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Priority directions of health promoting schools activity for improving the health in Eastern European countries

Formulation of the problem in general. Today the issue of students' health is a major factor in forming an intelligent, strong, healthy nation. But, unfortunately, the unfavourable socio-economic conditions of modern Ukraine, Russia and other Eastern European countries, the difficult ecological situation, information overload and the intensification of educational process cause worsening of the children and young people's health. According to various sources, only 5 – 10% of school leavers graduate school healthy.

Ukraine, like other countries of Europe, takes part in overcoming this problem, in the search for effective mechanisms for the implementation of health-saving and health forming technologies. So, today school of Eastern countries such as Poland, the Czech Republic, Hungary, Ukraine and Russia participates in the project activities of the world health organization «The European network of health promoting schools» according to which all schools should become health promoting Schools

and later the Schools of health. But due to the different socio-economic situation of the countries, the development of these schools has different priorities, so for better performance it is necessary to study the experience of European countries.

Analysis of recent researches and publications. Certain aspects of health promoting activity of health promoting schools are devoted to the domestic and foreign scientists' works: creating a culture of health and valuable relation to the health on methodological, theoretical and practical levels: T. Andryushchenko, V. Gorashchuck, S. Kyrylenko, N. Lukyanchenko, A. Madguga, O. Shiyan, etc.; socio-pedagogical factors influencing students' health: M. Bezrukykh, B. Brozowska, T. Boychenko, B. Jensen, O. Yezhova, V. Kasatkin, V. Kuchma. V. Movchanyk, Y. Naumenko, M. Sokolowska, V. Sonkin, K. Falvinchi, V. Shapovalova etc. A significant contribution to the research activities of the European network of health promoting schools carried out by foreign researchers M. Burgher, V. Barnekow, G. Buijs, T. Williams, B. Woynarowska, M. Havlinova, J. Karski, A. Krawacski, D. Rivvet, P. Paulus, V. Simovska, H. Štumarová, I. Young, Z. Jaworski etc.

Purpose of the article is to study the priority directions of health promoting the activity of health promoting schools in the countries of Eastern Europe: Poland, the Czech Republic, Hungary, Ukraine and Russia.

Exposition of main material of research. The basis for the development of the regulatory framework of health promoting activity in all European countries became the Ottawa Charter. Such Eastern European countries as Poland, The Czech Republic and Hungary actively contributed to the establishment and development of health promoting schools since the 80-s that led to the creation of the functioning system of activities in these countries. Poland was one of the first countries, where was initiated the health promoting activities during lessons and after school, schools began to promote the health. Later, in 1995, to the project «The European network of health promoting schools» (ENSHP) were joined Ukraine and Russia [2; 4; 6].

The application of the method of structural-logical analysis of documents development ENSHP allowed characterizing regulatory framework for the operation of ENSHP in Eastern Europe. The main aspects were distinguished and legislated, among which: 1) goals and tasks of creation and activity ENSHP; 2) the main directions of its activity; 3) the forms and methods of activity ENSHP; 4) management structure ENSHP activities; 5) interaction and cooperation within ENSHP. It is

Table 1.
Priority directions of health promoting activity (HPS) in Eastern European countries

Country	Priority directions	Legislative support and kinds of activities
Poland	1. Wellness-sports	«About universal health insurance», «National Health Programmer», «National health national programmer for the prevention of overweight, obesity and noninfectious diseases with the help of healthy diet, nutrition and physical activity for 2007-2015»
	2. Preventive	Fortification, consumption of fruits and vegetables, increase physical activity
	3. Preventive-educational	Course «Edukacja prozdrowotna» on the principles of interdisciplinarity
The Czech Republic	1. Preventive	«National strategy for the use of bicycles», the program «walk with your students!», the program «Balance». Fortification, consumption of large amounts of fruits and vegetables
	2. Wellness-sports	«National health programmer», the law «About protection of population health», a Long-term programmer for improving the health status of the population of the Czech Republic
	3. Preventive-educational	Framework educational programmer for the basic education Integrated course «Vychovake zdravi»
Hungary	1. Preventive	Fortification, consumption of large amounts of fruits and vegetables, increase physical activity
	2. Wellness-health	«National health programmer for decades», National program of cancer control, National programmer for the protection of infants and children, National programmer for the prevention and treatment of cardio-vascular diseases
	3. Preventive-educational	Course «Egészségnevelés» on the principles of interdisciplinarity
Russia	1. Wellness-sports	«Concept of healthcare development up to 2020», national project «Health», «Bases of state policy in the field of healthy nutrition for the period till 2020»
	2. Preventive-educational	«Strategic plan of Russian network of schools promoting health for 2013-2016» Integrated course «Basics of life safety»
	3. Preventive	Increase of motor activity
Ukraine	1. Preventive-educational	The concept of national targeted social program «Healthy nation», the program «Youth of Ukraine» for 2009-2015, National strategy of education development in Ukraine for 2012-2021 Integrated course of «Basis of health»
	2. Wellness-sports	«Reproductive health 2001-2005», «Health of nation» for 2002-2011 years», etc.
	3. Preventive	Increase of motor activity

determined that the project idea ENSHP is a further development of the WHO strategy, developed in the Ottawa Charter, the programmer «Health for all», «Health – 2020» and «Europe – 2020» [1, 97; 2].

