changes in a healthy lifestyle have been established. Based on a detailed comparative analysis, the main models of a healthy lifestyle were identified and evaluated, and ways to activate a healthy lifestyle were proposed. The most significant ones are as follows: the awareness of the interrelationship between the principles of a healthy lifestyle, health status and physical activity; the formation of knowledge about the importance of immunity, ways to increase it and the role of sport in this process, about the advantages of a healthy and rational diet, the beneficial effect of sport on the human body; awareness of the incompatibility of a healthy lifestyle, sports and bad habits.

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