



Influence a Healthy Lifestyle of the Youth on the Russian Economy

Evgeniya V. Zazulina^{1*}, Elena S. Berezhnaya², Aleksandra V. Berezhnaya³, Elena V. Zheltushkina⁴, Natalia V. Koloskova⁵, Anna V. Strichko⁶

¹Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation, ²Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation, ³Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation, ⁴Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation, ⁵Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation, ⁶Institute of Service and Business (Branch) DSTU in Shakhty, Shakhty, Russian Federation. *Email: zazulina78@list.ru

ABSTRACT

One of the main and most important components of a country's wealth is the health of the citizens. Established fact that in the process of protecting and promoting the health of the population consumes a significant portion of gross domestic product, and as such health is a special economic resource, which largely determines the high efficiency of socio-economic development of the country and its regions. Today, more and more researchers in economics have come to believe that the commitment of the population to a healthy lifestyle, avoiding harmful habits, leads to a positive effect of the growth of the national economy. Based on the results of these studies, it was found that in our modern time, the health becomes a social property of a successful person that ensures the person in the conditions of market economy competitiveness, security in the financial sector, professional longevity and a comfortable old age. We conclude that health in modern society takes on a special priority, and becomes an important issue for theoretical research and practical testing.

Keywords: Healthy Lifestyle, Health, Gross Domestic Product, Economic Development, Market Economy

JEL Classifications: O12, O15, O44, O47

1. INTRODUCTION

In our progressive times, when there is a sharp growth of the economy, increasing competitiveness in different industries, increasing the relevance of healthy lifestyles. This process is characterized by the increase and changing nature of loads on the human body, especially young adults, in connection with complication of public life, increasing the risks of technological, environmental, psychological, political and military nature, which entails changes in the health status of the population.

For the health of people watched always, and a strong and healthy population have been appreciated since ancient times. In those days, people had to survive to produce their own food, build their own shelter, provide clothing, to fend off enemies.

Different people in the world there was a system of formation of physical human beings. These systems were: Hardening, wrestling, physical exercise, there were limitations in food, drink, in respect of narcotic substances.

Nowadays it is known that human health 50% depends he leads a healthy lifestyle or not. This means that the health of the population mostly in his hands, and it does not depend on the level of state health services, heredity, environmental, and social problems of the territory. We can say that a healthy lifestyle is the Foundation for all other aspects of life.

The most important indicator of well-being of society and the state in general depends on the state of the population, and the most important group are children and young people. One of the priority

tasks of demographic policy of Russia for the next 10 years are programs to improve the health of the population, a significant reduction in the incidence of socially significant diseases, creating conditions and motivation for a healthy lifestyle.

In the circumstances, we can say a much lower level of concern of the population about a healthy lifestyle. This urgent problem is characteristic not only for Russia, but in our country it has assumed serious proportions. The health of the population of the camps remains one of the most important components of national wealth. In the process of protecting and promoting the health of the population consumes the state budget, while the health of people remains an important economic resource in many respects determines efficiency of socio-economic development of the country.

2. THEORETICAL FOUNDATIONS OF A HEALTHY LIFESTYLE

A healthy lifestyle is the behavior of a single person, which is aimed at a rational appreciation of the natural biological needs (food, mobility, cognition, gender, need for sleep) that contribute to emotional well-being, prevention of illnesses and accidents (Lisitsyn, 1986).

A healthy lifestyle implies a number of elements. Identify the main elements:

1. Fruitful work on the human health is influenced by biological and social factors, one of them is work;
2. The balance between work and recreation - in the proper organization and strict compliance with the mode produced a clear and balanced rhythm of the functioning of the human body, it creates favorable conditions for work and leisure that promotes good health, improved health and increased productivity;
3. Quitting bad habits - these elements are the cause of many diseases, reducing life expectancy, reduced working capacity, bad for the health of the young generation and the health of future children (Zaviyalova et al., 2014);
4. Balanced diet - it is important to the following two laws:
 First: The balance between received and expended energy. We are talking about that the body receives more energy than it consumes, that is, if we consume more food than is necessary for normal human development, and health, we get fat. Currently, more than a third of our country, including children, have superfluous weight. The reason for this - excessive eating, which eventually leads to atherosclerosis, coronary heart disease, hypertension, diabetes, and other ailments;
 Second: Compliance of the chemical composition of the food needs of the body. Food must be varied and meet the needs in proteins, fats, carbohydrates, vitamins, minerals. These substances indispensable to the human body, as are not formed in the body, and comes only with food. The absence of even one of them can lead to disease and even death;
5. The impact of the environment on human health this element of great importance has on health;

