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PHYSICAL ACTIVITY OF MODERN YOUNG PEOPLE: PROBLEM AND WAYS TO SOLVE IT

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Keywords: physical activity, physical culture, sports, health, motivation, network interaction.

The health of the nation is a basic characteristic that determines the quality of the population working capacity and the country's defense capability. However, many experts in the sphere of physical culture and mass sports pay attention to the fact that many college and university students cannot perform a significant part of the control exercises and tests in physical culture. The relevance of this problem from applied, scientific and theoretical aspects is undeniable.

The Overall Endurance Index for a significant part of young people is extremely low. But this index is extremely important since the condition of the heart muscle and blood vessels, respiratory and nervous systems, motor apparatus, metabolism, mental and physical performance is associated with it. [1]

The general trend of young people's all health indicators deterioration specific for the latest decade is manifested in physical endurance decrease, as Russian experts such as A.L. Kulentsan, N.A. Marchuk [3], T.V. Leushina [4] and others mark in their studies.

Naturally the alarming trend attracted the attention of the state. The Russian Government has taken a number of measures to reverse the situation. For example, the All-Russian Physical Culture and Sports Complex "Ready for Work and Defense" was revived in 2014 for the popularization of physical culture and a healthy lifestyle. The golden badge of this complex gives its owner some additional points in the course of the admission to a higher education institution.

The federal state educational standards of general education include the healthy lifestyle values. The teaching teams of all educational organizations are focused on the task of forming a health-preserving environment and healthy lifestyle standards for students [2].

A significant number of academic hours for the discipline "Physical Culture" was included in the curricula of the main professional educational programs for secondary

vocational and higher education institutions. Across the country, within the framework of federal projects, sports and recreation complexes, stadiums, swimming pools are being opened to make sports sections and clubs more accessible to children and young people [5].

Are these measures enough? Judging by the fact that the trend has not been reversed yet the answer is negative.

The purpose of this research is an attempt to identify measures that would allow young people to be more involved in conscious regular physical education and (or) sports.

Material and methods. The research was based on the personal 5-year experience of teaching the discipline "Physical Culture" at the college, where about 2000 students aged from 15 to 20 study.

In the research the methods of analyzing the foreign countries' successful experience (Finland, Sweden, the People's Republic of China, Japan, etc.) presented in open Internet sources as well as the methods of observation, survey, professional activity data generalization and systematization were used.

Findings and their discussion. Teenagers are not personally responsible for the fact that they are inactive or not enough active in terms of physical education or sports. But in adolescence they are already obliged to take care of their health consciously.

The activity of teachers in educational and sports organizations should be maximally aimed at the formation of young people's sustainable motivation to systematic physical training and sports in the context of functional literacy in the field of preserving and strengthening health.

However, teachers will not be able to solve this problem alone, without the participation of the municipal authorities, the state structures, the public and the mass media.

It is necessary to build a network of municipal sports sections, clubs, voluntary sports societies and educational organizations (schools, colleges, universities) at the level of each city/municipality. The list of physical activity types should include street sports, various kinds of motion activity (running races, swimming races, walking, etc.) for the "soft" involvement of adolescents and young people. This will allow to hold more tournaments, one-day competitions and involve more people to take part in them.

The network partnership of municipal sports sections, clubs, voluntary sports societies, schools, colleges, universities allows to combine resources. However, this does not exclude the need for the arrangement of leisure zones in municipalities (parks, streets, embankments, public gardens, courtyards). Young people should have opportunities for active leisure, it's the time when they go in for sports and physical exercises by own initiative.

New forms of mass sports work are required for young people of pre-conscription and conscription age, not only 5-day theoretical and applied training camps which are organized only for college students.

Due to the increased activity of the volunteer movement in our country the training carried out by physical education teachers, sports section coaches, the Healthy Life Style Volunteer Squad Clubs will also be effective.

All physical culture and recreation events as well as actions of dynamic recreation and leisure should be comprehensively covered in the media, and their organizers and activists should become opinion leaders for young people.

The results of the research were presented at several international conferences on the basis of the State University of Humanities and Technology, GGTU ("Innovative Technologies in Physical Education, Sports and Physical Rehabilitation", "Modern Health-saving Technologies", 2021) and at the round table "Current Situation and Trends in the Development of Physical Culture and Sports" on the basis of the Belgorod State University.

Conclusion. Low physical activity of young people in Russia is a complex problem that needs to be solved by the State, local authorities, the public, working teams of educational and sports organizations.

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CHANGES IN WOMEN'S HEALTH AT THE AGE OF 40 YEARS THAT REQUIRE CONSIDERATION WHEN CHOOSING A FITNESS DIRECTION

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According to the classification of the World Health Organization, the age of up to 44 years is considered young today (previously – up to 40 years). Nevertheless, at the age closer to 40 years, the aging processes of the body begin, which are inherently irreversible. It should be noted that aging begins to occur at different ages for each person – this is naturally influenced by heredity and the lifestyle that a person leads from a young age [1].

The main processes that occur in the human body at the age of 40 years: the reaction rate decreases, the condition of blood vessels worsens, metabolic processes slow down, muscle volume decreases and growth shortens, the risk of osteoporosis and diabetes mellitus increases, visual acuity decreases, hormonal restructuring is triggered [3].

Material and methods. Analysis of scientific and methodological literature, applied research – observation, interviewing (oral survey) on the anamnesis of women engaged in fitness halls, study of the proposed modern directions in fitness by sports complexes and various fitness clubs in Vitebsk [2].

Findings and their discussion. The main methods of preserving health and prolonging the quality of life for middle-aged people are the following: rational balanced diet, moderate physical activity, observance of the daily routine, exclusion of bad habits,