



The Meaning of Social Projects in Sphere of Health Formation for Adult Population

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Abstract

This article considers actual problem of exposing target audience and determining focus group for social projects of health preservation among the country's adult population which is worsened due to changing of the age of retirement. Periodization of population based on health components' condition in different periods of life should be useful. Also it is topical to search modern meaningful contents and technologies, which were implemented within projects directed on improvement not only separate health components (physical, psychic and social), but also on their integrated status. The relevance of this problem is reflected in barriers of health implementation technologies' implementation analyzed by authors. These barriers are related to subjects of this process and with sociocultural environment where this activity is being realized. The purpose of this article is to describe classification by age of adult population based on health components and to offer a project directed on health preservation and correction of all health components for one of these categories, using authors' classification. Another goal is to present efficient social project to improve ternary health of selected part of population (pre-retirement and retirement) based on health forming technologies. The basis of authors' research is methodological nature-conformity concept of social and educational activity. This concept is consist of taking into the account for actual state of all health components of target audience representatives in course of social design, and also in orienting it into the field of next stage of development. However, if we are talking about pre-retirement and retirement population, it can be interpreted as concept of ecological defense of human's body and personality from negative effects of environment. Authors show the solution of mentioned problem of target audience choice, based on periodization of age by state of ternary health and prove the meaning of this solution from the perspective of mature and senior age persons involvement in socially and personally significant project activity. To that end, periodization of age has been offered, which reflects need of ternary health preservation. According to authors' periodization the technology of ternary health forming for pre-retirement and retirement age has been developed. The results, that prove effectiveness of health preserving social project, developed by authors, are presented and discussed.

Keywords: Mature and senior age persons, Periodization of age, Ternary health, Sociocultural environment, Project activity, Health preserving technology

1 Introduction

The adult population of our country is presented by several active generations. Each of them is not monomeric in most of their characteristics, such as social personal experience, needs and motives in socially significant activity, ethnical and sociocultural features and by condition of physical, psychical and social health [1, 2, 3]. Thus social projects determined to solve any problem, important for population, should consider all these characteristics and several others, in order to have maximum public and personal significance. From this point of view projects directed on individual components of health show themselves in more preferable position. Among these projects are prophylactic medical examination, psychological rehabilitation and formulation of the principles of healthy lifestyle among young people [4, 5, 6]. The reason of it is that this part of adult population is very socially active. Mature and senior population is not such active. For example, people from

35 to 50 years are targeted more on family and professional responsibilities, often to the detriment to their health. People in pre-retirement and retirement age are forced to correct their health for preserving their social and personal status, but have little knowledge about ternary health condition [7]. As we can see from classification, noted before, and from multiple fundamental researches, and surveys, the choice of target audience for health-conforming social projects cannot be limited by broad range of all persons of young, mature and senior age, because their needs for health preservation and health correction in all components are very different, as it presented in many classifications of age [8, 9]. Main goal of the article is to describe based on health components age classification and to present a project for one of selected groups. The purpose of the project is preserve and correct all

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health components using recommendations given in authors' classification.

2 Literature Review

There are some well-known types of age periodization which are based on intellectual activity (J. Piaget [10]), leading activity, social personal status or involvement in educational and labour activity. Thus we can emphasize three groups of factors affecting on development of personality, which are traditionally form a basis of periodization.

First group – regulatory factors, which show standard for physical and psychological development. These factors play leading role in periodization of children, teenagers and youngsters, but are blurry in crisis periods of life.

Second group – historical Factors. They show influence of current period's sociocultural terms on forming of physical state, psychological health, socially significant activity and status. Such factors are the most important for youngsters, when social functions of man, like professional and family ones, become leading factors of development.

Third group – unclassified factors, which are hard to regulate and analyzed from nature and social regularity and presented by individual conditions of life. These factor play significant role in objective state and subjective self-perception of health and wealth, the older the more. Most of the scientists give either extended characteristics of age groups, or extended periods for each stage of development compared to age groups for children.

