



HEALTH MANAGEMENT AND THE STRATEGIES TO MEET A HEALTHY SOCIETY

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ABSTRACT

The problems connected with health management and precise ways and strategies in the context of overcoming difficulties in managing the health of the youth of modern Russia are considered. In the conditions of crisis the basic agents of socialization and family primarily responsible for the physical, spiritual and social development of young people, the issue of managing the health of young Russians is beyond the scope of family structures and accepts all-Russian scale. This corresponds to equally large-scale indicators of the devaluation of the value of health and healthy lifestyle among the younger generation of Russians and, accordingly, deterioration of their health. The national security is an indicator of a condition of the nation, meaning that cumulative influence of internal and external factors of harmful character will not create threat for physical existence of the younger generation and will not lower substantially quality of his life and health. As one of the most important factors of national safety of Russia serves the health of young generations, the authors are convinced that the health of the Russian youth should be the object of state social policy, the core of which would be the concept of promoting health, healthy lifestyles and the formation of self-protective behavior in young people. Therefore, this study attempts to reveal the aspects of health management and struggles connected with that.

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1. INTRODUCTION

Global pattern of development of world processes, and also the threats which are formed in space of all world community make problems to studying of problems of safety. These

threats are connected not only with growth of the international conflicts, crime, poverty growth, spread of killing infectious diseases, degradations of environment and the spiritual sphere of society, but also with deterioration of health of different groups of the population, etc. children, teenager and youth are susceptible to these obstacles most. In the last decades the Russian social science carries a problem of social health of Russian youth part of the population to a number of global tasks which decision is caused not only quantitative and qualitative characteristics of future development of society, but also the prospect of its further existence as a social species. It is remarkable that questions of social health protection of young part of the population came to the level of national security, as health of the nation today – one of the important indicators reflecting the capacity of the country, and also one of characteristics of its national security. Consequently health management became in the center of attentions.

Thus, relevance of research of social health management of the Russian youth in the context of ensuring national security is explained by three objective circumstances.

First, currently, in a systemic crisis, which covers various spheres of social life, comes a deeper awareness of the importance of health as the main determinants of constructive and comprehensive development of the society.

Secondly, studying of a state of health of society in general is impossible without the managing the health of youth as the special social and demographic group providing the future of the Russian society and determining the potential and a trajectory of its development. The Russian youth, condition of its physical, mental and social well-being and health are the main guarantor of national security of society as the youth is its main social resource, and also an embodiment of its future (Gafiatullina, 2014; Gafiatulina et al, 2017b; Vorobyev et al, 2018).

Thirdly, the problem of national security is directly connected with a problem of managing the social health of the population in general, and youth, as its parts, in particular. It can be confirmed with traditional methods of health management, which, first of all, is meant as protection, preservation and physical survival of society, and also ability adequately to react to all real and potential threats and rather without serious consequences to transfer them (Kovalenko, 2008; Litvinova et al, 2018). The national managing programs is an indicator of a condition of the nation which means that cumulative influence of both external, and internal factors of harmful character won't create threat for physical existence of the younger generation and won't lower substantially quality of his life and health (Samygin & Vereshchagina, 2014; Samygin et al, 2016). In turn, national health management acts as the basis of safety of all social system, i.e. it's such state at which preservation of its integrity is provided, to stability and viability in the course of interaction of its structural components (subsystems: economic, political, demographic, information, cultural, etc.; elements: social groups, the organizations, institutes, certain individuals) among themselves and with environment throughout existence and development of society

(World Health Organization, 1995).

2. TECHNIQUE

In article the complex of the scientific techniques and approaches of the safety and sociology management of youth is developed within foreign and domestic sociology. Among the techniques which were actively used in article it is necessary to consider methods of comparative, axiological and sociocultural approaches. This gave the opportunity to consider the methods of managing the social health of the young generation of Russians and its system of relations and also problems.

Research is based on the most important all-methodological principles of scientific knowledge of management: objectivity, systemacity, historicism and determinism.

3. RESULTS

On the basis of the Russian sociological polls which main goal was the analysis of a state of social health to determine the proper health management method of the Russian youth for the last decades, we came to the following conclusions:

– Big threat to national security of Russia carry a high mortality in youth, including from preventable causes (household drunkenness, alcoholism, suicide, traffic accidents).

– Factor of sharp decrease in health and social well-being of the Russian youth (as a result of excessive loadings, the rigid mode of educational activity promote accumulation of dysfunctions in a young organism, and subsequently lead to serious violations in health).