6. Optimal motor mode - it is based on regular practice of physical exercises and sports, which effectively solve the problem of health promotion and development of physical abilities of youth, health and motor reflexes, strengthening the prevention of the adverse age-related changes. Along with this, physical culture and sport are essential means of education (Mindlin et al., 2016);
7. Hardening - for effective rehabilitation and prevention of diseases of different type are needed to train and improve the most important quality is endurance in combination with quenching and other factors of a healthy lifestyle, it will give the growing young organism reliable shield against many diseases. Tempering - the strongest recreational facility. It helps to avoid various diseases, prolong life for many years, to ensure high efficiency. Hardening has a restorative effect on the human body at any age, increases the tone of the nervous system, improves blood circulation, normalizes metabolism;
8. General physical education regular physical education, included in the rational mode of work and rest, promote health, significantly increases the efficiency of production activities. It should be noted that not all motor actions that a person performs regularly at home and work, are exercise. Such actions can only be movements that are specifically chosen to impact on different organs and systems, development of physical qualities, defects of body;
9. Personal hygiene and daily routine - it includes daily rational mode, body care, hygiene of clothes and shoes. Of particular importance is the mode of the day. With proper and strict compliance produces a clear rhythm functioning of the body (Kovaeva, 2008; Kirillov et al., 2016).

Currently in different countries, the relevance of a healthy lifestyle due to the increase and modification of the nature of the loads on the human body due to the complex social life, increasing the risks of technological, environmental, psychological, political and military nature, provoking changes in the health status of the population (Reshetnikov, 2010).

As defined by the world health organization, health is "...a state of absolute physical, mental and social wellbeing and not merely the absence of disease or infirmity" (Zhuravleva, 2008). In accordance with this concept of care for health maintenance should be carried out at the following levels: Physical, spiritual and social.

Physical health is determined by the general condition of the body and its functioning. If a person is healthy physically, he easily performs his duties has enough energy to study, to work, to cope with domestic and family Affairs (Chorayan, 2008).

Active work on forming of healthy way of life is a person long-term and short-term programmes of health development in Russia. In 2003, the Ministry of health of the Russian Federation was approved by the branch program "Protection and strengthening of health of healthy on 2003-2010." Despite some positive tendencies in the demographic sphere over the past few years, the health indicators are not satisfactory: According to Rosstat, the morbidity is not reduced (Table 1).

Table 1: The incidence of the Russian population over the time period (2005-2012) (Official Website of the Ministry of Health and Social Development of the Russian Federation, 2016)

Year	2005	2006	2007	2008	2009	2010	2011	2012
Total, thousand people								
All diseases	1,06,328	1,04,322	1,06,742	1,07,385	1,06,287	1,05,886	1,08,842	1,09,571
Per thousand of the population								
All diseases	730.5	719.7	740.1	748.6	744.9	745.9	763.9	771

On this basis, we can assume that changing attitudes towards their health comes from the Russians very early - in middle age. People start to perceive age a priori pessimistic as time, leading to a decline that leads eventually to health problems.

According to generalized data, in recent years, the mortality structure in Russia was 14% injuries and poisoning 6% problems of the respiratory system, 11% of malignancies, 53% - problems of the circulatory, 16% - other reasons (The Official Website of the Ministry of Health and Social Development of the Russian Federation, 2016). It is worth noting that the main cause of problems of the circulatory system - sclerotic changes in the vessels, largely due to unhealthy lifestyle and unbalanced diet. Data on the impact on the health of Russians stresses and nervous work environment, define the data about the difficulty of recreation and health improvement. Most often the inability to relax and regain your strength has a negative impact on the health of people who have their own business.