Exploring the process of formation of normative-legal support networks of health promoting schools in the countries of Eastern Europe and analysis of the research project «Students health and behavioral orientation» has allowed to define priority directions of their activity: for Poland and Russia – Wellness-sports, for the Czech Republic and Hungary – and-preventive, for Ukraine – preventive-educational (table. 1).

The preventive line provides organization of the preventive measures system and the impact of risk factors on the development of diseases – vaccination, the rational regime of work and leisure, rational meals, physical activity, the environment, and the establishment of national preventive programmers [1, 96].

Prevention was determined by the level of fruit consumption in countries fortification in health promoting schools (HPS) of Eastern Europe countries and the amount of time spent by pupils watching TV. Eating fruit in childhood and adolescence is beneficial to many aspects of health: promotes the development of optimum health in childhood, intellectual development, the lower excess of body weight, increase bone density. Eating fruit in childhood grows into a habit in adulthood, which reduces the risk of coronary heart disease, stroke and cancer. Teachers and health workers can also help teens to increase fruit consumption through targeted application in schools relevant activities that have proved successfully (table. 2). The successful implementation of national programmers for the prevention and treatment of diseases as part of a comprehensive reform of the health system in Hungary has allowed to overcome the tendency of demographic decline and increase the life expectancy of the population [3].

Teens of Ukraine and Russia most of the time spend watching television programmes (table. 3). In most countries and regions girls and boys from families with a high level of protection were observed a greater likelihood of daily consumption of fruit and less likely to stay in front of the TV, compared with adolescents from families with low levels of support. Analyzing the research data, it may be said that countries such as Ukraine and Russia, have the most negative tendency in preventive work among adolescents [3].

Wellness-sports direction involves complex activities as sports oriented and also wellness on the elimination of expressed risk factors,

Table 2.
Daily consumption of fruit by 11-year-old teenagers
(according to studies HBSC)

Country	Consumption of fruits, %	
	girls	boys
The Czech Republic	55	43
Hungary	50	36
Ukraine	44	36
Poland	45	33
Russia	41	35

Table 3.
Spending time at the TV 11-year-olds for more than 2 hours a day
(according to research HBSC)

Country	Spending time at the TV more than 2 hours a day, %	
	girls	boys
Ukraine	71	69
Russia	69	67
Poland	61	64
The Czech Republic	56	61
Hungary	48	50

and the complex of actions for rehabilitation of patients. As indicated by the analysis of the above documents, normative-legal basis of the Russian and Polish network of health schools activity has more health and wellness direction.

The preventive-educational direction is considered from the point of view of the benefits of the educational component (motivation for the preservation of health, preventive education) in the development of regulatory instruments and the functioning of the school health courses. Educational health training programs in Eastern Europe include wellness

Table 4
School training courses for health in Eastern Europe

Country	Training course for primary and middle classes of secondary schools	The Number of hours in academic year	The principle of organization
Poland	Edukacja zdrowotna	30	Interdisciplinary course
The Czech Republic	Vychovakezdravi	33	Integrated course
Hungary	As Egészségnevelés	34	Interdisciplinary course
RF	Basics of life safety	34	Integrated course
Ukraine	Basics of health	35	Integrated course

courses for primary and secondary schools with the different principle of organization of activities and number of hours (table. 4).

From the table, we make a conclusion that all countries have almost the same amount of health keeping courses. Analysis of the content of health keeping training in all studied countries suggests that the curriculum of the health promoting schools health included items whose content is almost identical (safety, healthy nutrition, basic hygiene, prevention of addictions, family education, healthy environment and ecology), but each country has national characteristics to expand the content and its implementation in extracurricular activities [1; 3].

In a number of normative legal documents of Ukraine from 1996 to 2006 the main focus was on the motivation for the preservation of health, preventive education, therefore it is determined the preventive-educational direction of health keeping activities. These issues are discussed in detail in the theses of T. Boychenko, A. Yezhova, V. Yaremenka and others. today the main instrument in the activities of the health promoting schools of Ukraine is the national strategy of education development in Ukraine for 2012-2021 [5; 7].

