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**SPORT EVENTS AND PHYSICAL ACTIVITY PROMOTION
BY THE PUBLIC SOCIETY “SAMOPOMICH”****Rostyslav TURKA, Olha ZHDANOVA, Lyubov CHEKHOVSKA***Lviv State University of Physical Culture, Lviv, Ukraine, e-mail: rostyslav_turka@ukr.net***ПОПУЛЯРИЗАЦІЯ СПОРТИВНИХ ЗАНЯТЬ ТА РУХОВОЇ АКТИВНОСТІ ГРОМАДСЬКИМ ОБ'ЄДНАННЯМ «САМОПОМІЧ». Ростислав ТУРКА, Ольга ЖДАНОВА, Любов ЧЕХОВСЬКА.** *Львівський державний університет фізичної культури, м. Львів, Україна, e-mail: rostyslav_turka@ukr.net*

Анотація. У статті подано аналіз друкованих праць, які вказують на нагальність вирішення проблеми підвищення рухової активності населення. Одночасно представлено результати аналізу одного із аспектів діяльності Львівського громадського об'єднання «Самопоміч», яке як непрофільна фізкультурна організація проводить активну роботу для популяризації спортивних занять і різних видів рухової активності серед населення, передусім дітей та молоді. Результати проведеного аналізу можуть використовувати у своїй діяльності інші організації, до компетенції яких входить фізична культура і спорт. В основі аналізу – документи планування та звітності громадського об'єднання та, зокрема, відділу промоції здорового способу життя. Проведене дослідження дало змогу визначити пріоритетні напрями діяльності, встановити обсяги реалізованих функцій з організації та проведення фізкультурно-спортивних заходів.

Ключові слова: громадське об'єднання «Самопоміч», напрями діяльності, рухова активність, спортивно-масові заходи.

**ПОПУЛЯРИЗАЦИЯ
СПОРТИВНЫХ ЗАНЯТИЙ
И ДВИГАТЕЛЬНОЙ АКТИВНОСТИ
ОБЩЕСТВЕННЫМ ОБЪЕДИНЕНИЕМ
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Аннотация. В статье приведен анализ печатных трудов, которые указывают на неотложность решения проблемы повышения двигательной активности населения. Одновременно поданы результаты анализа одного из аспектов деятельности Львовского общественного объединения "Самопомощь", которое, не будучи профильной физкультурной организацией, проводит активную работу для популяризации спортивных занятий и разных видов двигательной активности среди населения, в первую очередь детей и молодежи. Результаты проведенного анализа могут использоваться в деятельности других организаций, в компетенцию которых входит физическая культура и спорт. В основе анализа – документы планирования и отчетности общественного объединения и, в частности, отдела промоции здорового образа жизни. Проведенное исследование дало возможность определить приоритетные направления деятельности, установить объемы реализованных функций из организации и проведения физкультурно-спортивных мероприятий.

Ключевые слова: общественное объединение «Самопомощь», направления деятельности, двигательная активность, спортивно массовые мероприятия.

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Abstract. The article provides the analysis of published resources, which identify the necessity of solving the problem of physical activity increase among the population. At the same time, it contains the results of analysis of a particular aspect in the work of Lviv public society “Samopomich”, which holds active promotion of sport events and other types of physical activity among the citizens, especially the youth, though it is not a specialized physical culture organization. The results of the analysis might be used by other organizations, which are specialized in sport and physical culture. Plans and reports of the society in general and particularly the department of healthy lifestyle promotion have been analyzed, the prioritizing directions of its activity have been set. The amount of performed directions of work of organization and holding of physical culture and sport events has been determined.

Keywords: public society “Samopomich”, directions of activity, physical activity, sport-mass events.

Problem. The mortality rate among the people of working age is higher than the same rate in most European countries and it is constantly increasing. Unfortunately, there are favorable terms for the development of cardiovascular diseases, which are the most common reason of premature death. From year to year, we can see a decreasing level of population in Ukraine. Therefore, in 1992 there were 52.052 million people in Ukraine and in 2014 – 43.831 million people [5].

The current situation needs some urgent measures in order to change and improve it. One of these measures must be the increasing level of physical activity of the population by involving it into different forms of physical activity and sport. The worldwide experience shows us that the problem might be effectively solved by using new untraditional ways of involving the population to the activity. Lviv public society "Samopomich" is considered to be using such ways of sport and physical activity promotion. Therefore, the analysis of its activity is seen to be actual.

