

## PHYSICAL CULTURE AND A HEALTHY LIFESTYLE IN THE LANDSCAPE OF SUSTAINABLE DEVELOPMENT

<sup>a</sup>YURIY YAKIMETS, <sup>b</sup>IVAN ILNYTSKYI, <sup>c</sup>NATALIIA KORZH, <sup>d</sup>OLGA SOKOLOVA, <sup>e</sup>INNA PAVLENKO

<sup>a,b</sup>Ivan Boberskyi Lviv State University of Physical Culture, 11, Tadeus Kostyushko Str., 79007, Lviv, Ukraine

<sup>c</sup>National University Zaporizhzhia Polytechnic, 64, Zhukovsky Str., 69063, Zaporizhzhia, Ukraine

<sup>d</sup>Zaporizhzhia National University, 66, Zhukovsky Str., 69600, Zaporizhzhia, Ukraine

<sup>e</sup>Sumy State Pedagogical University named after A. S.

Makarenko, 87, Romenska Str., 4000, Sumy, Ukraine

email: <sup>a</sup>jkimec@ukr.net, <sup>b</sup>vanjaboxer@gmail.com,

<sup>c</sup>nata2008korzh@gmail.com, <sup>d</sup>sokolovaznu@gmail.com,

<sup>e</sup>byyf1202@ukr.net

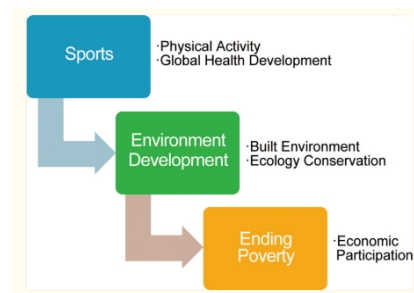


Figure 1. Sports contribution in vital development actions [26]

**Abstract:** The article emphasized that sport and physical activity are seen as important drivers for social transformation and enablers of sustainable development, i.e., as important means of achieving the 17 Sustainable Development Goals (SDGs). The research is carried out within systemic perspective, with consideration of social and human capital dimension of physical culture and healthy lifestyles. Based on global trends, as well as the experience of the USA, China, and Australia, global and local levels of promoting healthy lifestyle are considered, in particular within the plane of physical education.

**Keywords:** physical culture, physical education, healthy lifestyle, sustainable development, SDGs, agenda.

### 1 Introduction

As part of the transition period to the recently developed 2030 Agenda for Sustainable Development, the world has shifted its focus to the Sustainable Development Goals (SDGs) after 15 years of progress towards the historic Millennium Development Goals (MDGs). To evaluate the progress and unsolved issues connected to the eight MDGs, the international community conducted a comprehensive consultation process with all social stakeholders, guided by the United Nations.

As a result, 17 SDGs were agreed upon to be pursued over the ensuing years. The 2030 Agenda, which has as its overriding goal the advancement of humanity and the earth while leaving no one behind, offers a rare chance to spur international action for development, particularly in the areas of physical culture and sport for development and peace. The Sustainable Development Agenda places a high priority on leading healthy lives [16].

Physical culture and sport have shown to be an adaptable and affordable instrument for advancing goals related to development and peace. Numerous General Assembly resolutions have acknowledged the critical role that sport has played in advancing each of the eight Goals since the MDGs' establishment in 2000. The 2015 resolution 70/1, "Transforming our world: the 2030 Agenda for Sustainable Development", further recognizes the contribution of sport to social advancement.

Physical culture and sports are two more significant factors that support sustainable growth. As noted in Fig. 1, sport offers a "peaceful and soft way" for important developmental tasks including education, health promotion, and the building of a sustainable environment. The UN acknowledges the growing role that physical culture and sport play in promoting tolerance and respect, empowering women and young people, individuals, and communities, and advancing health, education, and social inclusion goals in the context of development and peace [26].

