

**PSYCHOLOGICAL FUNDAMENTALS OF  
FORMATION AND DEVELOPMENT OF  
VALEOCONATIVE STRATEGIES OF A  
PERSON IN THE CONTEXT OF HEALTH  
CREATIVE ACTIVITIES**

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Social and economic transformation of modern society generates objective need for preservation and strengthening of individual health of growing up generation, which within the framework of updated system of school education in our country makes actual the problem of formation of pupils' health culture.

Stable motivation on formation of healthy way of life and development of health protective behavioral strategies (valeoconative) of a person is considered today as one of the priority directions of humanization and valeologization (valeology - a science about healthy way of life) of modern education system's strategies mentioned above [1;2].

The realization of these strategies is possible only through formation at subjects of educational process of such base competence, as valeological erudition.

A number of normative documents of the Republic of Kazakhstan (RK), such as the State program of development till 2015, the program "The Youth of Kazakhstan - 2030", the Law of RK "About the state youth policy", the Law "About education", the concept of strategic development of RK till 2030, the Message of President of RK N. Nazarbaev to people of Kazakhstan shows the necessity of designing of educational process for the given aspect.

International Standard ISO 18.00.01 "Safety of ability to live and protection of natural resources" introduced in Kazakhstan, accentuates its attention on modelling and development of health protective educational environment and it states: "Health protection is a priority direction in activity of any advanced state showing care of well-being of people, providing adequate actualization of personal resources in various fields of activity".

Thereupon, it is possible to ascertain, that this very problem has socio-cultural orientation and is a primate of human values at the present stage of society development.

However, the basic mechanisms, stimulating formation of valeological erudition, especially in its methodological and substantial reorientation on education in the sphere of health culture, are not quite enabled in the system of school and high school education existing nowadays. These mechanisms are aimed at formation of stable motivation to healthy way of life and education of a person, who can manage with various valeometrical and health protecting strategies.

In our opinion, valeoconative personal strategies are forms of behaviour and settings of individual aimed at health protection or autodestructive changes of both individual and others' health.

In order to characterize valeoconative personal strategies, we shall start with the motives influencing the process of realization of health protecting strategy of a person. The following motives can be concerned to them:

- need for personal and professional perfection;
- the environment conducts a healthy way of life;
- stimulation of the teachers realizing health protecting strategy of activity;
- knowledge of your own specific features;
- working conditions make it possible to realize the strategy;
- fear to be ill or case of illness;
- a high degree of responsibility for your health;
- criticism on the part of colleagues or administration;
- lack of material opportunities for maintenance of strategy.

On the basis of the specified motives, we determined some base valeoconative strategies of person (VCSP) and discovered correlation between health protecting strategies and valeological settings.

As indicated in picture 1, among the teachers carrying out educational process in high schools of Shymkent city valeodestructive (undermining one's health) strategies of a person dominate. As for health protecting and health creative strategies, they average only 20% of respondents' answers.

In total, we investigated 600 teachers of comprehensive schools of Shymkent city and 300 teachers of high schools of Southern region.

To conduct the research of valeoconative personal strategies of the teachers we used V. Garbuzov's questionnaire [3]. This questionnaire is aimed at defining the type of dominating instinct of a person.

It is necessary to mark, that, knowing the type of dominating instinct, it is possible to define the type of valeological setting of a person. In its' turn, knowing the type of valeological setting it is possible to reveal some basic valeoconative person's strategies. The logic-structural sequence of the mentioned transitions is shown in picture 1.

Besides, in the context of the given research, our own questionnaire was applied, defining the set of the motives influencing the realization of health protecting strategy. In this very questionnaire, the questions were focused in a special way so that during the process of empirical data we could carry out assessment of inhibitory factors or factors initiating formation of valeoconative strategies of teachers.

Among these factors (by results of interrogation of teachers), the following basic groups were deduced: social and economic; substantial; stimulating; psychological.

Considering, that in these four valeoconative strategies an essential role is played by psychological factor (see picture 1), we think, that only motivation for health protection can be determining criterion of VCSP.

Thereupon, the basic motive influencing the realization of health protecting strategy is the motive of self-actualization. This motive becomes apparent in realization of the purposes, abilities, in aspiration of a person to self-embodiment, to actualization of incorporated potentialities, in self-expression - in full use of the opportunities, achievement of the purposes, in personal development.

Thus, this very motive can provide formation of stable valeoconative strategies of a person.

Experience shows, that the major component of VCSP is such phenomenon, as "culture of health".