Analysis of the latest researches and publications. The main goal of physical culture and sport sphere is to provide conditions for people to be physically active during their life [3, 7]. However, the current situation in Ukraine reveals a range of problems, which become the obstacles in realization of this goal. In particular, the researches talk about the following problems: economic and political instability, bad infrastructure and logistical support [2, 6]. As a result of these factors, physical culture and health lessons are not very popular among the population. A large part of the population has a rather passive lifestyle. In total, only 13,5 % of Ukrainian population take part in systematic activity [4].

The search of new ways how to increase the level of physical activity of the population and involve them to systematic physical culture and health activity has been held in Ukraine. In particular, active propaganda of healthy lifestyle and positive effects of physical activity has been done by state and public organizations. Different events aimed at involving people to physical activity are becoming more popular. They include actions, lectures and seminars about health and physical culture and healthy lifestyle, meetings with famous sportsmen, sport fairs. One of organizations, which actively uses new forms of involvement of population into physical activity is Lviv public society "Samopomich". This is a local public organization, which is based on common interests of its members. The aim of the society is to promote self-organization of the citizens, to increase their public activeness and social protection, to provide help with legal protection of human rights [1]. Despite the fact, that the society is not specialized in sport and physical culture, it encourages people to use their constitutional right of physical culture and sport.

The aim of the research: to identify the forms and amount of activity of public society "Samopomich" in promotion of sport and physical activity.

Methods of the research:

1. Analysis and generalization of the data from scientific and methodical literature.
2. Documentary method.
3. Methods of mathematical statistics.

The research is made according to theme 3.9 of the General plan of scientific research work in the field of physical culture and sport for 2011–2015 "Improvement of scientific basis of 'sport for all', fitness and recreation" (№ of state registration 0111U001735).

Main information. In order to perform system analysis of activity of the society a "Function classifier" has been designed. It is a table, where all types of activity have been included, which are a part of the organization's charter. "Function classifier" includes the following functions: 01 – activity planning, 02 – organization and performance of mass events of physical culture and health aspiration, 03 - organization and performance of mass events of sport and health aspiration, 04 – scientific, methodical and software basis, 05 – human resources, 06 – propaganda and advertising, 07 – holding of physical culture and health activity, 08 – development of logistical basis, 09 – cooperation with other organizations, 10 – control of activity.

According to aim of the research, the function "Organization and performance of mass events" has been divided into two in the classifier: function 02 is connected with physical culture and health events, function 03 – sport and health events. They were divided into 4 sub-functions, according to the age group: 02.01 and 03.01 – children and youth; 02.02 and 03.02 – adults; 02.03 and 03.03 – sport veterans and elderly people; 02.04 and 03.04 – others.

Physical culture and health events are a set of physical exercise used to maintain and improve people's health, develop the skills of healthy lifestyle [1]. Sport and health events are different types of sport or their elements used to maintain and improve people's health, develop the skills of healthy lifestyle [1, 5].

There haven't been found any tasks connected with sport-mass events or any other physical culture and health activity in the "Charter", the document which officially regulates the activity of public society "Samopomich". However, there is a department of healthy lifestyle promotion in the structure of the society. The plan of the department's activity includes diverse events in kinder gardens, schools, colleges, health seminars for elderly people and sport fairs. In our mind, it can be explained by the fact that the charter was registered in 2005 and the mentioned department was founded by the organization in 2011. The department of healthy lifestyle promotion in society "Samopomich" is the first in Ukraine to realize a unique program of physical culture and sport promotion. During the first Sport fair in Ukraine, which lasted for three days, the citizens of Lviv could get acquainted with all sport federations of the city, see modal performances, take part in master-classes and get some advice from qualified trainers in one place. Except the Fair, the program included different events in educational institutions and pre-school institutions.

An important fact is that the public society "Samopomich" does have reports about their work in written form. The main form of control is a weekly meeting of all heads of departments where they give the information about the work they have done during the week in oral form. We suppose that the absence of any reports is caused by the fact that the organization is independent and doesn't subordinate any other institution.

The main document of plans of the society was "The strategy of Samopomich in 2011–2014". Having done a structural and functional analysis of the document, we can say that it consists of 22 chapters. Chapter 9 contains a calendar of planned events in 2011–2014. 36% of them are held by the department of healthy lifestyle promotion. This index is rather high as there are 6 departments in the structure of the public society "Samopomich". Chapter 22 provides us the information about the aims of the organization. 22 % of the information from this chapter is connected with the department of healthy lifestyle promotion. Having analyzed the aims of the department, we can see that 50 % of all planned events are sport-mass events.