Regular participation in sports and physical activities has many positive social and health effects. It has a direct impact on physical fitness in addition to assisting kids and teens in leading active lifestyles and avoiding non-communicable diseases. The World Health Organization has also conducted a number of studies that show how exercise is good for the development of the mind and cognitive abilities. Exercise has been linked to improvements in self-worth and confidence as well as positive effects for individuals who are worried and depressed.

Young people and children get a great deal from physical activity. Sport and physical education must be combined with a school curriculum in order to provide a comprehensive education (Goal 4: Ensure inclusive and excellent education for everyone and encourage lifelong learning). For kids who are unable to attend school, sports offer an alternative kind of instruction that promotes lifetime learning. Students who participate in physical education and sports alongside their academic studies are exposed to the fundamental principles of sports, such as discipline, tolerance, collaboration, fair play, respect for others and the rules. These abilities can promote social cohesiveness among communities and cultures and are necessary for future engagement in group activities and the workforce. Increasing access and participation in sport is a major development aim because of the advantages it provides for social and personal development [24].

The need to resolve the state task of a strategic direction that ensures the sustainable development of the physical culture industry justifies the importance of promoting a healthy lifestyle among the population, which allows citizens to form a conscious need for physical activity and its subsequent stimulation.

The fourth most important risk factor for death worldwide is inactivity. Engaging in physical education and sports can serve as an extremely effective means of inspiring individuals to increase their level of physical activity, hence aiding in the decrease of "premature mortality from non-communicable diseases" and the related medical expenses (SDG 3.4).

Research indicates that engaging in physical education, sports, and physical exercise is linked to better psychological and social outcomes as well as the prevention and management of substance misuse (SDG 3.5). Frequent involvement promotes children's and teenagers' healthy development, including their psychological and cognitive growth [2]. Large-scale physical activity initiatives and sporting events may also serve as a venue for community health empowerment and message, reaching a variety of audiences that traditional health care would not be able to. This backs initiatives to combat infectious diseases and increase accessibility to services related to sexual and reproductive health (SDG 3.3 and 3.7).

However, social and economic issues like housing, poverty, and education have an impact on an individual's health and well-being in addition to diseases and treatments. Therefore, there are health-related objectives in all of the other SDGs. Specifically, in the WHO European Region, physical inactivity is one of the

main risk factors for death and disability as well as a major contributor to early mortality. Therefore, the question of how physical culture and a healthy lifestyle fit into the framework of sustainable development is systemic in nature, dependent on global social, economic, and political processes, and requires the application of constructivist paradigm.

## 2 Materials and Methods

The methodological basis of the work is a system-functional approach based on analysis of the category of state. This choice is due to the general logic of the process of cognition and the structural organization of the categorical apparatus, reflecting the structural and systemic integrity of the object and subject of the study. The methods of analysis, generalization, and systematization were used.

The basis of the study is modern philosophical and political ideas about a healthy lifestyle and physical culture in the context of sustainable development. In particular, the method of socio-cultural analysis of health problems was used.

## 3 Results and Discussion

The 2030 Sustainable Development Goals would undoubtedly support funding for laws that encourage bicycling, walking, sports, outdoor recreation, and play. The policy actions pertaining to physical activity have multiplicative healthcare and economical advantages. In addition to SDG2 (ending malnutrition in all aspects of health), SDG4 (quality education), SDG5 (equality between men and women), SDG8 (decent job and economic development), SDG9 (industry, innovation, and infrastructure), and SDG10 (reduced inequality), they would directly lead to SDG3 (wellness and good health).

The Bangkok Declaration on Physical Activity for Global Health and Sustainable Development [23] states that physical activity can directly support eight Sustainable Development Goals (SDG 3 Health and wellbeing, SDG 4 Quality education, SDG 5 Gender equity, SDG 10 Reduced inequalities, SDG 11 Sustainable cities and communities, SDG 13 Climate action, SDG 15 Life on land, SDG 16 Peace and justice) (see Fig. 2).