In all countries, the significant attention is paid to the issues of modernization of physical culture, improvement of mass sports work and development of youth sport. The similarity is also detected in extra-curricular activities: conducting entertainment and educational activities, intellectual activities («brain-ring», «What? Where? When?» etc.), aimed at the assimilation of additional information on the formation, preservation and strengthening of health.

Thus, in the European health promoting schools educational work is complex. Considerable attention is paid to issues such as monitoring of the health status of children, adolescents and young people; conducting wellness and preventive service (provision of motor activity (lessons, breaks); hardening; physical therapy; massage, self-massage; introduction of health-saving technologies); ensuring compliance with hygiene standards and safety; actions targeted at the prevention of the use by students of alcohol and drugs, other addictions; creation positive socio-psychological climate at school and classes; control of the organization of healthy eating and school health services. The important in the educational work of the HPS is a government organization, which assists students in acquiring a certain life and social experience, shapes organizational skills, promotes the formation of healthy lifestyle skills of cultural communication, the ability to live in groups, what is important in their own life.

Thus, the idea of the project ENHPS is a further development of the WHO strategy «Health for all», and perspective aspect of the project – definition of each institution, as part of society, should become a school of health. So, the normative-legal basis of HPS activity of Eastern Europe countries is based on those international instruments, and ENHPS: the Ottawa Charter «Health for all», «Health – 2020», «Europa – 2020». The basic document is the Ottawa Charter. In all developed countries these programs, all the countries have joint orders on bringing to ENHPS, so all the countries go together. ENHPS activity of Eastern Europe countries all types of educational institutions are involved, each country has a scientific and methodical center, in all the countries the course with the formation, strengthening and preservation of health are entered, all countries carry out scientific research.

Conclusion. Thus, the analysis of normative-legal documents of the activities of health promoting schools in the Eastern Europe countries and analysis of the research project «Student youth's health and behavioral orientation», has allowed to define priority directions of their activity: for

Poland and Russia – wellness-sports, for the Czech Republic and Hungary – preventive, for Ukraine – educational. So, the method of historical-actual analysis of the normative-legal basis of activity of ENHPS each Eastern Europe country, we firstly determined the priority activities of HPS in each studied country.

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Abstracts

ANTONINA BIESIEDINA. Obszary priorytetowe działalności szkół promujących zdrowie w zakresie ochrony i promocji zdrowia w Europie Wschodniej. Artykuł zwraca uwagę na obszary priorytetowe w zakresie ochrony i promocji zdrowia szkół promujących zdrowie w Europie Wschodniej: zdrowotno-gimnastyczna w Polsce i Rosji, profilaktyczna na Węgrzech i w Republice Czeskiej, edukacyjno-prewencyjna na Ukrainie. Profilaktyczny kierunek przewiduje system zapobiegania i wpływu czynników ryzyka na rozwój chorób; zdrowotno-gimnastyczny kierunek oferuje kompleks środków gimnastycznego i zdrowotnego charakteru w celu rozwiązania poważnych czynników ryzyka oraz zestaw środków do rehabilitacji pacjentów; edukacyjno-prewencyjny kierunek w zakresie składnika edukacyjnego (motywacja, aby zachować zdrowie, edukacja prewencyjna). Szczególną uwagę zwrócono na analizę podstaw teoretycznych i prawnych sieci krajowych szkół promujących zdrowie w krajach europejskich. Określany podstawowe aspekty, znormalizowane w przepisach, mianowicie: cele i zadania ustanowienia i działalności europejskiej sieci szkół promujących zdrowie; główne kierunki jej działalności; formy i metody zarządzania; struktura zarządzania, interakcja i współpraca w ramach Europejskiej Sieci Szkół Promujących Zdrowie. Ustalono, że idea projektu Europejska Sieć Szkół Promujących Zdrowie jest dalszy rozwój strategii WHO, utworzone w programie Ottawa Charter, w programach „Zdrowie dla wszystkich”, „Zdrowie – 2020”, „Europa – 2020”.

Słowa kluczowe: zdrowie, ochrona i promocja zdrowia, obszary priorytetowe, zdrowotno-gimnastyczny kierunek, profilaktyczny kierunek, edukacyjno-prewencyjny kierunek, szkoła promująca zdrowie, Europejska Sieć Szkół Promujących Zdrowie.

