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**PHYSICAL AND HEALTH ACTIVITIES OF STUDENTS**

**IN THE CONDITIONS OF HEALTHY EDUCATIONAL ENVIRONMENT**

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**Abstract.** The article raises the problem of physical culture and recreation activity in higher education. The purpose of the study was to identify and clarify the essence and content of the concept of "physical culture and recreational activities", "recovery". In order to realize the goal, methods of analysis and synthesis of scientific literature, comparison and synthesis have been applied. On the basis of the analysis of scientific and pedagogical literature it was clarified that healing is a complex of measures of physical culture, social, educational, medical and hygienic nature, aimed at preservation, strengthening and restoration of human health; whereas physical culture and recreation activity in the system of physical education of higher educational establishments includes: monitoring of the state of physical development of student youth; promotion of a healthy lifestyle; motivating students to have a healthy lifestyle; formation of a positive attitude towards sports activities; stimulating interest in sports and health improvement.

**Keywords:** physical culture and recreational activity, health improvement, physical culture, healthcare saving.

Educating a healthy young generation with the harmonious development of physical and spiritual qualities is one of the main tasks of modern society. After all, human health is the highest value, the most important asset of the state, it is an indisputable priority, a prerequisite for the viability and progress of society. Unfortunately, in our country there is a clear trend of deteriorating health of young people. This indicates that the problems of physical education in terms of health and well-being have been and remain relevant in the practice of secondary and higher education. They dictate the search for effective ways and means of its implementation. One of such ways is the organization of physical culture and health work.

The idea of readiness to organize physical culture and health activities in educational institutions is proclaimed in world-class regulations ("World Declaration on Health"), European (Health-21. Fundamentals of health policy for all in the WHO European Region) ") And national (" National Strategy for Education Development in Ukraine until 2021 ", etc.). That is why the role of physical culture and physical education in the formation, strengthening and preservation of the health of the nation is growing, which directly solves the problems of health care, and declares the importance of physical education in this process.

As humanity approaches the critical state of its development in terms of health and quality of life - a time when it must decide on its own future, there is a need to purposefully shape, maintain and strengthen the health of the younger generation. Young people should be aware of the importance of a healthy lifestyle and work on moral, mental and physical self-improvement, take care of their own health and the health of others.

Development and implementation of new modern health programs and physical culture and health technologies in the system of physical education of domestic educational institutions will contribute to the formation of a healthy lifestyle of modern youth, the development of high adaptive capacity, physical qualities and physical activity. One of the important reasons for the indifference of students to their own health is the state of modern physical culture and health activities in higher education. As a result, there is a lack of educational orientation of the process of physical culture and health activities, a low level of valeological and physical education of student youth and, worst of all, the trend of deteriorating health of young people. In this regard, as G. Apanasenko writes, "… progressive educational community today sets itself a new task - to form in students the ability to learn health throughout life" [1, p. 2].

Health education in the system of physical education N. Zavydivska considers it as a process of students mastering the values of physical culture, mastering special knowledge and vital motor actions, the result of which is their ability to independently "manage" their health, conduct diagnostic, preventive, and if necessary rehabilitation and corrective measures [3, p. . 4].

Pedagogical science has some experience in shaping the content, determining the ways and means of physical culture and health activities. The works of scientists are of great interest, in which the following issues are raised: the content and methods of physical culture and health work (J. Bilokopytova, E. Bulych), the organization of certain forms of physical culture and health activities (J. Weinbaum, V. Voitenko, L. Volkov), organization of physical culture and health work during the lesson (A. Deminsky, D. Donskoy), sports and health activities (K. Dorozhnova, L. Kalinkin, E. Kuzmichova, V. Krylova), organization of sports and health group (A. Korobkov, T. Krutsevich). Some aspects of this problem are covered in a number of scientific studies in recent decades (M. Linets, L. Matveev, B. Shiyan).

We share the opinion of scientists that the purpose of physical education of young people should be recovery and physical development of the individual.

In the dictionary-reference book of basic concepts and terms from the theory and methods of physical education, as writes G. Apanasenko, the concept of "recovery" is interpreted as a set of measures of social, educational, medical, hygienic, physical nature, aimed at improving and strengthening the physical and psychological health of children in health facilities during the health change "[4, p. 57].

Rehabilitation is considered as a set of measures of physical culture, social, educational, medical and hygienic nature, aimed at preserving, strengthening and restoring human health. That is why physical culture and health activities as an integral part of the pedagogical process provides not only the harmonious physical development of the individual, but also the strengthening of physical and mental health through physical culture and sports. In order to form, strengthen and maintain health, you need constant hard and continuous physical activity. The best conditions for health training are sports sections, and for active recreation - motorbikes, sports competitions and outdoor games.