Figure 2. Physical activity' potential contribution directly to eight Sustainable Development Goals [34]

It is interesting to note that the Olympic Games fall short of their claim to be global role models for sustainability and an inspiration for sustainable futures: from 1992 to 2020, the sustainability index - which takes into account ecological, social, and economic factors - was only mediocre and gradually decreased (Müller et al., 2021). Studies repeatedly demonstrate that persons with migratory backgrounds, feminine gender, lower educational attainment, or disabilities have disadvantages

when it comes to their involvement in organized sports [12; 15]. As a result, organized sports can only partially live up to their reputation as agents of social integration and inclusion. Traveling for sports causes greenhouse gas emissions, which are a contributing factor to environmental issues including climate change for active sport players [33]. Although the precise and long-term consequences have been seldom measured, outdoor sports and recreation activities are also being addressed as having negative effects on fauna, flora, and soil [23].

The aforementioned quotes highlight the ways in which sport and physical exercise are ingrained in the social, cultural, political, and economic frameworks that support them. These frameworks can be seen in the environment, in events, in the infrastructure, or in the sports equipment business. However, ecological, social, and economic factors need to be considered when analyzing sport and physical activity in the context of a comprehensive knowledge of sustainable development. It should be highlighted that there are reciprocal, intricate linkages and feedback loops between sport and physical activity, society, and the environment [4]. Therefore, it is important to view sport and physical activity as both a problem and a solution when it comes to sustainable development.

Over the past several years, many new methods to health promotion have been created and implemented. These cutting-edge techniques need to be based on coordinated multilevel treatments. The primary focus to enhance health and well-being is on reorienting health services and governmental policies, as well as creating healthy settings through community engagement [8]. The SDGs related to physical activity, sports, and health promotion are displayed in Figure 3.

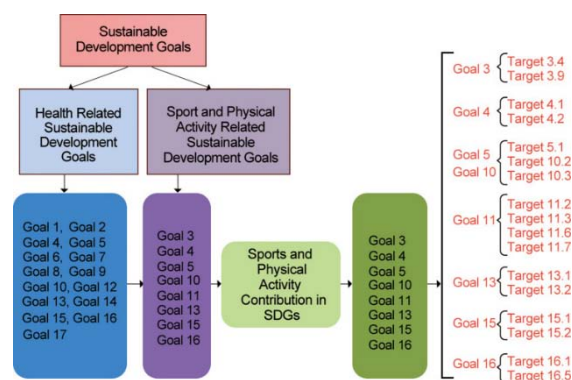


Figure 3. Health, sport, and physical activity-related SDGs [24]

Fifty indicators pertaining to health and a total of 232 monitoring indicators to track and assess Member State progress were released by the Inter-Agency and SDG Indicators Group. The SDGs' monitoring of health is one of the projects that have been launched to monitor worldwide progress toward the health-related SDGs [27].

Engaging in physical exercise has enormous benefits for a country's health. In light of this, the World Health Organization released the Global Action Plan, which attempts to give member nations a framework for taking action by encouraging the development of dynamic environments, systems, people, and society. By 2030, a 15% decrease in levels of physical inactivity is the goal.

In their analysis, Baena-Morales et al. [1] identify the particular SDG goals that may be applied to the field of physical education and then connect these goals to several models derived from physical education activities. The authors point out that three main areas of intervention were identified by the Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI), with the goals of (I) creating an inclusive vision of access for all to physical education (PE) and PA, (II) maximizing sport's contribution to sustainable development and peace, and (III)

safeguarding the sport's integrity. In addition, a study outlining sport as a vehicle for working towards sustainable development was jointly issued by the Ibero-American General Secretariat and the Ibero-American Sports Council. While establishing a thorough analysis of how this relationship occurs (one-way or two-way), they chose those SDGs that could be addressed through sports practice or sport as an institution. They also proposed a number of partnerships and strategies for the promotion of sustainable development. Crucially, in this context, the word "sport" refers to any physical activity, recreation, dancing, organized, spontaneous, competitive, traditional, and indigenous sports and games in all of its forms.