Except the aims given in "The strategy of Samopomich in 2011–2014", they are also included into a separate document of activity planning. The results of analysis of the mentioned plan done by the help of the Function classifier, are presented in the table (table 1).

Table 1

The amount of planned functions of the public society "Samopomich" (%)

Functions Years	01	02	03	04	05	06	07	08	09	10
2011	-	21%	-	9%	-	40%	-	-	30%	-
2012	-	22%	-	8%	-	42%	-	-	28%	-
2013	-	22%	-	8%	-	41%	-	-	29%	-
2014		23%		7%		41%			29%	

As we can see from the table, in 2011 the department of healthy lifestyle promotion didn't plan any activity given in functions 01, 03, 05, 07, 08, 10. The highest percent is given to the function "propaganda and advertising" – 40%. The functions "cooperation with other organizations" and "organization and holding of mass physical culture and health events" include 30% and 21% accordingly, 9% of all activity are given to scientific and methodical and logistic basis. In 2012–2014 the situation didn't change and remained almost the same (table 1).

Analyzing the activity of the public society "Samopomich", the most of our attention was paid to the events which are held by the society. In plans, sport-mass events are presented only partly, there is no specific information about them. The information about the held events which is presented on their official web-site, is mostly descriptive and sometimes, it doesn't include the date of the event. However, the following information was actively presented in media, especially on the Internet.

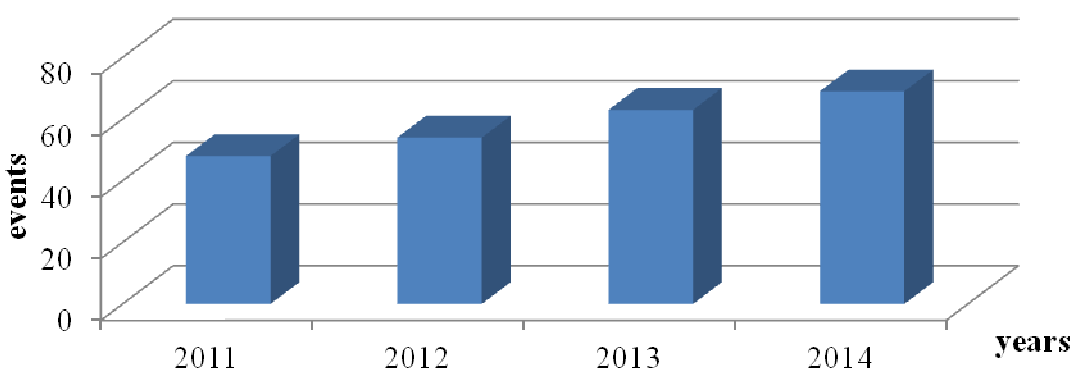
When we analyze the events according to their aims, we can see that most of them are physical culture and health. It should also be in 2011 86% of physical culture and health events were held, in 2012 – 94%, 2013 – 98% and 2014 mentioned that the number of these events is increasing from year to year. In particular, – 97% accordingly (table 2).

Table 2

Sport-mass events held by the public society “Samopomich” (%)

Type of event \ Years	2011	2012	2013	2014
Physical culture and health	86%	94%	98%	97%
Sport and health	14%	6%	2%	3%

Having analyzed the amount of the physical culture and sport events held by the society during these years, it should be highlighted that their number is increasing (pic. 1). Thus, in 2011 the society held 48 events, in 2012 – 54, in 2013 – 63 and in 2014 – 69 accordingly.