– Tendencies of depopulation of the young nation, decrease intellectual and in general the social capacity of the country, growth of spiritual degradation – all this poses threat of national security of Russia.

– Process of transformation of values of the younger generation of Russians which don't comprise as highly significant value of health and value of life that is aggravated with the social and economic conditions, difficult for young people removing on a problem background, connected with social health (Shakhbanova et al, 2016; Shakhbanova et al, 2018).

– Process of transformation of valuable orientations which is characterized by destruction of the former traditional values which are based on century traditions and mental features of the Russian people, and are directly connected by prompt formation of alien system of valuable orientations of young Russians with threats of the Russian safety.

4. DISCUSSION

It is necessary to tell that a priori in perfect managing (actually, as well as managing for absolute health) any method can't stay, only various degrees of danger and to health can take place including. Health and safety is on of conditions to which it is necessary to manage. Therefore, in our opinion, it will be more fair to tell not simply about ensuring national security management, and about protection of life and a problem of formation of social health of the modern Russian youth taking into account that viability of the Russian society, its demographic potential and civilization prospects are directly connected with youth and level of its health (Vaskov et al, 2018).

The foundation of studying of social health management of the younger generation within sociological science is laid in works of such eminent scientists, as: M. Weber, E. Durkheim, T. Parsons, P. Sorokin. Subsequently health issues were considered by V. Kokkerem and T. Abele at research of a healthy lifestyle of young people; D. Gokhmen – when studying the behavior connected with health; E. Fridson, I. Zola, V. Navarro, – in the analysis of a role of social institutes in ensuring health of the population and its consideration as a factor of national security. The beginning of studying of health in Russia from positions of sociological and social and philosophical judgment in the context of ensuring social safety is connected with V.P. Kaznacheev, I.I. Brekhman, Yu.P. Lisitsyn, A.V. Sakhno, L.G. Matros, V. M. Dimov, K.N. Khabibulin, E.V. Dmitriyeva, A.M. Izutkin's works, etc. The concept of social health management in scientific discourse is considered from the following positions: as the absence of disease and infirmity; as the unity of morphological and functional, psycho-emotional and socio-economic constants, theory of norms. So, for example, health is equated with the norm, the harmony of physical, genetic, psychosocial well-being and development of the individual, family, nation (Vereschagina et al, 2017).

The health of the nation belongs to a complex of definitions of socio-humanitarian knowledge, which despite the seeming simplicity of their narrow-minded interpretations reflect the most important aspects of the biological, spiritual, psychological, and social being of the individual, because health is the result of the interaction of the individual and the environment – living conditions, lifestyle, behavioral strategies, and attitude as a whole.

It is necessary to specify that else the World Health Organization (WHO) offered such interpretation of health management which it's goal beyond biomedical understanding as health of the person is defined as «a condition of full social, mental and physical well-being and not merely the absence of disease» (Reform at the United Nations, 2007). This definition of WHO is based on unconditional interpretation of health as state on which factors not of especially somatic and physiological character, and sociocultural, demographic, psychosocial, socio-political, socio-economic factors have impact. It is remarkable that by World Health Organization experts it is proved that the management of quality of life of all segments of the population conducts to acceleration of social and economic development of the state, growth of its gross national product and ensuring national security in general.

Besides, in the articles of World Health Organization it is also said that achievement of the highest possible standards of health is one of the nodal, fundamental rights of each person and the mentioned organization aims to manage the problems to achieve its goal.

Sources of formation of social health of the younger generation go back to safety in health sector which as Gorshkov (2011) notes, causes the greatest alarm of experts since the national security in the sphere of health of the population, and youth, in particular, unfortunately, has a negative tendency of deterioration. This results from the fact that the modern young man stays in crisis conditions of uncertainty and cause the risk of the public environment, overcoming various dangerous circumstances menacing to his health, physical and social wellbeing (Vereshchagina et al, 2015).

Obviously, for this reason, the interagency Commission for health protection of the population of Russia's Security Council has defined health as a leading system-forming factor of national security.

In accordance with the Concept of development of health of the Russian Federation for the period till 2020, prevention activities increasingly goes beyond the work of the Institute of public health; and health is characterized as a factor of competitiveness in the economy and an important factor of national security (which, in fact, and is reflected in publications over the past five years) (Vereshchagina et al, 2015). Priority in the above-mentioned Concept of development is paid to formation of a healthy lifestyle of the nation, preservation of its physical, mental and social health and increase of competitiveness.