As a result of the analysis of the scientific literature, it was found that scientists identify the concept of "physical culture and health activities" with the concept of "sports and health activities".

Physical culture and health-improving activity is characterized in the works of V. Bazilchuk, E. Vilchkovsky, L. Volkov, H. Dzhamaludinov, G. Zhuk, O. Sainchuk, etc., in which it is noted that it is physical culture and health-improving activity aimed at preserving and strengthening health. of man in the educational and social spheres [5].

Some scientists (V. Yazlovetsky, O. Bychuk) understand such activities as measures related to the field of physical culture and sports, designed to form physical qualities, to promote the achievement of sports results [2; 5].

Physical culture and health activities are aimed at forming a healthy individual who is able to take care of their own health and the health of others in the future. By performing physical culture and health-improving activities, the subject demonstrates the ability to independently define the goal and direct their own motivation to a healthy lifestyle.

Z. Cihangiroglu and S. Deveci argue that fitness activities are a way to implement work focused on achieving and maintaining the physical condition of the individual and reducing the risk of disease by means of physical culture and rehabilitation. Such activities involve the use of special knowledge and skills, methods of organizing and performing specific actions necessary for physical culture and health work. According to researchers, physical culture and health activities - one of the forms of human activity that optimizes the formation of a full-fledged healthy individual. Scientists emphasize its importance in work and study, interpreting physical activity as a consciously regulated motor activity of man, aimed at the development and improvement of their own health, education of caring for him [6].

N. Tugut and M. Bekar argue that physical culture and health activities - self-exercise to improve health, improve performance, hardening and treatment, education of physical and volitional qualities. According to the scientist, this is a process in which the student, knowing the ultimate goal, sets himself a task, selects the necessary means and methods of action, monitors their implementation [7].

V. Marynych interprets the concept of "physical culture and health activities" as the influence of external factors and understanding of the importance and necessity of the use of physical culture by the subject; his conscious interest in the culture of movements, means of strengthening health, where an important role is played by the emotional background of exercise, which encourages further activity, to improve himself and his "I"; the expression of the activity of consciously designed actions that have a creative cultural character, form a purposeful physical culture and health activities, identified in one form or another in the form of organization "[4, p. 173].

T. Susikov considers physical culture and health-improving activity to be a special personality-oriented type of activity, explaining his reasoning by the fact that a person is his own result of his own work: running, etc. "[3].

According to B. Tolkachov, as V. Yazlovetsky writes, physical culture and health-improving activity is a system of sports events that motivates the subject to a different range of activities. The researcher identifies physical culture and health and sports activities, noting that such species are usually mass [5, p. 65].

In the dissertation of N. Zavidovskaya physical culture and health-improving activity is interpreted as a social process, which is expressed in physical actions and health-improving procedures, promotes health, mastering physical culture. According to the researcher's position, physical culture and health activities consist of several types of activities: physical movements, types of physical exercises, hygienic and health-improving procedures. The author believes that the social function of physical culture and health activities is that the results of these activities through health promotion optimize social activity and high efficiency of human social activity [3, p. 11].

Thus, scientists consider physical culture and health activities as a process of personality recovery that depends directly on motivation, the subject's desire to improve their emotional and physical condition, related to social values, the formation of a worldview of health culture, educational activities and more.

Physical culture and health-improving activities are aimed primarily at disease prevention and strengthening the internal motivation of a person to engage in physical culture. After all, most scientists associate the concept under study with health, physical culture, sports activities and a healthy lifestyle in general, and so on.

The variety of forms and types of physical culture and health activities in the university provides optimal physical activity of students, forms knowledge about health and a healthy lifestyle. However, you need to realize that each form of physical culture and health activities solves both general and specific problems. In particular, the main objectives of physical culture and health activities in the context of health education are:

- activation of the motor mode of students during the day;

- improving the health of students by improving their culture of movement;

- ensuring the hygiene of mental work and maintaining the optimal level of efficiency in educational activities;

 - formation of organization and responsibility for their health.

The role of physical culture and health activities is:

• activation of the health function of physical culture by strengthening the motivational component of educating a healthy lifestyle;

• introduction of effective forms, methods and means of physical culture and health-improving activities and sports taking into account local traditions, working and leisure conditions of students;

• fostering a responsible attitude to one's own health and the health of others as the highest individual and social value;

• formation of healthy lifestyle skills in student youth; optimization of the motor mode of the educational process;

• increasing the physical activity of children and students;

• intensification of physical culture and health and sports work of all parts of the education system.

Healthy lifestyle of students is characterized by a number of indicators (components), which include: optimal physical activity, rational mode of study and rest, lack of bad habits, nutrition, awareness of the value of health, culture of interpersonal relationships, personal hygiene, psychological peace, safe sexual behavior, etc.

