

## The Popularization of the Healthy Lifestyle among the Students

<sup>1</sup>Yulia A. Dorogova, <sup>2</sup>Alexander A. Notov, <sup>1</sup>Michael M. Polevshchikov,  
<sup>2</sup>Svetlana M. Dementyeva, <sup>1</sup>Nadezhda I. Palagina,  
<sup>1</sup>Maria L. Blinova and <sup>3</sup>Lyudmila A. Zhukova  
<sup>1</sup>The Faculty of Physical Culture, Sports and Tourism,  
Mari State University, Yoshkar-Ola, Russia  
<sup>2</sup>The Faculty of Biology, Tver State University, Tver, Russia  
<sup>3</sup>Mari State University, Yoshkar-Ola, Russia

**Abstract:** There are considered the main directions of complex work with students on popularization of the foundations of a healthy lifestyle, conducted in two Russian universities in the city of Yoshkar-Ola and Tver. There are described the stages of implementation of the all-Russian youth project “Run for Me!” at the Mari State University. According to the global purpose of this project there is developed and implemented the regional comprehensive program, directed to the increase the eating habits and physical activity of youth. The popularization of the foundations of a healthy lifestyle in Tver city was carried out within the program of strategic development of the Tver State University. By implementation of its projects at the biological faculty of the university, there are found the new forms of work. They contributed to rising of the level of the students’ spiritual culture, expansion and deepening of communications with nature, their moral and aesthetic development. Strengthening of attention to this component of a healthy lifestyle has allowed increasing the interest in training process, to improve quality of educational activity. There is discussed the problem of synthesis of the programs and approaches which are realized at the Mari and Tver universities.

**Key words:** Healthy lifestyle, implementation, popularization communications, aesthetic, development

---

### INTRODUCTION

Now the problem of physical and spiritual potential increasing of the person is very actual. The popularization of the foundations of a Healthy Lifestyle (HLS) becomes the particular importance. A healthy lifestyle a part of the general culture of the person which is characterized by a certain level of the special knowledge and motivational and valuable orientations, acquired as a result of education and self-education. HLS is focused, first of all, on the preservation and promotion of health. A high level of health is defined by the development of the person and by the possibility of development of other values in the person’s life. Health provides the organism adaptation to the change in the environmental conditions, free interaction with it and the realization of the biological, psychological and social nature of person. There is one more important fact of HLS; it is the increase of spiritual culture, level of moral and esthetic development of the person. There is extremely important the understanding that the solution of these tasks is accompanied by formation of careful attitude to the nature.

Especially, important is the popularization of the healthy lifestyle in schools and universities. It is necessary to summarize and active use of the experience in organization of such kind of activities. Within the framework of this article, there will be considered the main directions of the work, according to the popularization of the healthy lifestyles foundations, realized in the universities of Yoshkar-Ola and Tver.

**Literature review:** HLS problem is actively discussed in the popular, educational and scientific literature (Balsevich and Lubysheva, 1995). A larger number of works are devoted to the problem of maintaining health. It is better developed in the methodological and organizational relationships (Balsevich and Lubysheva, 1995; Mukhina *et al.*, 2015; Palagina *et al.*, 2015b; Polevshchikov *et al.*, 2015). In the context of its tasks in Russia there are implemented a variety of projects at the federal level.

For example, for young people of the Russian Federation there was proposed a new approach to understanding and mastering the practice of the healthy

lifestyle is established a non-profit project “Run for me!” which allows to be able to find their individual path to a healthier life, moving from theory to practice with the constant support by specialists in the sphere of nutrition, fitness, wellness. Wellness-the concept of a healthy lifestyle based on a combination of physical and mental health, nutrition, reasonable physical exercises and refusing of bad habits (<http://ru.wikipedia.org>).

