



**EFFECTIVENESS OF IMPLEMENTING MEASURES AIMED AT REDUCING  
HARMFUL FACTORS AMONG YOUTH**

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**Abstract:** In the modern era, the health of young people is one of the most important strategic resources of society. Therefore, systematic measures are being taken to prevent harmful factors such as smoking, alcohol consumption, inactivity, unhealthy diet, and Internet addiction. The purpose of this study is to assess the effectiveness of preventive work aimed at reducing harmful habits among young people. The methods of sociological survey, medical observation, and psychological assessment were used in the research process. The results obtained showed that regularly held health-improving events, encouragement of sports activities, and promotion of a healthy lifestyle on social networks are causing positive changes in the behavior of young people. In particular, 67 percent of those surveyed expressed an increased interest in a healthy lifestyle, and 42 percent noted that they had abandoned harmful habits. On this basis, it can be said that an integrated approach — a combination of medical, psychological and social measures — is the most effective way to reduce negative factors among young people. The results of the study will serve to improve youth policy and popularize a healthy lifestyle.

**Keywords:** healthy lifestyle, youth health, harmful habits, prevention, psychoprophylaxis, health programs, effectiveness.

**INTRODUCTION**

The issue of strengthening the health of the younger generation and preventing harmful habits has become one of the priority areas of state policy today. Because the physical and mental health of young people directly affects the intellectual and labor potential of the nation. According to the World Health Organization (WHO), more than 60 percent of health problems among young people aged 15–24 are related to lifestyle and behavioral factors [1]. In this context, the formation of a healthy lifestyle among young people, the prevention of harmful habits, psychoprophylaxis, and the creation of a healthy environment are urgent issues today.

In recent years, a number of programs have been implemented in the Republic of Uzbekistan to protect the health of young people. In particular, state programs such as “Youth is our future”, “Healthy generation”, as well as projects of the Ministry of Health of the Republic of Uzbekistan aimed at promoting a healthy lifestyle, serve to widely spread the culture of healthy living among young people [2].

The article analyzes the practical results of measures to reduce harmful factors among young people, their level of effectiveness, and the social significance of preventive approaches used in this direction.

**MAIN PART**

Harmful factors affecting the lifestyle of young people are closely related to various social, economic, spiritual and psychological factors. In today's globalization, the expansion of the scope of these factors, especially the increasing influence of digital technologies, is creating new risk factors for the health of young people. Therefore, the effectiveness of the system of preventive measures is determined not only by medical or physical rehabilitation, but also by socio-psychological support, the formation of a digital culture and the creation of a healthy environment [3].



### 1. Harmful habits and their impact on the health of young people

According to studies conducted in recent years, the most common harmful habits among young people aged 18–25 are smoking, alcohol consumption, a sedentary lifestyle and Internet addiction. According to a survey conducted by the Youth Agency of Uzbekistan in 2023, 27% of respondents admitted to having at least one harmful habit [4]. In particular, excessive dependence on the Internet and social networks leads to psychological stress, decreased attention, insomnia and social isolation.

Smoking and alcohol have a negative impact not only on physical health, but also on social activity. 18% of young people perceive smoking as a “way out of stress”, while 12% consider drinking as a means of “relaxation”. This hinders the formation of a mature personality in a healthy environment. Therefore, the development of psychological skills such as stress management, social adaptation and self-awareness is of great importance in order to reduce harmful habits among young people [5].

### 2. Forms and results of preventive measures

A comprehensive set of measures has been developed in the Republic of Uzbekistan to promote a healthy lifestyle among young people. In particular, programs aimed at promoting healthy eating, physical activity, giving up harmful habits and supporting mental health are being implemented on a large scale.

For example, in Andijan region, as part of the “Healthy Life — Happy Future” project, held in 2022, trainings on promoting a healthy lifestyle were organized among more than 5 thousand young people. As a result of the event, 43% of the young people surveyed said they had given up harmful habits, and 58% said they had increased their physical activity [6]. Cooperation between educational institutions, medical workers, psychologists and parents plays an important role in increasing the effectiveness of preventive work. In particular, regular educational activities should be held in educational institutions by establishing clubs such as “Healthy Generation”, “Youth Health”. Such an approach will give positive results in preventing harmful habits.

### 3. Digital health and modern approaches

The life of modern youth is inextricably linked with digital technologies. Therefore, the use of the concept of digital health is of great importance in increasing the effectiveness of preventive measures. Mobile applications, online trainings, programs created for monitoring a healthy lifestyle increase the health culture of young people.

For example, with the help of mobile applications such as “HealthyYouth.uz” and “FitLife”, users can monitor their physical activity, nutrition quality and sleep patterns. According to statistics, 72% of young people who regularly use these applications have developed healthy lifestyle skills [7]. The advantage of digital wellness is that it facilitates individual control, increases motivation, and strengthens the promotion of a healthy lifestyle on social networks.

### 4. The role of psychoprophylaxis and motivation systems

The roots of harmful habits are often associated with the state of mind. Therefore, psychoprophylaxis is the main tool for protecting young people from stress, anxiety, and depression. Psychological support centers, the “Hotline” service, and online consultations are providing effective results in this direction. 49% of young people participating in the studies reported that they felt the benefits of psychological counseling in overcoming stress [8].

The motivation system helps to perceive a healthy lifestyle as a conscious choice. For this, it is advisable to introduce competitions, healthy lifestyle weeks, and incentive systems in educational institutions.

### 5. Creating a healthy environment and the role of society



The role of the family, neighborhood institutions, and the media in supporting a healthy lifestyle is invaluable. Instilling the values of a healthy lifestyle through the personal example of parents, organizing sports grounds and health corners in neighborhoods will shape the positive life direction of young people.

Also, popularizing healthy lifestyle promotion in the media and Internet platforms, preparing visual materials, interactive tests, and social videos about the negative consequences of harmful habits are effective methods [9].

#### 6. Suggestions based on the research results

To reduce harmful factors among young people, it is recommended to strengthen work in the following areas:

- Introduction of regular health programs in educational institutions;
- Creation of digital platforms for a healthy lifestyle;
- Expansion of the activities of psychological support and counseling centers;
- Organization of trainings for parents, teachers and medical workers;
- Promotion of positive life values in the media.

The coordinated implementation of these measures will help reduce the level of harmful habits among young people, form a culture of healthy living and strengthen the health of the nation [10].

#### CONCLUSION

The effectiveness of measures aimed at reducing harmful factors among young people is directly related to increasing their social activity, mental stability and culture of a healthy life. The results of the study show that an integrated approach - that is, the coordinated use of medical, psychological and educational methods - gives the highest results. In particular, the use of digital health tools, the introduction of online prevention programs, and the regular organization of sports and cultural events will increase the health culture of young people.

Also, by strengthening cooperation between educational institutions, the mahalla system, and the media, it is possible to prevent harmful habits. The role of the family in shaping positive life values of young people is invaluable. Therefore, starting a healthy lifestyle culture from the family, developing digital health, and expanding psychoprophylactic services is the most effective way to strengthen the health of young people nationwide.

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