

HEALTHY LIFESTYLE: ITS IMPORTANCE IN MODERN SOCIETY AND WAYS OF DEVELOPMENT

I.B.Matiev

Professor of the Department
of “Language Teaching” of the
Samarkand Institute of Economics
and Service, Doctor of Pedagogical Sciences
+998932240076

ilhom_matiev@gmail.com

Abstract: This article discusses the issues of promoting HL (HEALTHY LIFESTYLE) through television, radio and social networks, organizing sports events and healthy lifestyle weeks in neighborhoods, the main causes of diseases are physical inactivity, unhealthy diet, tobacco and alcohol consumption, and the fact that supporting HL (HEALTHY LIFESTYLE) for sustainable development is one of the priorities of global health policy.

Keywords: health policy, social policy, education, economy, cultural spheres, public policy, alcohol, integrated approach, medical prevention, urban infrastructure, economic incentives, social awareness, health care organization.

Today, healthy lifestyles (HLM) are at the center of not only medicine, but also social policy, education, economics, and culture. According to the World Health Organization (WHO), 74% of deaths worldwide are due to noncommunicable diseases - cardiovascular diseases, cancer, diabetes, and chronic respiratory diseases [4]. The main causes of these diseases are physical inactivity, unhealthy diet, tobacco and alcohol consumption, and psychological stress.

The WHO and the UN Sustainable Development Goals for 2030 have identified HLM as a priority for global health policy [4]. International experience shows that a comprehensive approach to promoting a healthy lifestyle - that is, combining measures such as education, medical prevention, urban infrastructure, economic incentives, and changing social consciousness - gives the most effective results [5], [6].

Many countries have developed national programs to support physical activity: the experiences of Finland, Japan, the USA, South Korea, Canada and the UK are noteworthy in this regard. This article analyzes these experiences and considers the possibilities of their adaptation to the conditions of Uzbekistan. In our country, significant work is also being carried out to popularize physical activity. In particular, state programs “Formation of a healthy lifestyle and increasing physical activity”, the “Healthy Child” concept, as well as measures to expand sports activities in schools and higher educational institutions have been adopted [1], [8]. However, a thorough study of international experiences and their proper application to national conditions will allow us to reach a new qualitative stage in the field of physical activity. Analysis of international experiences:

1. The Finnish experience: Finland had one of the highest rates of cardiovascular disease in the world in the 1970s. After the implementation of the national program “North Karelia Project”, the population’s eating habits, physical activity and knowledge about a healthy lifestyle changed dramatically. Over 20 years, the mortality rate from heart disease decreased by 70% [4], [5]. The secret of the program’s success is that it is based not only on medical principles,

but also on the principles of education, information, social marketing and involvement of local communities. This approach can also be an important experience for Uzbekistan, because we also need to form a culture of healthy eating and physical activity on a mass scale.

2. The Japanese experience: In Japan, within the framework of the “Kenko Nippon 21” program, preventive work on a healthy lifestyle has been launched from preschool age. The program educates children under strict supervision on healthy eating, daily exercise, sleep hygiene, and mental health [4], [5]. In Japan, more than 90 percent of the population engages in at least 30 minutes of physical activity per day. As a result, the average life expectancy is 84 years - one of the highest in the world [5]. This model is also relevant for Uzbekistan, as the introduction of STT elements into the education system from an early age allows the formation of healthy habits in the younger generation [8].

Experience of the USA and Canada: In the USA, the Healthy People 2030 program identifies 10 priority areas for a healthy lifestyle: physical activity, proper nutrition, mental health, environmental safety, and equal access to health services [4], [5]. In Canada, the Public Health Agency has implemented healthy lifestyle programs in workplaces, educational institutions, and at the community level. In contrast to the experience of these countries, in Uzbekistan, HL (HEALTHY LIFESTYLE) is mainly implemented through the health system, but integration with the education, labor, and cultural sectors has not yet been fully formed [8].

Experience of South Korea: In South Korea, the development of a healthy lifestyle is an integral part of state policy. The Healthy Korea 2020 program has introduced mandatory healthy eating menus in schools, group physical activities, and psychological training to reduce stress. As a result, between 2008 and 2020, the prevalence of overweight decreased by 11%, and regular sports participation among young people increased by 2 times [5], [6]. General conclusions from the international analysis: International practices prove the following general idea:

1. The formation of HL (HEALTHY LIFESTYLE) should be carried out at the level of state policy;
2. Educational institutions are the main environment for instilling a culture of healthy living [2], [8];
3. Mass propaganda through the media, social networks and community organizations makes HL (HEALTHY LIFESTYLE) a part of everyday life;
4. Supporting healthy living with economic incentives (tax breaks, health insurance, healthy enterprise concept) enhances the result [6], [7].