The main tasks of wellness: prevention and disease prevention as well as the signs of aging, both external and internal. Wellness is a kind of philosophy of human well-being in all areas of his life: spiritual, social and physical. The basic principles of the philosophy of wellness: the movement; mental activity; relaxation and harmony; beauty and body care; balanced nutrition (<http://ru.wikipedia.org>). People who adhere to the principles of this philosophy are lucky, energetic, optimistic, vigorous, regardless of their age, paying attention to their figures, moderately use physical activities follow the principles healthy nutrition have time to participate in activities on the protection and creation of green spaces in the yards around their universities, city parks. Because jogging in the fresh, oxygen-enriched air is healthier.

By special researches is confirmed that pupils and students who regularly engaged in physical culture and sports, are more disciplined, serious about their studies, actively participate in the social life of educational institutions, make thrifty use of the nature (Balsevich and Lubysheva, 1995; Palagina *et al.*, 2015a). However, the issues of improving of the level of spiritual culture and care of nature, within the framework of the HLS conception are discussed in literature to a lesser extent (Borisevich and Kalennikova, 2006).

Moral and esthetic perception of the nature is a necessary element of the general culture of the person. At the same time, the awareness of need to help actively to the nature becomes particular importance. It has to be based on the ideas of a planetary role of plants and a vegetable earth's mantle. Each cultural person has to understand that plants are a unique source of oxygen which is necessary for human life and all live organisms. Any citizen has to know: how much oxygen is required for ensuring normal activity of the person, how much oxygen allocates one tree, how to put and grow up trees. The understanding that the increasing rates of degradation of a vegetable cover and urbanization of environment can result to considerable oxygen deficiency has to stimulate activities for increase in volumes of the forest fund and the green plantings. There is actual an implementation of various projects, connected with planting of trees, awareness of need of preservation and revival of these traditions.

## MATERIALS AND METHODS

Since, the year 2013 the Mari State University (MARSU) and Mary El Republic (RME) have begun to participate actively in the all-Russian project “Run for Me!”. There is realized, declared by this project, a new approach to understanding and assimilation of HLS practices. The concept of HLS is focused on a combination of physical and mental health, healthy nutrition, reasonable physical activities and refusal of addictions, and also the principles of the wellness philosophy is taken as a basis (<http://ru.wikipedia.org>). There is accepted the purpose of the “Run for Me!” project to extend the culture of nutrition and physical activity among youth of Russia. Its tasks were implemented: training of specialists in the field of a healthy lifestyle; opening in the cities of Russia the HLS centers available to youth; fixing to each participant of a point of personal promotion of HLS (<http://fadm.gov.ru/projects/run>).

On the basis of biological faculty of the Tver State University (TSU) there are found new forms of the activity directed to the moral and esthetic development of students, formation of the careful attitude to the nature. Their search is begun in 2012 within implementation of the program of strategic development of TSU. At the same time, the increasing of the spiritual culture, expansion and deepening of communications with the nature and live objects was considered as one of the HLS components.

It has been also connected with improvement in the quality of the educational activities of the university. According to the program of strategic development of TSU there are realized two projects (Notov *et al.*, 2013a, b, 2014, 2015; Demytyeva *et al.*, 2014; Meysurova *et al.*, 2014; Meysurova and Notov, 2016). Among them there are the project “Development of ecological environment monitoring systems for sustainable development of the Tver Region” (No. 2.3.1.3) and the project “creation of educational and practical bases for the educational process” (No. 4.1.7). Students of the Tver University took part in each of them. According to the tasks of the second project on the basis of TSU, there was created dendrological nursery (Demytyeva *et al.*, 2014; Notov *et al.*, 2014).

## RESULTS AND DISCUSSION

**The all-Russian youth project “Run for Me!” in MARSU:** In October 2013, a group of sports volunteers from MARSU took an active part in the II all-Russian festival of a healthy lifestyle, “Run for Me!” in the Kazan city. The event brought together more than 30,000 young people presented by delegations from 50 regions of Russia.

During the press conference there was a presentation of the program on training specialists of HLS which started in the first MSMU named after Sechenov in November 2013. The program included several modules, such as: psychology, rational nutrition, fitness and the foundation of counseling. Graduates, after completion of courses, receive state diplomas and supporting in employment. Mass and bright event of the festival was "common lesson" for a healthy lifestyle which started at the same time on 300 platforms in 24 universities of Kazan. The first part of the lesson was devoted to the fundamentals of dietetics and nutrition and the second to the functional training.