Talking about social and psychological health state C. Buhler and N.A. Loginova [11] marked basic tendencies for age dynamics of human, which can be positive and negative for organism and personality development. Age group from 25 to 45-50 years – phase of maturity, characterized by tendency to self-organization and controlling processes of own life. Moreover in this period of life tendency to generativity occurs, the willing to realize the opportunity to inflict on next generations, to give them valuable experience. Age group from 45-50 to 65-70 years, «an aging man». Leading tendency is not expanding the activity, as it was in previous period, but curtailment of activity processes, finishing labour and professional career, period of active education of growing-ups and significant decreasing of new goals. Age period after 70 years in this classification is called «an old man», some sources call it «the period of survival». Leading tendency in this period is decreasing of social connections both natural way and artificially in initiative order.

Another, more optimistic approach, is given by American scientist C. Havinghurst [12], who put tasks of development as a basis for age division of elder people. Success in performing of these tasks in different periods of life brings happiness and success for future tasks. For mature age author marks following development tasks, which can be performed differently, depending on age periods:

- Building relationship with coevals
- Selection and studying main activity
- Making comfort conditions for family
- Improving the value system and ethical behavior system
- Accepting and improving own body
- Forming emotional comfort and emotional autonomy

Age periodization, presented by authors, includes idea of health in bio-body, psycho-emotional and socio-personal plans as the main idea. Our research presents universal model for target audience selection for acting in projects in the field of health preservation, based on classification listed below.

3 Methodological Framework

In this work were used: analysis of current age periodization for mature people types, basis needed for classification of these types were detected, detection of needs for different categories of mature age people in healthy lifestyle, health correction, sociopsychological and social rehabilitation; age periodization based on detected needs, connected to health [13,14, 15]; surveys that confirm presence of problems among social project's target audience; mathematical processing and graphic interpretation research data; social engineering supported with IT.

3 Results and Discussion

As a part of ascertaining research a survey of pre-retirement people (50 years and older) in wide range has been made. 170 citizens of Nizhny Novgorod took part in the survey. They were chosen randomly. Respondents answered the questions willingly and sincerely shared their thoughts and experience on health. Answering the question about their opinion of what can be recognized as health components more than 70% pointed only physical health (absence of diseases, normal state of health, high activity and mobility, well-shaped physical conditions, good nutrition and full sleep). 18% added psychological health, efficiency, joy of movement and other components of psychic health. Less than 12 % pointed on one-two components of social health as meaningful for their lives: full communication and high social status, expanding field of interests, learning something new. Thus we can be ascertain that need in forming physical health prevails among mature people on need in forming harmonic ternary health [16, 17].

Answering the question: “What in your opinion is the best way to overcome stress and stressful situations?” 65% respondents said that they think the best thing to do is to insulate themselves from outer world and to analyze their deeds alone. 20% marked the necessity of family, friends and colleagues' support distracting from routine. 15% showed necessity of physical exercises, going to the gym, joint activity in inner circle. According to acquired data the effectiveness of socially approved sport and physical culture communicative activity rarely performed by mature people.

Answering the question about reasons of conflicts with other people, respondents judge differently, depending on their locus of control. No more than 38% of male respondents and 40% of female respondents take responsibility for conflicts, saying that the reasons of conflicts are their irritability as result of dissatisfaction with their social status and family and social functions. People from this age group are tend to lay blame for these conflicts on younger generation: children, grandchildren, younger colleagues. Such was an answer of more than 61% of men and 58 % of women [9]. Many of them point out, that social status, high level of income and social demand are undeserved by their opponents. Thus it is obvious to reestablish social status of senior people or to give them new status and demand by social and personally meaningful activities. Essential condition of these activities is success.

Also needs of senior people in social approval, interaction, psychological comfort and several other needs were viewed. Their realization is possible with reasonable self-regulation. Complex project “Towards nature pass the potage” can be useful in it.

Social project presented by authors was realized among age group of pre-retirement and retirement. That is why the results in uncovering needs in sphere of ternary health are shown in details for these groups. Research of needs for other categories' results became basis and are shown in classification listed below. Based on revealed needs and health dynamics features

in different age groups of matures the age periodization was developed. For psychologists age is associated not with number of ages lived, but with development stage and features of psychological. Presented age gradation based on human goals

and values, which are born on different development stages and meeting age needs.