Adaptation opportunities for Uzbekistan: The climate, culture, and economic situation of Uzbekistan may hinder the direct implementation of international HL (HEALTHY LIFESTYLE) programs. Therefore, the following areas are important in adapting international experiences: Integrating a healthy lifestyle into the education system. It would be effective to introduce HL (HEALTHY LIFESTYLE) elements as a mandatory subject in schools and higher education institutions [8]. In foreign experience (Japan and South Korea), children are taught healthy eating, physical exercise, and stress management skills from an early age [5]. Similar programs can be developed and implemented in Uzbek schools:

- Making sports activities mandatory at least 3–4 times a week;
- Standardizing school cafeterias on healthy eating;
- Introducing psychological training on mental health and stress management.

Healthy lifestyle promotion and information campaigns: In the experience of foreign countries, promoting HL (HEALTHY LIFESTYLE) through the media and social networks gives effective results [5], [6]. In Uzbekistan, mass campaigns such as “Healthy Lifestyle Week”, “Healthy Families” can be organized on television, radio and online resources. Establishing

healthy lifestyle clubs and team sports events in neighborhoods can help create social awareness [1], [7].

Economic incentives and political support: Brown and Lee (2020) study shows that promoting a healthy lifestyle increases economic efficiency: labor productivity increases, medical costs decrease [6]. In Uzbekistan, the following can be introduced:

1. Tax incentives for sports and healthy eating programs at enterprises;
2. Discounts from insurance companies for a physically active lifestyle;
3. Grants to support a healthy lifestyle through state programs.

Analysis of results: When comparing international and national experiences, the following main conclusions are drawn:

The importance of education from an early age - Children and adolescents should acquire healthy habits from an early age, which will serve to strengthen their health throughout their lives [2], [8].

Integrative approach - The formation of a healthy lifestyle should not be limited to medical measures, but should include education, social culture and economic incentives [5], [6].

Adaptation to local conditions - Instead of directly transferring foreign experiences, it is necessary to adapt programs taking into account the climate, culture and economic capabilities of Uzbekistan [1], [7].

Monitoring and evaluation system - National and local statistical systems should be implemented to assess the effectiveness of programs [4], [5]. These results open up opportunities for developing and implementing new strategic approaches to the field of HL (HEALTHY LIFESTYLE) in Uzbekistan.

Conclusions and recommendations: Analysis of international experience and the conditions of Uzbekistan shows that a comprehensive approach is necessary to develop a healthy lifestyle. In this regard, the following recommendations are put forward:

Introducing HLC into the education system - Developing mandatory programs on healthy eating, physical exercise and mental health in schools and higher education institutions.

Mass information and advocacy campaigns - Promoting a healthy lifestyle through television, radio, social networks; organizing sports and physical activity events in neighborhoods.

Creating economic incentives - Providing tax and financial incentives for healthy lifestyle programs in enterprises and workplaces; encouraging physical activity through the insurance system.

Monitoring and evaluation system - Introducing national and local statistical monitoring systems to assess the effectiveness of healthy lifestyle programs. In conclusion, by adapting international experience to the conditions of Uzbekistan, it is possible to develop a healthy lifestyle and improve the health of the population. This process requires the joint participation of the educational, economic, social and health sectors.

Implementation strategies: The following strategies are important for the widespread implementation of HL (HEALTHY LIFESTYLE) in the conditions of Uzbekistan:

Development of national programs - Develop a comprehensive strategy for the development of a healthy lifestyle at the state level. This program should include education, health care, social activities and economic incentives.

1. Integrate HL (HEALTHY LIFESTYLE) in educational institutions - Educate children and adolescents from an early age on physical activity, healthy nutrition and stress management. At the same time, organize additional programs on sports and healthy nutrition in schools.

2. Public information and advocacy - Actively use the media, social networks and local events to popularize a healthy lifestyle. Organizing sports clubs and healthy lifestyle weeks in neighborhoods will enhance the result.

3. Create economic incentives - Encourage sports and healthy nutrition programs in enterprises and workplaces, support physical activity through the insurance system.

Analysis of results: By comparing foreign experiences and the conditions of Uzbekistan, the following conclusions can be drawn:

Effectiveness of early education - Children and adolescents acquire healthy habits from an early age, which serves to strengthen their future health.

Integrative approach - The formation of HL (HEALTHY LIFESTYLE) should not be limited to medical measures, but should include educational, socio-cultural and economic incentives.

The need for adaptation - Instead of directly transferring foreign experiences, it is necessary to adapt programs taking into account the climate, culture and economic capabilities of Uzbekistan.

Monitoring and evaluation - It is necessary to introduce national and local statistical monitoring systems to assess the effectiveness of healthy lifestyle programs.