In this regard the managing the conditions, opportunities and motivation of various groups of the population promoting maintaining the healthy lifestyle (HLS) and providing factors of competitiveness and national security are also set. As emphasizes N. I. Lapin, in comparison with the countries of Europe, deficiency in programs of Russia which is fraught with explosive risks and a threat to security is available (Gorshkov, 2011). Any violation of the law of constantly increasing requirements inevitably leads to social revolutions and accidents of global national scale. For ensure social security and social development the state takes measures to control and stimulate production in the Russian Federation, social benefits, provision of social conditions and regulates the social market in accordance with the Constitution of the Russian Federation and the present law (Law on social safety and social development). It is caused by that against social and economic instability, insufficient safety of habitat in our society developed and has a steady tendency to deterioration of a state of health of youth (Lapin, 2013).

We want to emphasize that the concept of national security of the Russian Federation also as well as concept of health, is many-sided and implies various managing program of the state activity. However if to adhere to the standard contents, according to the Concept of

national security from 17.12.1997 №1300 the national security is understood as safety of its population from external and internal threats in all spheres of activity, and the sphere of health of youth doesn't make an exception here. Note that the structure of the national security is multifaceted and consists of many component parts, which are determined by various spheres of national interests of the individual and society. Such components are strategic and social and economic safety, information and political security, food and ecological security, intellectual and spiritual safety, demographic and valeological safety (safety in the sphere of formation, protection and strengthening of health).

In this article we won't begin to consider all components of national security managing – because this subject is too volume and is beyond our article. We will stop on a problem of ensuring national management context of formation of health of modern Russian youth which is characterized not only decrease in physical indicators of health and growth of incidence, but also considerable deterioration of a spiritual component of health that appears in growth of youth crime, illiteracy and spiritual degradation in the youth environment, extremism and cruelty.

Applying the concept of national security to the analysis of health of youth as social group, the modern sociological science considers the concepts «health of young population», «health of the population», «health of the nation». We suppose that all of them with all evidence coincide with the category «public health» which is the concept reflecting ability of youth as members of society fully to carry out functions on further development of society and to lead such life which will provide formation, strengthening and preservation of this ability.

Health of the younger generation as a factor of safety of the Russian society can be considered mainly in three aspects. First, from the social indicators acting as an initial basis of creation of social programs, and also as indicators of efficiency of their realization. Secondly, the concept of «health» is used as a normative model, which includes not only physical biological, but also social, socio-political and spiritual-moral aspects of the life of a young man, and thereby contributing to the formation of the security environment of the society. Thirdly, the analyzed concept is considered as the characteristic of consequences of social and economic and technological policy, influence of scientific and technical progress on health of young Russians. According to the Russian statistical year-book, the greatest alarm is caused by health and the attitude towards him in teenagers and youth aged till 19 years which share in the number of able-bodied population in 2014 made 24,4% (Zhuravleva , 2006). Deplorable is that fact that tendencies of deterioration of their health for the last 15-20 years are most negative in comparison with other age groups of the Russian population. And this, in turn, is fraught with a problem of ensuring national security of Russia in health sector on prospect.

As shows us the analysis of scientific literature, today an actual problem in the sphere

of health of youth is the problem of absence of the state ideology of health. So, the Russian expert in the field of sociology of health of children, teenagers and youth I.V. Zhuravleva notes that incidence of teenagers of 15-17 years by 1,6 times increases, the number of disabled children grows, the number of the youth having serious chronic pathologies increases (Zhuravleva & Ivanova, 2012). And as one of the reasons for such situation absence of ideology of health in Russia is called as it.

In the majority of the legislative documents which are standing up for health as for social safety the view of the person as on an object of application of medical technologies, but not as on the subject who has to form the health continues to prevail and bear responsibility for it.

Note that the value of individual health increases in present social and economic conditions, but only as tool value – only as means (tool) of achievement of various vital benefits (receiving prestigious work, the «necessary» communications, achievement of material welfare, etc.).

The reforms which are carried out in all spheres of social and economic activity happen against a constant psychoemotional pressure, deterioration of an ecological situation, quality of food and living conditions of life of the most part of the population that was reflected in indicators of incidence of chronic diseases already even among young people.