Theoretical and experimental researches of the given phenomenon proved, that both in theory, and in practice of vocational training it is investigated nowadays in an insufficient degree.

Interest of scientists to person's culture of health is caused by the changes occurring in social and educational spheres, which are connected with high-grade use of social institutes in maintenance of health, quality of life and education of "the person of culture".

On the basis of the analysis of medical and biological, psycho-pedagogical, philosophical, sociological literature we determined the structure of health culture (picture 2).

It is necessary to mark, that before the experiment we determined the initial health culture parameter of students of the experimental and control groups training at our university on speciality 0314 - "Pedagogics and psychology". The named parameter was revealed at the beginning of the 1st year of studying (2003/2004). Then the intermediate health culture parameter of students of the same groups was defined at the end of the 1st course (2004/2005). We got the results after approving in this experimental group a new integrative course of our own "the Fundamentals of valeology"

The given course was developed by A.Madzhuga (candidate of pedagogical science, reader, the head of chair of psychology at Southern-Kazakhstan State University).

In the given course, working the maintenance of valeological aspects out was provided on theoretical modules.

Each module included the certain spectrum of knowledge necessary for formation of valeologically-oriented person. In contrast to current operating on the territory of the Republic of Kazakhstan programs on valeology for students of high schools, this very course is aimed at acquaintance of students not with separately taken directions on formation of HWL (healthy way of life), but with complex of knowledge providing mastering medical and biological bases of healthy way of life and principles of formation of health culture on the basis of VCSP.

The purpose of teaching the course consisted in acquaintance of students with theory and practice of formation, preservation and improvement of person's health, and with basic health protecting technologies and means. -, The course mentioned above included 10 module.

According to the name of each module we can state about presence of integrative components in all of them, i.e. their studying is possible with the help of teachers of the chairs having adjacent specificity with valeological knowledge. Besides, the suggested modules can be modified taking into account the direction of students' training on profile disciplines for certain specialities. That is why, the realization of maintenance of modules (1,2,3) is possible with the help of teachers of chairs of biology and physiology, chair of geography, module 4 - with the help of teachers of chairs of biology and physiology, module 10 - teachers of chair of philosophy, pedagogics and valeology.

Alongside with theoretical aspects of valeology, in the program of the course the list of laboratory researches which maintenance is also directed on formation of valeologically-oriented person is resulted.

It is necessary to mark, that in the course program the attempts to reveal valeological knowledge in social-biological, social and economic, medical, ecological, philosophical, psycho-pedagogical aspects are undertaken in Kazakhstan for the first time, i.e. formation of students' culture of health has implicit character.

In our opinion, such logical-composite structure of the course, makes it possible to create strong methodological basis of valeological knowledge of students, to generate their health culture, to define one of the main criteria of readiness of intending teacher to professional work.

After taking the course "The fundamentals of valeology", the students of experimental groups during all the period of training in High school were in the constant process of formation of valeological settings having self-sufficient (resource) character, i.e. the student was focused on independent maintenance of health and following healthy way of life.

It is our opinion, that this phenomenon is concerned with formation of student's steady valeological consciousness and actualization of zones of "person's common sense". That is why we can speak about motivation on health itself and healthy way of life, and health is admitted as lasting value.

The analysis of integrated assessment of health culture of students of experimental and

control groups testifies that the number of students who reached a high level of development (creative) of valeological culture, is higher in experimental groups with expanded complex of psycho-pedagogical conditions (teaching of the course "the fundamentals of valeology"); allowable and insufficient - in groups with traditional organization of educational process. The percentage of the students possessing the given quality is presented in table 1.

Thus, in the context of modern fundamental changes occurring in society, our main aim is to form students' need in health as vital value, conscious aspiration to healthy way of life, to "self-creation" and creation of healthy environment -formation of valeological culture of a person as part of its general culture.

