

THE FORMATION OF A HEALTHY LIFESTYLE CULTURE AMONG THE YOUTH OF UZBEKISTAN

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Abstract:

This article presents a comprehensive academic analysis of the importance of developing and supporting programs aimed at promoting healthy lifestyles among the youth of Uzbekistan. Emphasis is placed on their strategic role in advancing sustainable development and improving the overall quality of life within society. The study highlights the urgent need to integrate value-oriented education, health-preserving technologies, and cultural traditions into national healthcare policy. Such integration is viewed as essential for fostering a holistic and culturally sensitive approach to the socialization of young people and for cultivating a responsible attitude toward health as a fundamental personal and societal value.

Keywords: youth, health, healthy lifestyle, human socialization, values, strategy, health-preserving technologies, traditions and customs.

Формирование культуры здорового образа жизни у молодёжи Узбекистана

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Аннотация:

в статье проводится всесторонний анализ значимости разработки и поддержки программ по продвижению здорового образа жизни среди молодежи Узбекистана, акцентируя внимание на их роли в достижении устойчивого развития и повышении общего качества жизни населения.

Подчеркивается необходимость интеграции ценностно-ориентированного воспитания, здоровьесберегающих технологий и культурных традиций в государственную политику в сфере здравоохранения, с целью формирования целостного и культурно-чувствительного подхода к социализации молодежи и развитию у нее ответственного отношения к здоровью.

Ключевые слова: молодежь, здоровье, здоровый образ жизни, социализация

личности, ценности, стратегия, здоровьесберегающие технологии, традиции и обычаи.

Youth constitutes a significant portion of Uzbekistan's population and plays a pivotal role in shaping the country's future development. The modernization of Uzbek society- centered on fostering a successful, active, proactive, and competitive individual- has become increasingly essential, particularly within the context of ongoing transformations in the education sector. As President Shavkat Mirziyoyev aptly stated: "Youth is the hope and foundation of the nation; it is the decisive force behind the effective implementation of large-scale reforms. Undoubtedly, a vital role in the further development of the country belongs to the younger generation mastering modern knowledge and professions" [1, p.169].

The promotion of a healthy lifestyle among youth is a critical component of both social and public health policy in contemporary society. In Uzbekistan, as in many other countries, active measures are being taken to encourage young people to adopt healthy living practices, which in turn contributes to improved quality of life and a reduction in disease incidence. To build upon the large-scale efforts already initiated in this field, President Shavkat Mirziyoyev has proposed the development and implementation of a national strategy entitled "Healthy Nation – Healthy Future!" [2, p.161].

A healthy lifestyle, in turn, serves as a fundamental basis for the development of various dimensions of human life, including the extension of active life expectancy and the effective fulfillment of social roles. Among youth, adherence to healthy living practices not only enhances physical well-being but also positively influences their academic and professional achievements, civic engagement, and contribution to economic development.

Attention to the promotion of a healthy lifestyle and physical education- as fundamental means of improving public health, preventing disease, extending active life expectancy, and combating drug abuse, smoking, alcohol consumption, and other harmful behaviors- must be maintained consistently throughout all stages of an individual's socialization. Ensuring this focus is essential for cultivating long-term health-oriented values and behaviors within society.

A key role in shaping youth values related to health, physical culture, and social engagement is played by systematic promotion and advocacy, as emphasized in the Development Strategy of New Uzbekistan for 2022–2026 [3]. Several interrelated factors influence the adoption of a healthy lifestyle among young people in Uzbekistan:

sociocultural factors: Traditional values and customs significantly impact young people's lifestyles, including their dietary habits, levels of physical activity, and general attitudes toward health and well-being;

education and awareness: The integration of health-promoting courses and activities into school and university curricula fosters the formation of health-conscious attitudes and behaviors among youth;

access to healthcare: Availability of quality medical services and professional health consultations plays a crucial role in raising awareness about the importance of maintaining a healthy lifestyle.

The effectiveness of communicative influence largely depends on the credibility and persuasiveness of the source, the relevance and appeal of the content, and the originality of its presentation. The way communication is perceived is shaped by the recipient's level of knowledge, personal experience, emotional state, and the extent to which the conveyed message aligns with their real-life circumstances. To enhance the impact of communication, techniques such as novelty, surprise, and the emphasis on problem-centered narratives can be employed, along with aligning the interests of both the sender and the recipient [4]. Propagated materials must stand out, be coherent, and emotionally engaging. Health promotion can take a variety of forms and utilize a wide range of media and tools.

The implementation of a healthy lifestyle among university students can be achieved through a variety of methods and tools aimed at producing effective and sustainable outcomes. Below are several potential approaches:

Educational programs and courses: Integrating specialized courses and lectures on health preservation, nutrition, physical activity, psychological well-being, and other aspects of a healthy lifestyle into university curricula.

Organization of sports activities and events: Hosting athletic competitions, group training sessions, fitness classes, morning exercises, and recreational sports to actively engage students in physical activity.

Promotion of healthy nutrition: Conducting cooking workshops, lectures on balanced diets, distribution of healthy recipes, and establishing campus dining facilities offering nutritious meal options.

Psychological support and personal development training: Offering training on stress resilience, time management, and personal growth to support mental health and the sustainability of a healthy lifestyle.

Use of modern technologies: Developing mobile applications and online platforms that provide accessible information on health, workouts, diets, and tools for tracking physical activity and overall well-being.

Social campaigns and events: Organizing informational campaigns, exhibitions, and thematic health days or wellness weeks on university campuses to raise awareness and engagement.

Collaboration with student leaders and gifted individuals: Involving student leaders and active youth in the planning and delivery of health-promotion events to enhance credibility and peer influence.

Creating supportive environments for healthy living: Developing recreational zones, sports facilities, and ensuring access to physical education programs and sports clubs on campus.

The promotion of a healthy lifestyle among the youth of Uzbekistan plays a critical role in the country's social and economic development. Continued and strategic efforts in this direction are essential to ensure the sustainable well-being and prosperity of future generations.

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