A key role in the daily diet plays a balance of proteins, lipids, carbohydrates, consumption of sufficient amount of fiber, maintaining a normal blood glucose level. Functional training does not require special equipment. All the exercises are not aimed at specific groups of muscles and close to the natural movements: jumping, hopping, squats, etc. ([Http://zamnoy.org](http://zamnoy.org)). All participants of the festival from MARSU at the "common lesson" acted as experts, showing themselves competent, interesting teachers. After returning to Yoshkar-Ola, they lit up the project idea and actively started to conduct lessons on of HLS at their faculties / institutes. In the spring of 2014, the youth from the RME was particularly interested in writing projects on the youth forum of the Volga Federal District "iVolga-2014" on the direction "Run for Me!". After careful selection, the best students of MARSU defended their projects and received a lot of new impressions and knowledge on the basics of a healthy lifestyle at an exciting summer youth forum in the Samara Region.

Twice a year, in the city of Yoshkar-Ola there are conducted runnings which bring together about 400 participants from different educational institutions of the city on the running distance of 3 km.

Within the framework of the project "Run for me!" are held periodically events to promote the idea of a healthy lifestyle, attracting young people to the lessons of mass physical culture and involvement in various types of physical activity, the formation of habits and skills that enhance the activity of the young generation in vitality (Dorogova and Rybakova, 2014). One of the main organizers of this event is Mari State University.

Under the leadership of the chief of the center of sports activity Dorogova Yu.A., the students of MARSU run not only 3 km but also are among direct organizers of bright sports festivals within the framework of the project "Run for Me!". They make registration of participants are leaders of actions; sport volunteers at a distance, provide participants with drinking water at the finish. The staff of

faculty of physical culture, sport and tourism in MARSU is also actively connected with the organization of refereeing of youth races. As a striking example of a healthy lifestyle is the rector-Mikhail Nikolaevich Shvetsov. He usually greets participants of the race and is directly involved in the running distance.

In October, 2014 in the Palace of youth of RME there was opening of the Republican platform "Run for Me!". The purpose of opening of the platform is: promoting of HLS, involvement of youth in active forms of leisure, training in fundamentals of healthy nutrition and physical activity. Students from MARSU have taken active part in a holiday of a healthy lifestyle and also were among its direct organizers. After a ceremonial opening of the "Run for Me!" platform, at which there were representatives of the Ministry of Education in RME, the Ministry of Sport in RME, all participants were invited to the master classes: "Ready to work and defense", "Healthy food", "Krossfit", "Health routes".

The greatest number of students has shown interest in the section "Healthy Food". On this platform, there was represented the fascinating report "Types of body and eating habits". This burning question was opened by the professional coach of training club in Yoshkar-Ola. After the presentation of types of body, attendees at section learned to cook tuna salad and with great pleasure tasted it. All participants of action received the instructions about a healthy lifestyle containing information on fundamentals of healthy nutrition and on functional training. In the opening of the Republican platform "Run for Me!" the youth gained new valuable knowledge of a healthy lifestyle, a charge of energy and cheerfulness, pleasure from active recreation and communication with friends.

Since, 2014 on a social network "VKontakte" has been created the group "Run for Me. Mari El ([http://vk.com/zamnoy\\_12](http://vk.com/zamnoy_12)), where there is constantly the valuable and interesting information motivating to maintaining a healthy lifestyle.

**Strategic development program of TSU:** Due to the considerable size of the Tver Region, a large forest area, the presence of large reserves and national parks of federal importance in the region are very popular experts in the field of forestry. The strategy of optimization of educational resources of TSU was defined by opening the program "the forest work". Its implementation is coordinated with the interests of the region and the main directions of its business and economic development. The priority theme for research at the biological faculty has become a comprehensive biomonitoring (Notov *et al.*, 2013b, 2014, 2015; Meysurova *et al.*, 2014;

Meysurova and Notov, 2016). In practice, emphasis was placed on the creation of educational and practical bases ensuring a high quality of educational process (Notov *et al.*, 2014; Dementyeva *et al.*, 2014).