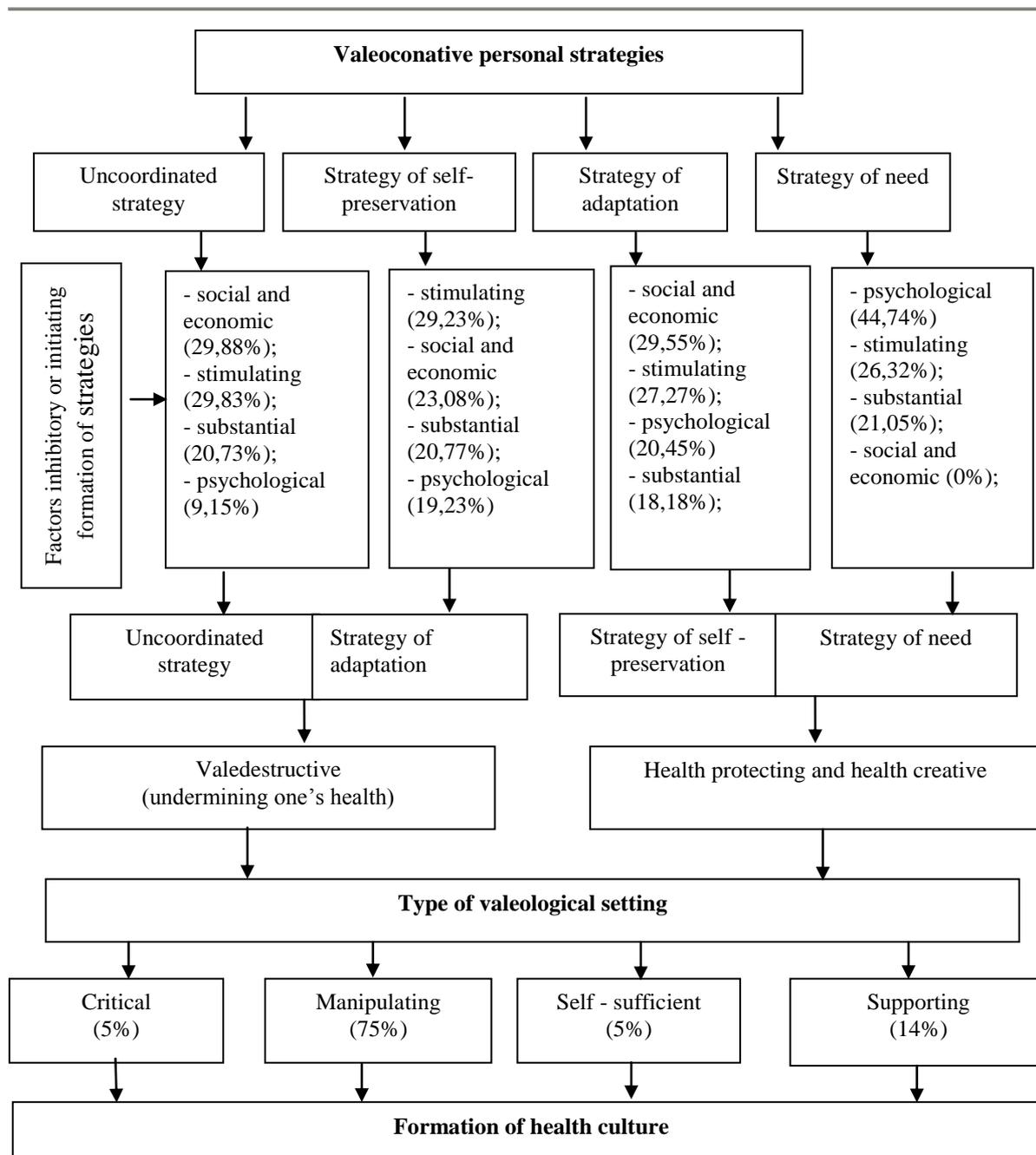
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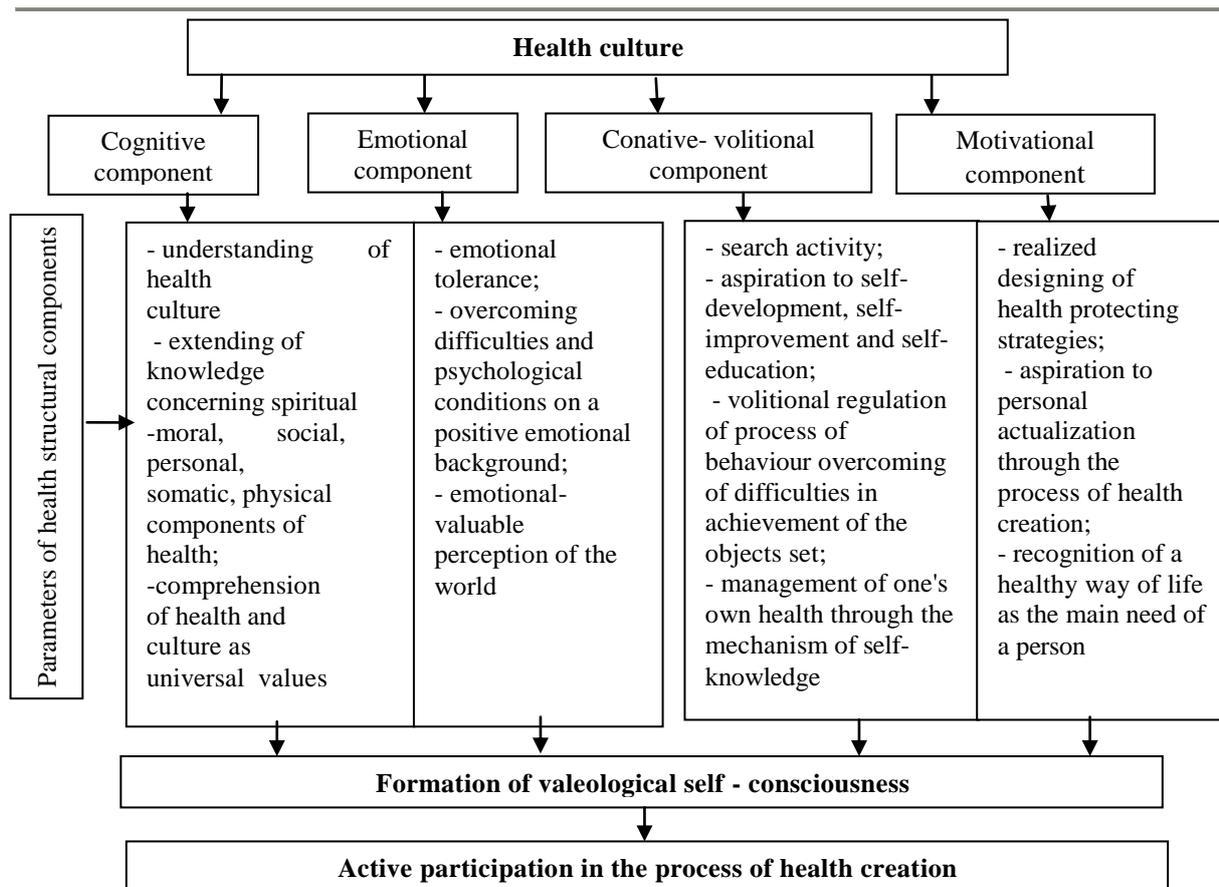
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**Table 1.** The percentage of examinees according to their level of health culture development at the end of research (%)