If to judge about the low rates the health of Russians, we can assume that only a small proportion of them focused on a healthy lifestyle. This conclusion is confirmed by the researchers. So, for example, Belova, considering the paradox of young people's behavior, refers to Zhuravlev, Shilova, Kogan, who noted the fact of inconsistency between the human need for health, and its efforts aimed at preserving and strengthening their physical and mental well-being. Moreover, according to researchers, the need for health, which is given to man on the nutrient level in the form of a desire for self-preservation, transforming themselves as human socialization, acquires the formation and becomes a need for health as a means of implementing other vital needs (Belova, 2011).

Despite the active propaganda of healthy lifestyle in Russia, the behavior of the population remains passive. Our country is lagging behind in this issue from the European countries. Physical activity of Russians is low; the power remains wrong. Laws and amendments adopted in recent years are usually prohibitive, and not stimulating to a healthy lifestyle. In addition to the state policy of a healthy lifestyle, there are also enterprises. For employers the cost of health programs is a kind of investment, because in the end they get healthy, full of energy, labor, increases productivity of employees, increases their performance (Weiner, 2009; Vinichenko et al., 2016).

As in European countries, in Russia, there remains support for corporate programs for a healthy lifestyle from the state. The scope of maintaining the health of the population can be very diverse, from direct co-financing of various activities (sports, cultural lectures on maintaining a healthy lifestyle), to provide informational, organizational and methodological assistance.

A consequence of this support from the state bodies provide mutual benefits to all stakeholders: Employees (good health), employers (increased productivity and commercialization, the reduction of the outflow of personnel, increase employee loyalty), society and the economy as a whole (gross domestic product [GDP] growth, reduce social and medical costs) (Komarov, 2010).

Health care costs are one of the key indicators of social development because they reflect the degree of attention that is paid by the state and society the health of citizens. Along with this, the indicator does not take into account how evenly or unevenly distributed health care costs for various social groups within the state, as well as related factors (Table 2).

Experts selected for ranking 51 countries on 3 criteria: Population of at least 5 million, GDP per capita from 5 thousand \$, life expectancy of not less 70 years. Data on annual government spending on healthcare is calculated on the basis of national statistics and various international organizations.

3. A HEALTHY LIFESTYLE OF YOUNG PEOPLE AS A CONDITION FOR ECONOMIC DEVELOPMENT OF RUSSIA

A basic component of any developed country is its human resource, which is based on the younger generation. Priority of the state policy on youth is the formation of the groups value system respect for their own health and health of relatives (Kucherenko, 2009; Sergeevich and Vladimirovich, 2015).

On the background of increasing social problems in our country, there is a process of deterioration index of the health of the population, increased need for rapid decisions related tasks of medical and social character to a whole new level (Nazarova, 2011; Oleinikova et al., 2016). In these conditions there is a need for the creation of innovative paradigms, forms and methods of social care, not previously used social technologies that will help to provide citizens with integrated social services in the case of various forms of disease, disability and allow you to contribute to the solution associated with the issue of problems of society.

The experience of European countries of the commonwealth in policy formation of a healthy way of life. In our country generated a number of documents:

“The concept of public policy to reduce the abuse of alcoholic beverages and prevent alcoholism among the population;”

“The concept of state policy on combating tobacco consumption;”

“Fundamentals of state policy of healthy nutrition.”

Table 2: Rating countries on level of expenditure on health for 2013

No.	Country	Expenditure (% of GDP)
44	United States of America	17.2
50	Brasilia	9.2
3	Italy	9
18	Czech Republic	7.7
22	Poland	6.7
51	Russian Federation	6.3
49	Azerbaijan	5.4
2	Hong Kong	5.3
42	Belarus	5
1	Singapore	4.5

GDP: Gross domestic product

In our country the Concept of health development in Russia up to 2020. It laid down the priorities and policy directions the recovery of the nation. In this work, the youth as the object of study were chosen purposefully:

1. At a young age, a system of habits of human and basic way of life;
2. If they have formed bad habits of youth or improper lifestyle is the probability of their stability and also elimination;
3. The younger generation undergo subtle perception of rising prices for goods and services, this means that a change in government policy in this matter will be more productive in terms of data entities;
4. Young people are the future workforce, they can expect the future employment, investment in this population group is appropriate, and therefore their recovery ahead of them employment career, and therefore, from an economic point of view, any investment in the health of this population will, by definition, the most effective.