The market relations considerably worsened material living conditions of life of the most part of the Russian population and such vulnerable group as youth. The increase in a share of commercial services in system of social health care led to growth of an inequality in this sphere. Social policy in the sphere of health and health care is directed generally on improvement of quality of social and medical care, but not on direct formation of the sanitary-hygienic culture, self-preservation behavior of the young person and youth orientation on healthy lifestyle.

The Russian researchers are disturbed by high rates of mortality of young people as a result of development of socially caused diseases – alcoholism, drug addiction, and also increase of cases of suicides and road accidents. Scientists note that in the new millennium Russia faced a number of problems which can't but not be considered as threats of its national security any more. Among them on the first place sharp decrease in health of the younger generation on all to indicators, a tendency of depopulation of the Russian people, growth of spiritual degradation in all its aspects is put: national, economic, spiritual.

Besides, the culture of food in the youth environment decreases, quality of products of public catering worsens. And here it is necessary to remember that the culture of food is cultivated at the younger generation only on the basis of the high value of health, acquaintance to bases of a balanced diet, ways of a choice of qualitative products.

Perhaps, the special role in system of the factors influencing a state of social health of the younger generation of Russians is played by physical culture and sport which in the conditions of a technogenic civilization is giving way to passive kinds of activity, including leisure. Scientists working on the issue of youth health, noted a decline in activity of students in the sphere of physical culture and sports, and, respectively, low level of physical fitness (Cockerham, 2000).

Can one blame only educational institution in the decrease of physical activity among the younger generation of Russians? Apparently not, as this trend can be seen in the whole Russian society with low physical activity in the population, the lack of effective and systematic propaganda of physical culture and sport, health culture in the mass media.

It is worth noticing that concerning health in all countries the youth is allocated in category of the increased risk. This is due to the emerging contradictions between need of optimization of activity of educational institution in the field of formation and preservation of health of the younger generations, and an intensification of educational process, dynamic development of information technologies, the increasing information stream and prompt dynamics of sociocultural development.

In most modern studies health of the younger generation of Russians is considered in the context of national and information and psychological security. There are works on problems of activity of youth. Health and safety of youth are conditions of training, work, life and the leisure sphere, and also the natural, social, educational environment surrounding it. Such security involves the methods of implementation of individual empowerment, personal and group interests of the youth, warning or eliminates the negative impact on society and its structure. Activity of the young man will be considered safe if there is no damage, harm and undesirable dynamics from external influences at development of the public phenomena. And meanwhile experts, estimating a state of health of the younger generation, say that a busy schedule of educational activity, irrational alternation of work and rest promote accumulation of various dysfunctions in the formed organism of young people. The necessity of alternation of brainwork in the conditions of the increasing information stream and physical activity if it is realized by many doesn't become an occasion to the corresponding behavior. It occurs for the reason that physical culture and sport lost the socializing function, the most significant for youth. It stopped being the socially significant value by means of which there is a formation of spiritual and physical shape of youth, its vital strategy and behavioral samples.

We are on the basis of results of research among the studying and student's youth showed that, according to the most interrogated youth, in Russia a little attention is paid to development of sport. The youth also noted insufficient development of infrastructure for occupations by physical culture and sport in educational institutions. It promotes decrease in interest in sports occupations from young people, even what seriously were engaged

earlier.

As practice of the last years shows, social and economic priorities of health of the nation, the organization and realization preventive components have no adequate financing now. Economists specify that pricing in the market of medical preparations, the equipment is carried out on the principles of mass industrial production. Operation of health of the younger generation reaches such scope that the majority of youth (as, actually, and adult population) show tolerance to different violations of a work-rest schedule for a long time. Today work in such spheres as education, health care is regarded as irregular, and on the actual essence turns into constant increase in loading and duration of working (educational) day for all, including for the younger generation of Russians.

The youth comprehends knowledge of many branches of human activity, except the most priority – formation, preservation and strengthening of own health and health of the immediate environment. The paradoxicality of a situation with health of the nation in general, and each young Russian separately, is that, for example, future programmer, the economist or the mechanic know about properties of computer technologies more; ways of investment of means and generation of profit; properties of metal and methods of their processing, than that such the healthy lifestyle and what leaving enter it how to support the health and that happens to health in case of developing of this or that disease.

According to I.V. Zhuravleva, the level of hygienic knowledge and literacy of the younger generations is so low that is considered a factor, «reducing preventive opportunities of the individual to prevent elementary diseases, adequately to react to the carried-out preventive programs; the factor aggravating consequences of injuries and accidents owing to inability to render itself and another first aid ...» (Zhuravleva, 2012). This fact, certainly, testifies to threat of national security of Russia.