Table 1: Age periodization of mature population based on their needs in forming and correction of three components of health: physical, psychological and social health.

Age period	Age group characteristic	Needs in the field of physical health	Needs in the field of psychological health	Needs in the field of social health
Initial maturity 30-39 years	The most complete flourishing of social status and personal growth in different aspects of life with high level of physical and psychological health	Development of organism's functional abilities, increasing workability, improving of immune system.	Stress tolerance development, establishing and reestablishing of new social connections, development of dormant skills and abilities	Clear idea about later life, concern for future wealth, approval and support from different social groups in different spheres of activity: creative, professional, family
40-49 years	Stabilization of career, confirmation of status, stabilization of family relationships and the way of life.	Preserving of current physical activity level, using of health preserving technologies in focus mode	Preserving psychological health and it's improvement by psychological trainings and practices	Stabilization or changing of professional fields, determination of perspectives in further career goals.
50-69 years	Reflexion of life experience. Completion of labor activity among most of the people Transition from professional activity to mentorship. Changing family role from active member of the family to senior member.	Supporting of efficiency level, physical activity level, health control	Difficulties in reception of changing labor and social status, pursuit of increasing of activity and development ability sphere.	Transition of accumulated life experience to younger generation, demand among inner circle of people, strong ties with family and friends. Gathering new social connections thanks to new creative aspirations.
70 years and older	Comprehension of past years and translation of human values.	Correction of physical health, following the way of physical activity, that was followed before.	Satisfaction from past professional activity and negative feeling from its ending.	Pursuing communication with younger generation, reestablishing social status and gaining new one in case of non-conflict communication.

Judging need from presented periodization, several projects, targeted on changing physical, emotional and social health, have been created for people from two age groups: pre-retirement and retirement. The main target of this exact project is negative moments of aging compensation. These moments are expressed in some fears:

- Fear of ailment. It has two parts: personal and social. In personal part a man is afraid that his chronic diseases will worsen and that prevent him from performing his social functions in full straight with positive result. In social part this fear realize itself as fear for public condemnation of certain actions or inactions towards his health

- Fear of death. It is implemented through three parts. The first one is a fear of incomplete performance of social functions and absence of successor of these functions. Secondly, fear of death is viewed as fear of obscurity and unpreparedness to this transition. A man is tortured by doubts if he did everything for this transition to be as positive as possible. Thirdly, this fear is realized as possible burden of others with own ailment.

- Fear of criticism. Despite the noble and well respected age, these people are afraid that their actions can be recognized

as inappropriate for their age and they would be criticized by different social groups.

- Fear of poverty. It lies in lack of understanding the fact that in the modern world social status has no direct relationship with material status. For example, healthy lifestyle is low cost in many positions, and in terms of modern education politics it can also save enough money. This fear can be easily overcome with help of social projects in the field of health preserving with IT elements.

- Fear of old age. It is not directly connected to a specific age group, it can manifest among people in younger categories. They can, for example, afraid of genetic diseases or age-related diseases in earlier period. Also this fear manifests in anxiety of esthetical withering of the body, which can be overcome through esthetic surgery, beauty treatment and esthetical forms of physical training. This fear appears as disorder between attitude and world view among mature and young generation, when the power of authority, established before, becomes ineffective.

Presented project allows to fulfill the needs, shown in, chart № 1, and overcome fears listed above, among pre-retirement and retirement age groups. All these fears in total means that the person loses his leading functions in labor, family, art

studios and sport sections, where he established his position before, and becomes secondary. A large number of projects, related to people from these age categories, are oriented on development of executive functions: Norway walking courses (role of trainee), art studios (role of pupil), continuing education courses of healthy lifestyle (role of executor or tutor). Thus there are virtually no projects, where the role of leader or manager of their own life, inner circle life or their reference group, is assigned to people of pre-retirement and retirement age. At this point the project called as «Health as reasonable egoism», presented by authors, is significant [18, 19].

