

ISSN:3060-4567 Modern education and development
IMPROVING A HEALTHY LIFESTYLE AMONG YOUTH
THROUGH MASS SPORTS

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Abstract: *The article highlights the importance of mass sports in promoting a healthy lifestyle among young people. Research shows that sports have a positive impact on physical health, social integration, and preventing harmful habits. Bibik et al. (2018) emphasize the role of state policy in promoting a healthy lifestyle through sports, while Dimovski and Paunova (2012) highlight the significance of sports in protecting youth from harmful habits. Jashi (2017) studies the role of social marketing in increasing physical activity among youth. Overall, the article demonstrates the effectiveness of mass sports in fostering a healthy lifestyle.*

Key words: *Mass sports, healthy lifestyle, youth, physical health, social integration, harmful habits, sports promotion, physical education, well-being, community health, youth engagement*

INTRODUCTION

Ensuring the well-being of society and raising a healthy future generation is one of the priorities of state policy today. The formation of a healthy lifestyle, especially among youth, is one of the important issues, and mass sports play a significant role in this process. Mass sports are widely recognized as an effective tool for strengthening youth health, avoiding harmful habits, promoting social integration, and increasing physical activity. The health of young people is not only an individual concern but also has social significance, impacting the overall development of society. Therefore, scientific research on the role of sports in promoting a healthy lifestyle and its impact on young people's lives is of great

importance. This article analyzes the role of mass sports in promoting a healthy lifestyle among youth and its social significance.

ANALYSIS AND RESULTS

Mass sports, as an effective means of promoting a healthy lifestyle among youth, are important not only for improving physical health but also for enhancing mental well-being and developing social skills. Research shows that sports help young people adopt healthy lifestyle values, contributing to the overall well-being of society. Bibik et al. (2018) emphasize the need to shape young people's views on a healthy lifestyle through social culture and state policy. Their research highlights the significant role of the state and social organizations in promoting a healthy lifestyle through sports. Additionally, Dimovski and Paunova (2012) reveal the role of the social sports campaign "Choose Life, Choose Sports" in promoting sports among youth to prevent harmful habits and develop a healthy lifestyle. This campaign explored how sports and physical activity help young people achieve life goals and contribute to their social future. Their research shows that mass sports events can protect youth from alcohol, drugs, and smoking while motivating them to achieve a healthy life.

Zhiratkova et al. (2018) studied the role of educational institutions in promoting a healthy lifestyle among youth, finding that the introduction of sports and physical education programs in the educational process positively impacts youth health. They emphasize the collaboration of educational institutions, state policies, and social sports organizations in promoting a healthy lifestyle among youth.

Jashi (2017) studied the role of mass sports and physical education in promoting a healthy lifestyle among youth through social marketing in Georgia. The results of the study show that physical activity is essential for the development of a healthy lifestyle, and state and private sector social sports campaigns play an important role in engaging youth in sports. As Struganov et al. (2024) noted, the state and educational institutions should expand physical education programs to promote a healthy lifestyle. They suggest that increasing the popularity of physical education and sports among youth is one of the best

ways to avoid harmful habits such as smoking, drug use, and other negative influences.

Another study by King and Church (2015) highlights the importance of social sports programs in promoting a healthy lifestyle among youth through sports related to nature. Their research recommends mass sports, such as cycling and hiking, as powerful tools for engaging youth in physical activity, connecting with nature, and promoting a healthy lifestyle. Shakhmurova (2020) emphasized the role of physical education and sports activities in the educational process for fostering a healthy lifestyle. Her research examined the positive effects of physical activity on the nervous and cardiovascular systems of young people, suggesting that physical education can improve both the physical and mental health of youth, helping them avoid harmful habits.

CONCLUSION

In conclusion, mass sports are a crucial tool in promoting a healthy lifestyle among youth. Not only does it strengthen physical health, but it also enhances social and psychological well-being, protects youth from harmful habits, and plays a significant role in raising a healthy generation. These studies show the need for broader promotion of mass sports through physical education programs, social campaigns, and state policies. This will contribute greatly to the development of a healthy and physically active future generation.

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