The organized dendrological nursery has become an important factor in the development of the university. Both directions opened additional opportunities for the popularization of HLS foundations. They helped to expand the range of forms of communication among students with nature have strengthened their relation to the training and formation of HLS. Initially, the dendrological nursery was designed not only as a base for preparation of bachelors and masters but also as a regional resource of the Tver Region and the Central Federal District (Notov *et al.*, 2014; Dementyeva *et al.*, 2014). Activization of developments of the green construction and landscaping can also be considered as one of means of the HLS advertizing.

On the territory of dendrological nursery there are made the foundations of dendropark and expositions are prepared areas for the creation of greenhouses and growing of seedlings were established. Students were actively involved in the development and implementation of structural and functional nursery model. All this contributed to the formation of a certain aesthetic and emotional attitude to the natural objects and practical activities with them. There are also conducted the diverse researches that formed the basis for term papers and research projects. The activity in creating exposures allowed to understand more deeply not only the structural and functional features of the regional forest communities, but also to work out in more detail material on the ecology of forest plants of different life forms. There is analyzed a large amount of factual information about the decorative forms of trees and shrubs. The assortment was formed in accordance with modern achievements of selection of decorative plants, landscape design and phytodesign.

From the standpoint of concepts of HLS is important that the creation of the nursery changed the attitude to the learning process. The summer educational practices associated with planting and caring for them, allowed to realize an active approach to acquiring knowledge and practical skills. They contributed to the manifestation of a specific health effect. Work at the nursery increased effectiveness of development programs of different courses. There was formed a special relationship to the educational process as a form of creative work.

The positive evaluation of the results carried out of research, increased the interest in the acquisition of knowledge. The materials of experimental studies have repeatedly reported at scientific conferences, published in collections of scientific works. On the carrying out in 2014

the traditional 12 scientific conference of post-graduate students, undergraduates and students of biological faculty of TSU section “the forest work” was the most representative and caused great interest among teachers and students (Dementyeva *et al.*, 2014). Some of the competitive works awarded in 2014 by the certificate of honor of the Federal Forestry Agency of Russia. All this testifies to the high level of achievement in the preparation of future graduates.

The nursery began to perform an important educational function. It is supposed implementation at its base of diverse excursions and advisory activities. It is aimed at university students, students of general secondary institutions, the population of the city and the region. There is also planned the opening of a design experimental laboratory on the basis of the nursery land scape. All these allow us to consider the dendrological nursery of TSU as an important factor of long-term development of the region and one of the bases to demonstrate the benefits of healthy lifestyles.

When implementing an integrated model of biomonitoring of the Tver Region, the students from the biological faculty have taken part in a variety of researches on the subject. As objects of the study were all the main components of flora. They include indicator species of lichens, different on to genetic conditions *Pinussylvestris* L., elements of their consortia, invasive plants, specially protected natural areas (Notov *et al.*, 2013a, 2014, 2015; Meysurova *et al.*, 2014; Notov and Zhukova, 2015; Meysurova and Notov, 2016).

In some cases, the research work was combined with practical activities on the environmental arrangement. This project was implemented in the manor park Lubenkino which is also the natural monument (Notov *et al.*, 2014). On the example of the state monument of nature “Forest Konakovsky”, there is evaluated the opportunity to save forest ecosystems components in the urban environment (Notov *et al.*, 2015). All this contributed to the acquisition of diverse experience with nature, increasing interest in the research activities, the formation of a different attitude in the training process. The implementation of this part of the program of strategic development of the Tver Region has affected various areas of personality and has significantly expanded the students’ ideas about healthy lifestyles.

## CONCLUSION

Thus, there is got the practical experience of promoting of different aspects of HLS in the Mari and Tver State Universities. It is acquired during implementation of comprehensive large-scale programs.