This project includes several ideas. First one is acquiring new sense and purpose of life by people of pre-retirement and retirement age independently from co-workers or family. This idea is being realized in project section «scribing». Its goals are: 1. Detailed understanding the basic functions and features of won organism; 2. Easy remembering and using basic principles of healthy lifestyle; 3. Easy mastering basic physical exercises. The goal of this section is inspiring of interest to healthy lifestyle in total through trainings using scribing techniques for the most effective learning by participants. Each training is accompanied by scribe (picture contains all information, viewed during classes). In the end of training digital copy of this scribe. The participant has scribes on all topics of course by the end of the course. This will help to recall each topic fast if it is necessary [20, 21, 22].

Second idea is to uncover creative abilities or talents among selected age groups, which were previously undetected. This stage must be preceded by monitoring for talents, abilities and addictions among target audience. Next they are offered a marathon of master-classes. Attending these are obligatory for members of focus groups. It should be encourage by premium scores. Sum of the scores is individual rating. According to this rating participants are getting prizes from sponsors [23, 24]. Master-classes can be: mini art school, art object studio, flamenco studio, salsa studio, aqua aerobics, sports and outdoor games, effective communication trainings etc. Aside from sponsored presents, participants get experience for realizations of their abilities and information about where and how they can realize them in regular mode.

Third idea has conditional name «To the nature pass the vegetable garden». It shows the possibility for self-realization and getting joy of life and movement, and also potential of communication with nature without kitchen-garden activity, which is constant and tiresome duty for most participants of the program. For this there is a tourist rally presented for participants. They can take part in it either with their families or by their own. Fitness-festivals, master-classes, sport and outdoor games, artistic contests are included. One of the key moments is the rope contest. Its goal is to rally the members of the family and to develop closer relationships. All contests are based on teamwork, participants have to analyze the situation and take a unanimous decision. Thus as the project outcome participants form teamwork experience [25, 26]. Level of responsibility in achieving common goal is increasing too because of necessity to take risky decisions. It raises the level of self-esteem, forms team spirit and creating unity. At the same time senior members restore their management function, the power of sage in family and self-development activity [27].

Forth idea is in project support with help of information portal «3 youth». The authors saw this name deciphers as «Third youth», but during the approbation of this information resource target audience deciphers it as «Healthy youth». (A numerical digit 3 looks like letter 3 in Cyrillic alphabet) This gave people pre-retirement and retirement age an opportunity to work with program. This information portal contents section of useful rules of healthy lifestyle beneficial to physical,

psychical and social health of matures. Section «Useful information» presents verified and qualitative data on healthy nutrition, healthy lifestyle rules, sport disciplines beneficial to health, advice on choice of personal coach and other useful information. Section «Training program» includes well-tested set of exercises, matched to age features, diseases and injuries in order to support health of all body, to increase muscle tone and for total emotional state. Section «Live with taste» is about proper nutrition, selection of courses for the different diseases, physical activity, changing undesirable food on healthy and tasty nutrition [28, 29]. Thus, thanks to this informational support, on one hand the interest of users, which is already existed, is satisfied, on the other hand new needs are formed: needs in new ways of activity, desirable sports, biomechanical basis of movement, using routine movement in daily life, communication with people, who also have interest in such topics and so on.

4 Conclusion

Based on presented research the following conclusions are made:

1. Classification of mature population on the merits of needs in preservation and perfection of ternary health (physical, psychical and social) is made
2. Presented classification has become a basis for totally new design of health-preserving technologies and health-forming projects for target audience development approach. This is made according to needs in health recovery and preservation.
3. Social project «health as reasonable egoism» is presented. It notes the needs of specified target audience in reestablishing their leading social roles and functions through perfection of Physical, psychical and social health. This project is recognized as successful and effective.

Next researches' perspectives in this area are to make significant the way in selection of activity methods based on needs of mature population in perfection of health components in different directions.

Recommendations

This article is useful for pre-retirement and retirement age people. Technologies and projects, mentioned in article, help them to become included in health-preserving environment safely. After reviewing the age needs, subjects are able to analyze their state of ternary health and, with the help of educational information portal «3 Youth», to use health preserving technologies in their routine life. This article can be useful for educational and social organizations operating in ternary health recovery and preservation for persons in different age periods. Also it can be useful for target audience in order to take part in «Health: Reloaded» social project.

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