Optimal motor activity is one of the most important among other indicators. During their studies in the Free Economic Zone, student youth devotes a significant part of their time to mental activity, which directly affects the reduction of their motor activity. In turn, the decrease in motor activity causes a state of hypokinesia, which causes a negative impact on the musculoskeletal system (decreased muscle mass, loss of speed and strength, endurance, flexibility, changes in bone and cartilage), leads to posture disorders , the work of various physiological systems of the body (cardiovascular, respiratory, circulatory). That is why optimal physical activity should be the basis for the formation of a healthy lifestyle of student youth.

It was found that for all classes with the use of physical exercises (physical education classes, sports training, participation in sports competitions and various sporting events, independent physical exercises and morning gymnastics) students are allocated an average of 5.9% of total time. At the same time, compulsory physical education classes provided for in the curriculum for a week can compensate only 20-25% of the required daily amount of physical activity of students.

It should be noted that the following: on average, boys spend only 34 minutes on physical activity during the day, and girls even less - 22 minutes. It is safe to say that this time is not enough to ensure physical activity. At the same time, student youth is very much in need of physiologically active movement, which should be at least 15-20 hours a week.

A significant contribution to the increase of physical activity of students is made by physical recreation, which significantly enriches the possibilities of physical culture and sports and health work of the university. It is believed that physical recreation meets the basic biological, mental, physical and social needs of students; prepares them for the rational use of free time; contributes to the fight against bad habits, the formation of a healthy lifestyle.

The traditional forms of physical culture and health activities at the university are:

- cognitive-developmental activity in physical culture, which according to the content and tasks is of different types (educational-training, plot, game, thematic, integrated or physical-cognitive, activity with elements of rhythmic gymnastics, control, etc.);

- physical culture and health-improving activities (morning gymnastics, gymnastics after sleep, physical training minutes, physical training breaks, hardening procedures);

- various forms of organization of physical activity, which are performed daily (physical exercises on walks, sports holidays and entertainment, children's tourism, moving games, independent physical activity, health days, individual work on physical education).

These forms of physical culture and health activities are mandatory for the introduction of higher education in the educational process.

In addition to traditional forms, a special place is occupied by non-traditional forms and technologies, including:

- various methods of hardening (barefoot walking on the sand, long stay in the fresh air, washing and dousing the feet (in summer), dry and wet wipes of different parts of the body, etc.);

- special treatment and prevention procedures (sand therapy, color therapy, physical therapy, various types of massages, etc.).

It is advisable to use innovative health technologies in the educational and cognitive process of higher education: fitball gymnastics, rhythmic gymnastics, breathing and sound gymnastics, immune gymnastics, psychogymnastics (exercises, games, sketches, pantomimes).

To strengthen the physical health of students and form their correct posture, create positive emotions and optimism, they use non-traditional methods of recovery with elements of relaxation, massage and self-massage. These techniques have a number of advantages among other types of physical activity: they do not require large rooms and special equipment for classes and can be conducted with students of different professional fields.

Optimization of physical culture and health activities in the system of physical education provides:

1) increasing the functional capabilities of the body by means of physical culture;

2) promoting the harmonious physical development of student youth, abandoning bad habits, improving mental and physical performance;

3) the establishment of a healthy lifestyle;

4) the formation of ideas about regular exercise, taking into account the peculiarities of their future profession, physical self-improvement and a healthy lifestyle;

5) obtaining by students and pupils the necessary knowledge, skills and abilities in the field of physical culture for the purpose of disease prevention, restoration of health and increase of professional working capacity;

6) the use of physical culture in treatment and prevention activities;

7) mastering the methods of determining the physical condition and self-control;

8) education of organizational skills, personal hygiene and hardening of the body;

9) the ability to compose and perform exercises from the complexes of morning hygienic gymnastics;

10) improving the sports skills of students and pupils engaged in selected sports. Basic principles

For the development of physical culture and health work in universities it is necessary to introduce physical culture and health technologies, which provide: conscious need for young people to systematically exercise; lead a healthy lifestyle; treat your health positively.

However, in the modern higher school the system of development of physical culture and health-improving activity is insufficiently developed as it is organized as compulsory physical education of students. It is important to form the student's need for a healthy lifestyle, his understanding of the role of sports, as well as the development of innovative teaching methods and their implementation by highly qualified specialists.

Thus, physical culture and health-improving activities in the system of physical education of higher education institutions include: monitoring the state of physical development of student youth; promotion of a healthy lifestyle; motivating students to a healthy lifestyle; formation of a positive attitude to sports activities; stimulating interest in sports and health.

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