АНТОНІНА БЕСЕДІНА. Пріоритетні напрямки здоров'я спрямованої діяльності шкіл сприяння здоров'ю у країнах Східної Європи. У статті висвітлені пріоритетні напрями здоров'яспрямованої діяльності шкіл сприяння здоров'ю у країнах Східної Європи: для Польщі та Росії – оздоровчо-фізкультурний, для Чехії та Угорщини – профілактичний, для України – превентивно-освітній. Профілактичний напрям передбачає створення системи заходів попередження і впливу факторів ризику на розвиток захворювань; оздоровчо-фізкультурний – комплекс заходів як фізкультурного спрямування так і оздоровчого щодо усунення виражених факторів ри-

зику, так і комплекс заходів щодо реабілітації хворих; превентивно-освітній напрям розглядаємо з точки зору переваги освітнього компоненту (мотивації щодо збереження здоров'я, превентивному вихованню). Особливої уваги надається аналізу теоретичних і нормативно-правових засад діяльності національних мереж шкіл сприяння здоров'ю європейських країн. Виокремлено основні аспекти, унормовані в законодавчих актах, серед яких: цілі та завдання створення та діяльності Європейської мережі шкіл сприяння здоров'ю; основні напрями її діяльності; форми та методи; управлінська структура діяльності та взаємодія і співробітництво в межах Європейської мережі шкіл сприяння здоров'ю. Визначено, що ідея проекту Європейської мережі шкіл сприяння здоров'ю є подальшим розвитком стратегії ВООЗ, сформованої в Оттавській Хартії, програмах «Здоров'я для всіх», «Здоров'я – 2020», «Європа – 2020».

Ключові слова: здоров'я, здоров'яспрямована діяльність, пріоритетні напрями, профілактичний напрям, оздоровчо-фізкультурний напрям, превентивно-освітній напрям, школи сприяння здоров'ю, Європейська мережа шкіл сприяння здоров'ю.

АНТОНИНА БЕСЕДИНА. Приоритетные направления здоровьесозидающей деятельности школ содействия здоровью в странах Восточной Европы. В статье освещены приоритетные направления здоровьесозидающей деятельности школ содействия здоровью в странах Восточной Европы: для Польши и России - оздоровительно-физкультурный, для Чехии и Венгрии - профилактический, для Украины - превентивно-образовательный. Профилактическое направление предусматривает создание системы мер предупреждения и влияния факторов риска на развитие заболеваний; оздоровительно-физкультурный - комплекс мероприятий физкультурного и оздоровительного направления по устранению факторов риска и по реабилитации больных; превентивно-образовательное направление рассматриваем с точки зрения преимуществ образовательного компонента (мотивации по сохранению здоровья, превентивному воспитанию). Особого внимания уделяется анализу теоретических и нормативно-правовых основ деятельности национальных сетей школ содействия здоровью европейских стран. Выделены основные аспекты, нормированы в законодательных актах, среди которых: цели и задачи создания и деятельности Европейской сети школ содействия здоровью; основные направления ее деятельности; формы и методы; управленческая структура деятельности и

взаимодействие и сотрудничество в рамках Европейской сети школ содействия здоровью. Определено, что идея проекта Европейской сети школ содействия здоровью является дальнейшим развитием стратегии ВОЗ, сложившейся в Оттавской Хартии, программах «Здоровье для всех», «Здоровье – 2020», «Европа – 2020».

Ключевые слова: здоровье, здоровьесозидающая деятельность, приоритетные направления, профилактическое направление, оздоровительно-физкультурное направление, превентивно-образовательное направление, школы содействия здоровью, Европейская сеть школ содействия здоровью.

ANTONINA BIESIEDINA. Priority directions of health promoting schools activity for improving the health in Eastern European countries. *The priority directions of health promoting schools activity for improving the health in Eastern European countries are under review: Poland and Russia – wellness-sports, for the Czech Republic and Hungary – preventive, for Ukraine – preventive-educational. The preventive line provides the foundation of the preventive measures system and impact of risk factors on the development of diseases; improving-sports complex activities as sports oriented and the wellness on elimination of expressed risk factors, and the complex of actions for the patients' rehabilitation; preventive-educational direction is considered from the point of view of the benefits of the educational component (motivation on health maintenance, preventive care). The special attention is paid to the analysis of theoretical and legal bases of national networks of health promoting schools European countries activities. The main aspects are determined and legislated including: goals and objectives of the establishment and activity of the European network of health promoting schools; the main directions of its activity; forms and methods; management structure of activity and interaction and cooperation within the European network of health promoting schools. Determined that the idea of the project of the European network of health promoting schools is a further development of the WHO strategy, developed in the Ottawa Charter, the programme «Health for all», «Health – 2020» and «Europe – 2020».*

Key words: health, health promoting activity, priority directions, prevention, wellness-sports direction, preventive educational direction, health promotion school, the European network of health promoting schools.
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