Level of valeological culture	Integrated multifactorial assessment of the level of development of valeological culture (% to the total number of students)											
	1-st year				3-rd year				Final year			
	Control group (2000-2001)		Experimental group (2000-2001)		Control group (2001-2002)		Experimental group (2001-2002)		Control group (2003-2004)		Experimental group (2003-2004)	
	beg. of year	end of year	beg. of year	end of year	beg. of year	end of year	beg. of year	end of year	beg. of year	end of year	beg. of year	end of year
High level	5.5	6.9	4	10.7	6.9	6.9	0.7	0.7	8.2	9.6	29.3	1.3
Sufficient level	7.8	575	8.7	2.7	5.2	61.6	58.7	54.6	52.1	54.8	57.3	52.0
Allowable level	76.7	36.6	77.3	26.7	47.9	31.5	30.7	14.7	39.7	35.6	13.4	6.7



Picture 1- Designing of valeoconative strategies of a person



Picture2 - Structure of health culture

### THE EXISTENTIAL-HUMANISTIC APPROACH TO FORMATION OF PERSON'S INDIVIDUAL VALEOLOGICAL CULTURES IN THE INNOVATIVE ENVIRONMENT

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The problem of preservation and purposeful formation of children and youth health is exclusively significant and actual in difficult modern conditions of Kazakhstan development, because it is connected with a problem of safety and independence.

Last year in Kazakhstan there was a significant qualitative deterioration of schoolchildren health. According to some

researches, only 10 % of school graduates can be considered healthy, 40 % have various chronic pathology. Each second schoolboy has the combination of several chronic diseases.

While studying at school the number of children with infringements of the support-impellent device increases in 1,5 - 2 times, nervous illnesses - in 2 times, with allergic illnesses - in 2 times, with short-sightedness - in 3 times.

Especially negative situation with pupils' health is marked at schools of new type (grammar school, colleges, licea, schools with the profound studying of subjects, etc.). Educational process there is characterized by the raised intensity. By the end of a school year at grammar-school boys frequency of hypertonic reactions increases in 2 times, and the common number of adverse changes of arterial pressure reaches 90 %, raised neurosis displays. It is