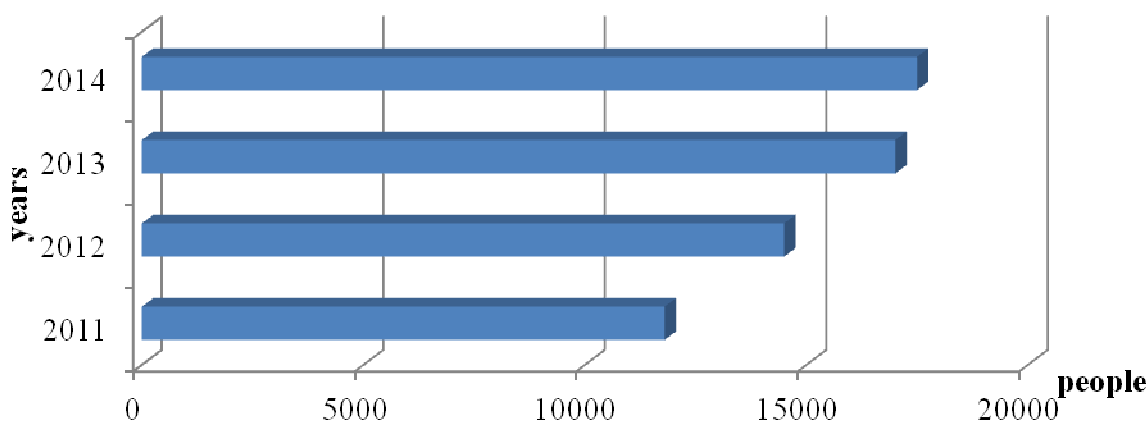


Pic. 1. The amount of events held by the public society “Samopomich”

Having analyzed the age of the participants, who were engaged in the sport-mass events, we can see that they were mostly children and youth.

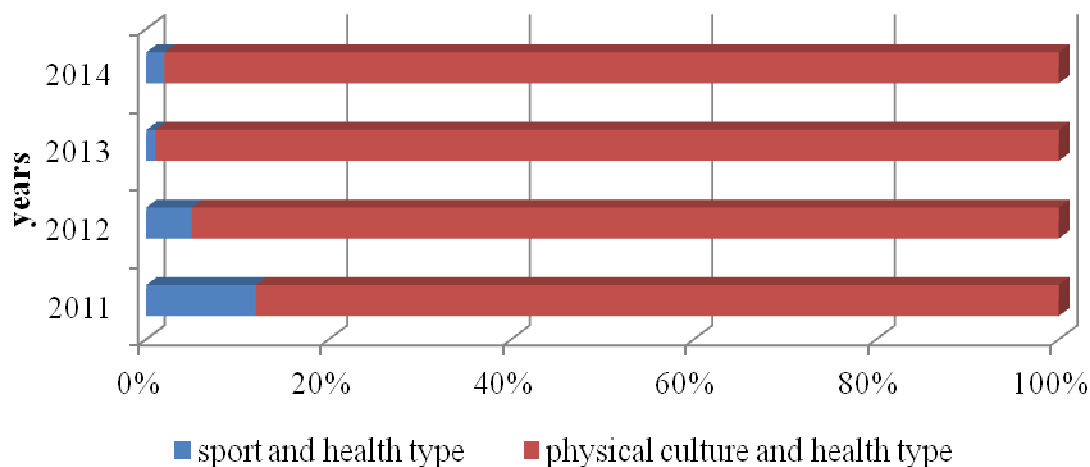
It has been set that during four years, there were involved 95,5% of children and teenagers and 4, 5% of all other age groups. It has been found that there was no event, held separately for adult people and sport veterans.

In our mind, an important index of effective work of the department of healthy lifestyle promotion is the number of participants who were involved into sport-mass events (pic. 2).



Pic. 2. The amount of participants of sport-mass events

According to the chart, the number of participant is increasing from year to year. If we compare the number of held events and the number of people involved, we can see that the increase in number of people is not connected with the increase of number of held events. Thus, the average number of people involved in one event in 2011 is 245, in 2012 – 268, 2013 – 270, 2014 – 254. Also it is very important to say that most people took part in physical culture and health events (pic. 3).



Pic. 3. Correlation of participants of events of different type

It should be mentioned that the result was forecast to some extent, as the biggest event of the public society “Sport fair” was of physical culture and health type.

The correlation of number of different events to number of participants shows us that the average number of people involved into one physical culture and health event is 300, and the average number of people involved into one sport and health event is 200. This correlation means that the population is more interested in physical culture and health events, and it sets the further strategy of activity.

Conclusions:

1. It has been set that the prioritizing direction of activity of the public society “Samopomich” in 2011–2014 is propaganda and advertising. The amount of the mentioned function is 41% of all planned work. Among other directions of activity of the society, which are very important, there is cooperation with other organizations (29%) and holding of sport-mass events (22%).

2. It has been justified, that the number of people involved into sport-mass events is increasing at about 14% every year. It has also been defined that physical culture and health events are more popular, which can be seen from the number of people involved in one event. The mentioned number is bigger than the amount of people who took part in sport-mass events.

We should also define the positive dynamics of the number of events held and the number of people involved.

The perspective of further research is to set the connection between the participation of people in physical culture and health events and sport and health events, and further involvement of the participants into regular physical activity and different types of sport. It will give us an opportunity to identify prioritizing types of sport-mass events in order to promote sport and physical activity.

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