After long-term systems reform in our country is observed: The subjects of the Russian Federation at the Federal and local level have acquired a high level of autonomy in spending economic resources and social administration. Along with this regional resource concentration providing the population with medical component is the economy strong-monopoly guidelines, while poor funding turns into a lack of medical services. In this regard, a high value for health in General and for the national economy becomes the solution of problems that are associated with effective use of resources is strictly regulated (Efimenko, 2007).

Speaking of the above problems, it is worth noting that they, as a rule, associated with the unhealthy lifestyle of the population, which affects the increase in human capital, both qualitatively and quantitatively. The quantitative aspect reflects the natural decline of Russia's population, which is a decrease of human capital, primarily due to the high mortality of the working age population. Talking about the qualitative aspect, we will note options such as high index of morbidity and disability. Here we also note the harm from tobacco Smoking, alcohol consumption, primarily by the youth, disregard of health events, health days, and other events (Oganov and Vyalkova, 2000).

It is worth noting that the main goal of the state, under the circumstances, is to create the material conditions for the

implementation of the process of improvement of the nation, the production and implementation of mechanisms that allow us to instill in each individual the society the habit of accumulating their human capital. This plan best, as an individual, and the state. Employee of any organization, having good health can bring more profit and benefits to the company itself and the state (Kolesnikova, 2008; Silnov and Tarakanov, 2015).

In our country at the present stage undervalued the importance of human capital in production, in contrast to developed European countries. According to scientists, investment in population health can provide two thirds of national income growth.

Summing up, we can assume that the health of the population and its economy are closely related. As well as a healthy population has a significant impact on the economy of the country, as part of its capital and level of economic development has a positive effect on health, through the provision of funds, the formation of norms and rules of legislation. A healthy population characterizes the country as the state with the ability to reproduce labor capacity. Such elements of health, such as population ageing, illness, disability, deal a severe blow to the productive forces of a state, with deleterious effects on economic development of the country (Rimashevskaya et al., 2010; Bogoviz et al., 2016). State policy in the field of health protection of the population and promotion of healthy lifestyles should be directed to the formation of the ability of people to choose a healthy lifestyle. So, if you take for example the leisure and sports facilities, they should be available by location, and pricing; grocery stores should provide a supply of affordable, nutritious food; products and goods that are harmful to the health of the population should be limited or deprived of advertising and promotion, in the framework of the legislation. Finally, note that the events of the fight against unhealthy lifestyles is not feasible apart from policies and measures aimed at improving the financial and social situation of the population.

4. CONCLUSION

The most important social important component of any state is the health of the citizens. In strengthening and maintaining the health of the population of the country spends a significant portion of its GDP, but at the same time, along with the costs and receives profit and advantage in the form of employable human capital. Based on the informativeness of the study, it can be assumed that the population of our country pays insufficient attention to their health, level of concern about their health significantly decreases. Some researchers of this problem explain atrophy in people of our country individual worries about their health because they got used to free medicine and its availability to all segments of the population.

It can be argued that today the system of measures taken by society and government for the formation of a healthy lifestyle, which will contribute to improving the health of youth and their involvement in social life occurs on several levels:

- Social, promotion of healthy lifestyles, the media, seminars, outreach work in educational institutions and enterprises;
- Infrastructure, in the construction of sports grounds, stadiums, health centers, centers for the prevention of diseases,

vaccination, enterprises culture and recreation youth, sports free sections, etc.;

- Personality, formation of personal values, instilling a culture of health and their loved ones.