Well-known is that fact that the foundation of formation of individual social health is laid still by institute of a family which acts as a basis of ensuring spiritual wellbeing of society as a basic condition of ensuring its national security, therefore education at the younger generation of careful attitude to own health and health of a social environment is represented important. And for this purpose early formation in consciousness of young people of representations about health as about great vital value and feelings of a personal responsibility for own and public health is necessary. It is possible to realize it only within formation of healthy lifestyle at youth. Healthy lifestyle represents the system of reasonable behavior of the young man founded on values of physical culture and sport, traditional spiritual and moral values and self-discipline (self-restriction). In this context we consider that there occurred the sharp need for complex judgment of youth problems and development of measures for strengthening of social positions and, therefore, health of new generations of young Russians that can serve as the base of safety of society, pledge of its

stable and safe development. For this purpose in society certain conditions for increase of level of health of the younger generation have to be created. It would allow young people to become active subject of the social relations and designing of own life on the basis of implementation of vital plans and strategy. The following is among such conditions:

- existence of effective system of social mobility of youth which would allow to realize effectively in society the principle of equal rights and opportunities of vital and professional self-realization of all categories of youth (irrespective of the district of accommodation, a nationality, level of material welfare);

- existence of effective state youth policy in which interests of the younger generation would find the most adequate reflection;

- stable state and development of basic institutes of socialization – a family and school as main translators of cultural and ideological values of society;

- existence in society of a uniform paradigm of education and health saving socialization as necessary condition of formation of system of continuity in educational process in a family, school, higher education institution etc.

- existence of the monitoring system behind restriction of negative influence of mass media on consciousness and behavior of modern youth and the translator of values and priorities of mass culture;

- effective functioning of the sphere of physical culture and sport as formation source spiritually and physically developed personality with support from the government and public institutions, as at the material, and ideological level.

5. CONCLUSION

In this context we consider that there has occurred the sharp need for manage the safety of youth problems and development of measures for strengthening of social positions and, therefore, health of new generations of young Russians that can serve as the base of safety of society, guarantee of his stable and safe development. For this purpose in society certain conditions for increase of level of health of the younger generation have to be managed. It would allow young people to become active subject of the social relations and designing of own life on the basis of implementation of vital plans and strategy. The following is among such conditions:

- existence of effective system of social mobility of Russian youth which would allow to realize effectively in society the principle of equal rights and opportunities of vital and professional self-realization of all categories of youth (irrespective of the district of accommodation, a nationality, level of material welfare);

- existence of effective state youth policy in which interests of the younger generation would find the most adequate reflection;

- a stable condition and development of basic institutes of socialization – a family and school as main translators of cultural and ideological values of society;

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- effective functioning of the sphere of physical culture and sport as formation source spiritually and physically developed personality with support from the government and public institutions, as at the material, and ideological level.

6. OPINION

Despite demographic threats of depopulation of the Russian population, we believe that for the Russian society health of the Russian youth with all need has to become direct object of the state social policy which kernel as an obligatory component would be a concept of advance of health, healthy lifestyle and formations of self-protective behavior at youth.

It is obvious that managing the problems increases social health of young Russians and this issue requires an articulation and updating of questions of its health saving socialization. It is connected with that formation of values of youth, its relations to life, to the health happens in the course of socialization. The broken-off landscape of the Russian socialization space, crisis nature of functioning of basic institutes of socialization, divergence of educational and educational components of educational process should be considered as determinants of the crisis situation which developed in the sphere of health of the Russian youth. It is time to remember that in the country there has to be a harmonious and effective system of socialization within which bases of high culture of health and social health saving technologies are formed (Gafiatulina et al, 2017a).

In health sector in the context of safety of the nation the problem of preservation and promotion of health of the teenagers and youth urged to provide achievement of the key purposes put in the Concept of long-term social and economic development of the Russian Federation for the period to 2020 has to be a strategic problem of a state policy (Shakhbanova et al, 2016).

Ensuring national security in the sphere of the Russian health care has to mean not only prevention of direct or indirect threats of life and to health of the younger generation, but also creation by institutional system of society of such conditions which would promote minimization of a self-destructive way of life and stimulation of development of self-protective behavior of youth. Finally, safety of the nation is ensured by viability of each individual, increase in its opportunities to develop physically, mentally, socially spiritually, keeping the high potential of social health (Kasyanov, 2011).

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