The very priority that UNESCO attaches to physical education might serve as justification for the relevance of this relationship analysis between physical education and SDGs. One way to look at this is the way the International Charter of Physical Education and Sport has been in effect since 1978. Physical education and sports were praised as essential rights for everybody. Sport can "increasingly contribute to making development and peace a reality by promoting tolerance and respect", according to Agenda 2030, which also acknowledges sport as an "important facilitator of sustainable development and peace". Other goals that sport can help achieve include health, education, and social inclusion, as well as the empowerment of women and youth, individuals, and communities [32].

As physical activity has a direct correlation with promoting physical and mental health and well-being, raising life expectancy, lowering the risk of obesity and non-communicable diseases, and increasing life expectancy, it seems that sport and physical education have the greatest positive effects on health and well-being (Goal 3). All age groups can participate in sports, but for it to have a long-lasting effect, it needs to be marketed as a lifetime activity. The younger generations need to use physical education, and the ideal way to achieve this would be to include it in elementary and secondary education, which would align nicely with the Quality Education SDG.

Physical education and sport have also developed into effective tools for addressing issues of gender and economic equality, especially for the empowerment of women and young girls. By giving them access to sporting opportunities, these programs help them develop their self-confidence, make wise decisions about their lives, and gain access to resources [25].

Furthermore, as physical education and sport foster the ideas of social cohesiveness, solidarity, and camaraderie, they are being utilized more and more to advance peace and harmony, particularly among young people entangled in conflict [10]. Therefore, physical education and sport are essential to achieving the UN's SDGs for gender equality, decreased inequality, and peace and justice.

According to a recent study conducted by scholars at Washington University in St. Louis' Brown School, there is fresh evidence to support include initiatives to encourage increased physical activity as a crucial component of the action plan for accomplishing the UN Sustainable Development Goals [30]. It seems to be the first study to methodically examine the connections between the 17 U.N. development goals and the seven tactics that are known to be successful in encouraging physical activity on a large scale. The authors stress that the promotion of physical activity and the Sustainable Development Goals are highly synergistic, offering exceptional chances to concurrently address various public health problems and to achieve several SDGs. Eight of the seventeen SDGs—good health and well-being (SDG 3), gender equity (SDG 5), industry, innovation, and infrastructure (SDG 9), decreased inequalities (SDG 10), sustainable cities and communities (SDG 11), climate action (SDG 13), peace, justice, and strong institutions (SDG 16) - were found to have strong correlations with physical activity promotion strategies. According to Deborah Salvo, assistant professor of public health and research lead author, "physical inactivity has been characterized as a pandemic, accounting for 7% of all premature deaths per year globally and resulting in billions of dollars spent on health-related expenditures". She

underlined that although there are recognized, practical remedies to address this significant public health issue, they are not being used widely or effectively.

Using a unique simulation model that they created, Salvo and her co-authors [30] tested many scale-up scenarios of various physical activity promotion tactics in city types that reflected low-, middle-, and high-income national contexts. According to the modeling results, nations with lower and intermediate incomes should anticipate higher improvements in physical activity. Promoting physical activity can help lower air pollution and traffic-related deaths in high-income countries where cars are widely used. However, in order to mitigate climate change and encourage more active modes of transportation and recreation, complementary policies that discourage driving may be needed.

There are significant financial, political, and societal advantages to increasing physical exercise. According to the Sport and Fitness Industry Association's definition of "active to a healthy level", which is less than the WHO Global Physical Activity Guidelines, 31.9% of children participated in 25 minutes of vigorous physical activity three times a week, according to research from the Johns Hopkins University (JHU) Global Obesity Prevention Center. In contrast, if half of children engaged in this level of physical activity, the number of obese and overweight youth decreased by 4.18%, saving \$8.1 billion in medical costs and \$13.8 billion in lost productivity annually. If children continued in this trend, \$1.1 trillion in medical costs and \$1.7 trillion in lost productivity would result annually. Every year, \$11.4 billion in medical expenses and \$25.1 billion in lost productivity might be avoided if 50% of children followed the WHO Global Physical Activity Guidelines and the U.S. Physical Activity Guidelines throughout the duration of their childhood [22]. Through sport, practitioners can address physical inactivity and ACEs, which can help prevent obesity and promote positive behaviors associated with physical activity, such as a 15% increased likelihood of attending college, a decreased likelihood of smoking, higher lifetime earnings, a lower prevalence of non-communicable diseases (NCDs), and an increased likelihood of becoming an active adult [28].