In conclusion, we can say that the level of economic development and welfare have a direct impact on the physical and moral health of society. Population health describes its ability to perform its production function, the formation of human resources. Existing aspects of the health problems, loss of temporary or permanent health cause great damage to productivity and negatively affect the economy as a whole. In addition, the health of the population of Russia and observance of a healthy lifestyle is affected by government policy. An important task of public authorities to create equal conditions for the population to maintain a healthy lifestyle.

REFERENCES

- Belova, N. (2011), Paradoxes of a healthy lifestyle of students. Case Study, 4, 84-86.
- Bogoviz, A.V., Ragulina, Y.V., Lobova, S.V., Zhukov, B.M., Stepanova, O.M. (2016), Services infrastructure forming in the process of transport logistics stock movement. International Review of Management and Marketing, 6(6), 278-283.
- Chorayan, O. (2008), The rate of health: Problems and approaches to their solution. Valeology, 1, 23.
- Concept for Health System Development in the Russian Federation up to 2020. (2016), The Official Website of the Ministry of Health and Social Development of the Russian Federation. Available from: <http://www.minzdravsoc.ru/>. [Last retrieved on 2016 Aug 07].
- Efimenko, S. (2007), Consumers of medical services in the budgetary organizations and their self-esteem health. Case Study, 9, 110-114.
- Kirillov, A.V., Vinichenko, M.V., Melnichuk, A.V., Melnichuk, Y.A., Vinogradova, M.V. (2016), Improvement in the learning environment through gamification of the educational process. Mathematics Education, 11(7), 2071-2085.
- Kolesnikova, I. (2008), Innovations in sociology of medicine and health. Notes VIII Party Conference ECA. Case Study, 4, 89-91.
- Komarov, Y. (2010), High mortality as the leading cause of depopulation. Disease Prevention and Health Promotion, 5, 4-7.
- Kovaeva, I. (2008), Public Health, Problem Lectures: Textbook. Moscow: Medicine. p509.
- Kucherenko, V. (2009), Economy and Innovative Processes in Healthcare: Textbook. 1st ed. Moscow: "GEOTAR-Med". p140-206.
- Lisitsyn, Y. (1986), Urgent protection and promotion of the health problems of people. Political Self, 10, 30-37.
- Mindlin, Y.B., Zhukov, B.M., Prokhorova, V.V., Shutilov, F.V., Belova, E.O. (2016), Main stages of the formation of an economic cluster. International Journal of Economics and Financial Issues, 6(1S), 261-265.
- Nazarova, I. (2011), Health of the Employed Population. Moscow: MAKS Press. p526.
- Oganov, R., Vyalkova, A. (2000), Health Promotion and Disease Prevention. Basic Terms and Concepts. 1st ed. Moscow: "GEOTAR-Med". p5.
- Oleinikova, S.A., Kravets, O.J., Silnov, D.S. (2016), Analytical estimates for the expectation of the beta distribution on the basis of the known values of the variance and mode. Information (Japan), 19(2), 343-351.
- Reshetnikov, A. (2010), Social portrait of the consumer health care. Health Economics, 12, 5-19.
- Rimashevskaya, N., Budilova, E., Migranova, L., Terekhin, A. (2010), A new study of public health problems. Population, 4, 23-36.
- Sergeevich, S.D., Vladimirovich, T.O. (2015), Virus detection backdoor in microsoft security essentials. Information (Japan), 18(6), 2513-2520.
- Silnov, D.S., Tarakanov, O.V. (2015), Assessing the stability of antivirus software and data protection means against erroneous outcomes. International Journal of Applied Engineering Research, 10(19), 40342-40349.
- Vinichenko, M.V., Melnichuk, A.V., Kirillov, A.V., Makushkin, S.A., Melnichuk, Y.A. (2016), Modern views on the gamification of business. Journal of Internet Banking and Commerce, 21(S3), 1-5.
- Weiner, E. (2009), Social aspects of health and healthy lifestyle. Valeology, 3, 13-14.
- Zaviyalova, V.V., Norkina, A.N., Mindlin, Y.B. (2014), Visualization of working versions of balanced scorecard strategy maps in managing regional competitiveness. Life Science Journal, 11, 547-549.
- Zhuravleva, I. (2008), Health and disease in European society. Case Study, 2, 15-16.