The participation of the Mari State University in the all-Russian youth project "Run for Me!" promoted to the formation of the regional traditions connected with healthy nutrition and maintenance of good sportswear. According to the global purpose of this project there is developed and carried out the regional comprehensive program that is directed to increasing of the eating habits and physical activity of youth. The special attention was paid to the problems of preservation and promotion of health. The results of these activities show the effectiveness of the approach and its social significance.

The popularization of the healthy lifestyle in Tver was carried out in the framework of the strategic development program of the Tver State University. This program was more focused on the expansion of communicative variants with the living objects. The proposed forms of work helped to improve the level of the spiritual culture of students, expansion and deepening of relations with nature, their moral and aesthetic development.

The increased attention to this component of a healthy lifestyle helped to increase the interest to the process of learning, to improve the quality of educational activities. All these demonstrated the social benefits of strengthening the moral and aesthetic components of a healthy lifestyle.

Both considered aspects of the healthy lifestyle are essential for the harmonious development of the individual, society and modern civilization. There is expedient the synthesis of approaches and forms of work, implemented in Mari and Tver State University. The acquired organizational and methodological experience can be interesting for other institutions of higher education.

#### REFERENCES

- Balsevich, V.K. and L.I. Lubysheva, 1995. Physical culture: The youth and modernity. Theory Practice Physical Cult., 4: 2-7.
- Dorogova, Yu.A. and S.V. Rybakova, 2014. Promotion of a healthy lifestyle of students youth of the Mari State University. Phys. Cult. Sport Health, 23: 112-114.
- Meysurova, A.F. and A.A. Notov, 2016. Physicochemical analysis of indicator lichens as a component of conservation area baseline monitoring. J. Appl. Spectroscopy, 82: 1005-1012.
- Meysurova, A.F., S.D. Khizhnyak, A.A. Notov and P.M. Pakhomov, 2014. Biomonitoring of sulfur-containing pollutants in an urban atmosphere by Ftir spectroscopy. J. Appl. Spectroscopy, 81: 654-660.
- Mukhina, S.A., O.V. Polozova, M.N. Gavrilova, I.S. Zimina and O.A. Yagdarova *et al.*, 2015. Health in the system of students axiological orientations. Rev. Eur. Stud., 7: 239-245.
- Notov, A.A., A.F. Meysurova and S.M. Dementyeva, 2013a. Comprehensive biomonitoring of the natural ecosystems of the central part of the Caspian Baltic watershed. Fundamental Res., 10: 1090-1094.
- Notov, A.A., S.M. Dementyeva and A.F. Meysurova, 2013b. Methodical aspects of comprehensive biomonitoring. Eur. Res., 63: 2688-2699.
- Notov, A.A. and L.A. Zhukova, 2015. Epiphytic lichens and bryophytes at different ontogenetic stages of Pinussylvestris. Wulfenia, 22: 245-260.
- Notov, A.A., S.M. Dementyeva, A.F. Meysurova and V.A. Notov, 2014. To the problem of ecological managing of estates with elements of natural landscapes. Biol. Ecol., 3: 77-89.
- Notov, A.A., S.M. Dementyeva, A.F. Meysurova, V.A. Notov and D.V. Zhukov, 2015. To the problem of the forest ecosystems preservation in the urban environment: On the example of the state protected area. Biol. Ecol., 3: 168-181.
- Palagina, N.I., M.M. Polevshchikov, Y.A. Dorogova, M.L. Blinova and A.V. Zakamsky *et al.*, 2015a. Assessment of the students physical fitness level and metrological justification of motive tests. Rev. Eur. Stud., 7: 137-146.
- Palagina, N.I., M.M. Polevshchikov, Y.A. Dorogova, N.V. Familnikova and M.L. Blinova, 2015b. Standardization of testing the level of physical fitness of students of 18-20 years. Mediterranean J. Soc. Sci., 6: 265-273.
- Polevshchikov, M.M., N.I. Palagina, Y.A. Dorogova, V.V. Rozhentsov and M.L. Blinova, 2015. Using of paired pulses of light to assess the operability of physical training and sports. Med. J. Soc. Sci., 6: 221-229.