Similarly, these advantageous effects were formalized in the Human Capital Model (HCM) by sport scientist researchers working with Nike [3]. The HCM discusses the social benefits of physical activity in an effort to shift the conversation around it from one that emphasizes its negative effects (e.g., "fighting" heart disease) to one that highlights its beneficial effects. Based on data from more than 500 publications on physical activity, the six domains of HCM - intellectual, financial, physical, social, individual, and emotional capital - are developed. Physical capital is frequently mentioned as the main advantage of physical exercise, such as the reduction of NCDs. Practitioners illustrate how physical activity programming benefits people and communities in domains other than physical health by talking about elements from other domains, such as productivity, job attainment, and cognitive functioning [20]. This shows how effective physical activity programming is as a multifaceted intervention.

"Shape up Somerville", a citywide initiative to prevent and reduce childhood obesity among elementary school students in Somerville, Massachusetts, was one of the first effective applications of Collective Impact (CI) to physical exercise. It was launched in 2011. Tufts University, the CDC, the Robert Wood Johnson Foundation, Blue Cross Blue Shield of Massachusetts, United Way of Massachusetts Bay and Merrimack Valley, as well as public servants, educators, corporations, nonprofit organizations, and private people were among the important players. Practices for preventing weight gain and wellbeing were outlined by the constituents. Schools dedicated to providing better food options, educating students about nutrition, and encouraging physical exercise. If a local restaurant served high-nutrition, low-fat meals, they were certified. In addition to providing incentives for a healthy lifestyle and farmers' markets, the local government upgraded

sidewalks and crosswalks to encourage students to walk to school. Children in the community saw a statistically significant drop in their BMI between 2002 and 2005, proving the effectiveness of CI [19].

Growing rates of sedentary lifestyles are a major problem in wealthy nations. The main cause of NCD incidence is a sedentary lifestyle. Engaging in sports and physical exercise is the only suggested way to prevent NCDs [7]. For the past fifteen years, physical inactivity has been a concern. In order to enhance the health of the Chinese people via sports and physical exercise, the Chinese government launched the National Fitness Plan (NFP), which is in line with the SDGs for physical activity, health, and sports. The national fitness plan (NFP) states that sports are essential for encouraging healthy lifestyles and preventing non-communicable diseases (NCDs) in Chinese society. China has initiated an industrial revolution in sports, whereby the government is implementing various efficacious measures to realize the objective of a "Healthy China" through the establishment of conducive conditions for sports and physical exercise. The WHO states that the main hazard to life in China is NCDs. Sports are a major factor in the prevention of NCDs because they encourage Chinese people to be more physically active. Furthermore, in accordance with SDG 17 (Strengthening Adoption and Revitalizing the Sustainable Development Global Partnership), Chinese authorities stated that sports are critical for fostering a healthy lifestyle and for enhancing China's soft power. The National Fitness Plan (NFP) has the lofty goals of promoting safe living, improving nutrition, and increasing physical participation [31].

In response to the SDGs pertaining to health, the Chinese government has unveiled the Healthy China 2030 plan. Under the Healthy China 2030 plan, the Chinese government has implemented a variety of initiatives aimed at achieving the SDGs relating to physical activity and sport and health. The SDGs pertaining to physical activity, sport, and health are aligned with the Healthy China initiative. In order to increase the country's level of fitness and avoid NCDs, China's older population is now engaging in sport and physical activity thanks to the introduction of the program with sustainable built environment intervention. Sport is helping Chinese people become more physically active, which is a key factor in reducing NCDs. Engaging in sports and physical exercise is essential for achieving the 2030 "Healthy China" target as well as other health-related SDGs. China's localization strategies for achieving the SDGs have an international influence since they help the BRI member nations globalize, strengthen their public health systems, and advance global health governance [7].