Conclusions and suggestions: A healthy lifestyle can be developed by studying international experiences and adapting them to the conditions of Uzbekistan. In this regard, the following proposals are made:

Introducing HL (HEALTHY LIFESTYLE) into the education system - Developing mandatory programs on healthy eating, physical exercise, and mental health in schools and higher education institutions.

Public information and advocacy - Promoting a healthy lifestyle through television, radio, and social media; organizing sports and physical activity events in neighborhoods.

Creating economic incentives - Providing tax and financial incentives for healthy lifestyle programs at enterprises; encouraging physical activity through the insurance system.

Monitoring and evaluation system - Introducing national and local statistical monitoring systems to assess the effectiveness of healthy lifestyle programs.

As a result, by adapting international experiences to the conditions of Uzbekistan, it is possible to improve the health of the population and form a culture of healthy living. This process requires the joint participation of the educational, economic, social and health sectors. International experience shows that an integrated approach to the formation of HL (HEALTHY LIFESTYLE) - combining education, health, social marketing, infrastructure and economic incentives - gives the most effective result. This article provides an analysis of foreign experiences, ways to adapt them to the conditions of Uzbekistan, and practical recommendations.

Analysis of international experiences: Finland: "North Karelia Project": Finland was distinguished by high rates of cardiovascular diseases in the 1970s. After the implementation of the national program "North Karelia Project", the population's eating habits, physical activity and knowledge about a healthy lifestyle changed dramatically. Over the past 20 years, the mortality rate from heart disease has decreased significantly. The success of this program was due to the following factors:

1. Involve local communities and widely implement preventive measures.
2. Raise public awareness through educational and information campaigns.
3. Promote healthy eating and physical activity. This experience is also relevant for. Uzbekistan and can serve as a basis for mass formation of a culture of healthy eating and physical activity.

Japan: “Kenko Nippon 21” program: Japan introduces children to a healthy lifestyle from preschool age. As part of the program, children are educated in daily physical exercise, healthy eating, and mental health. As a result:

1. Daily physical activity among young people is high.
2. Life expectancy is one of the highest in the world. This model, adapted to the Uzbek education system, will help the younger generation develop healthy habits from an early age.

Experiences of the USA and Canada: The US program “Healthy People 2030” identifies 10 priority areas of HTP: physical activity, nutrition, mental health, environmental safety and access to health services. Canada, on the other hand, develops HTP at the workplace, educational institutions and community levels. These approaches will also allow for broader integration of HTP in Uzbekistan and its integration into the social system.

South Korea: “Healthy Korea 2020”: South Korea has introduced mandatory healthy eating menus, team sports and psychological training to reduce stress in schools. Results:

1. The level of overweight has decreased.
2. The participation of young people in sports has doubled.

This experience can be implemented in Uzbekistan at the school and neighborhood levels. International experiences show that:

1. A policy-level approach is needed to develop HL (HEALTHY LIFESTYLE) .
2. Educational institutions provide the basic learning and advocacy environment.
3. Advocacy through mass media and community organizations is effective.
4. Economic incentives enhance results.

Adaptation options for Uzbekistan. Integration through the education system. Introduction of elements of HL (HEALTHY LIFESTYLE) as a mandatory subject in schools and higher education institutions:

1. Making daily physical exercise and sports mandatory at least 3-4 times a week.
2. Standardizing school cafeterias on healthy eating.
3. Introducing psychological training and mental health classes.

Public information and advocacy:

1. Promoting HL (HEALTHY LIFESTYLE) through television, radio and social networks.
2. Organizing sports events and healthy lifestyle weeks in neighborhoods.

Economic incentives:

1. Tax incentives for sports and healthy eating programs in enterprises.
2. Encourage physical activity through the insurance system.
3. Support local programs through government grants and subsidies.

Implementation strategies:

1. Tax incentives for sports and healthy eating programs in enterprises.
2. Encourage physical activity through the insurance system.
3. Support local programs through government grants and subsidies.

Implementation strategies:

Early childhood education - Children and adolescents acquire healthy habits from an early age.

Integrated approach - Includes education, social culture and economic incentives.

The need for adaptation - Adapting foreign experiences to national conditions, rather than directly copying them.

Monitoring and evaluation - It is necessary to introduce national and local statistical monitoring systems. By applying international experiences to the conditions of Uzbekistan, a healthy lifestyle can be developed:

- Introduction of HL (HEALTHY LIFESTYLE) in the education system.

- Promotion through the community and mass media.
- Economic incentives and political support.
- Development of a monitoring and evaluation system. As a result, a culture of healthy living will be formed among the population, medical costs will be reduced, and labor productivity will increase.

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