According to Iranian scientist Farhud [9], an unhealthy lifestyle puts societal and human resources at risk. An inadequate way of living causes anti-values to take the place of human values, disrupting social networks. Unhealthy lifestyle choices provide significant obstacles to both physical and mental health as they drive progress and growth. The study also notes that economic capitals are significantly impacted by lifestyle choices. One worldwide issue, for example, is materialism as an insufficient way of living. Every culture wastes time, money, and energy as a result of consumerism. Despite being a politically endorsed approach, consumerism contributes to the wastage of financial resources. According to Farhud, leading a healthy lifestyle is a crucial requirement for sustained growth. A healthy lifestyle may set the stage for progress in the social, economic, and environmental spheres by having a major influence on national capitals such as the cultural, economic, and social capitals. Consequently, paying positive attention to lifestyle is one of the strongest strategies for maintaining and growing national capital.

The advantages of physical exercise for public health as well as the intricate problem of health outcomes disparity and sport/recreation participation related to class, ethnicity, gender, sexual orientation, age, and disability are now well acknowledged [11]. A significant conflict exists in government health programs between acknowledging the impact of socioeconomic determinants and inequality and articulating

neoliberal ideologies that place personal accountability for risk, lifestyle modifications, and health behaviors [13]. Government policies in the US, UK, Australia, and South America are still centered on encouraging "minutes per day" of physical exercise. In order to increase physiological "fitness", this quantification of active embodiment is designed as a type of personalized behavior modification that ignores the social environment that determines opportunity, inequity, and meaning. It is important to stress that health is culturally created, particularly in light of these major policy conflicts.

Positive mental wellness was noted as a key result of introducing Australian Indigenous children to cultural traditions, and it was shown that good lifestyle habits (such as physical exercise and a balanced diet) were linked to Australian Indigenous culture [6]. Therefore, developing health interventions requires an awareness of the significance of culture and how it influences healthy behaviors. It is improbable that health treatments can be implemented in a "one size fits all" manner.

Hulko et al. [5, 17, 21, 29] correctly point out that these problems must be solved on a local, regional, and worldwide scale in order for civilization to evolve sustainably. Sedentary lifestyles and non-communicable illnesses (cancer, heart disease, diabetes, obesity, etc.) are becoming major public health issues in both the global North and South. In order to comprehend physical (in)activity as a very biopolitical kind of body practice and embodied mobility, new sociocultural perspectives are required [11]. Particularly when it comes to enhancing the health and happiness of nearby communities, culture and leisure are quite important. By actively addressing this agenda, the industry can demonstrate that it is committed to solving health-related problems and can play a significant role in addressing unhealthy lifestyles, social determinants of health, providing affordable solutions, bringing innovative ideas to the table, and assisting families, communities, and individuals in taking charge of their own well-being.

A genuine focus on a significantly larger range of health factors may be made possible by giving local authorities more authority over public health. Numerous services provided by local government can positively influence health outcomes. The obvious ones are the availability and quality of local housing, the ability for people to receive social care support, environmental health, which includes handling hazardous materials and preparing food safely, and access to recreational centers where people can go for exercise.

Cultural services encompassing the arts, heritage, sports and leisure, parks and open spaces, libraries, and archives are important services that may support this preventative approach. Sport and recreational physical exercise are probably the most evident of them. When compared to sedentary lives, regular physical exercise has the potential to lower all-cause mortality and increase life expectancy.

In order to facilitate a more nuanced policy discussion, it will be necessary to engage in discourse with experts from a variety of fields and policy domains, including housing, city planning, health, education, and sport [14, 18]. Participatory procedures will also play a key role in elevating the perspectives of a broad range of individuals.

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#### Primary Paper Section: A

#### Secondary Paper Section: AE, AK, AO