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## PSYCHOHYGIENIC ASPECTS OF CREATING A PREVENTIVE ENVIRONMENT IN A MODERN HIGHER EDUCATIONAL INSTITUTION: PROBLEMS AND PROSPECTS

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Modern students are a special contingent in the composition of the population, the state of health of which is a sensitive barometer of the social well-being of society and the level of adequacy of medical care of the population. The analysis of the interrelationship of the quality of life of students, which is related to their state of health, as well as individual factors that shape a certain way of life, provides an opportunity to note the priority areas of effective improvement of student youth, namely: measures for the formation of positive cognitive activity, rational organization of the educational process and free time, the formation of the foundations of a healthy lifestyle of student youth, and also, taking into account the fact that the influence of the educational space in which students spend most of their time causes changes in the adaptation potential of the organism, the leading features of which are stressing the mechanisms of adaptation and the formation of prerequisites for the deterioration of students' health, measures aimed at increasing the psychophysiological, mental and social-psychological adaptation of young women and young men [1, 2, 3]. Therefore, only a thorough analysis of psychological-pedagogical and psychohygienic problems of professional training of students, and, first of all, consideration of existing teaching methods and the search for new science-based approaches to the optimization of educational activities, provide an opportunity to ensure the activation of the educational process, to make a probabilistic prediction of the level of professional training in the future, to create a preventive environment in a modern higher education institution [4, 5].

The data obtained in the course of research indicate that the majority of students ( $\frac{3}{4}$  young women and  $\frac{2}{3}$  young men) define the nature of studying in a higher educational institution as stressful and very stressful, connecting the main problems that arise in the course of everyday educational activities, in the first place turn, with a feeling of constant fatigue and personal traits. Sufficiently diverse trends have been established in terms of the leading personality traits of students of higher educational institutions of a medical profile. It was found that the highest level of situational anxiety and, therefore, the highest level of anxiety and nervousness in response to the action of stressogenic factors of everyday educational and extracurricular activities, is typical for female students of the 1st year and male students of the 6th year, the lowest – for the 3rd year male and female students. Instead, the highest level of personal anxiety and, therefore, the highest level of general tendency to anxiety reactions, emotional stress, generalized anxious perception of the surrounding world in both sex groups is registered at the initial stage of study among female and male

students of the 1st year, the lowest among female students of the 6th year and students of the 3rd year.

Adequate development of the human body, the formation of adaptive resources of the organism and the formation of personality at all stages of its development are inextricably linked with motor activity, the most important criterion for evaluating which is the level of motor activity, which is determined by the total number of movements that a person performs in the course of his life activities. The results of the conducted research determine the fact that the highest level of development of the majority of psychophysiological functions and personality traits is registered among young women and young men, whose level of daily physical activity ranges from 9,000 to 11,000 kJ and from 11,000 to 13,500 kJ, respectively, and, therefore, the given values is an objective basis for further physiological and hygienic substantiation of norms of daily physical activity of young women and young men who study in the conditions of modern higher educational institutions.

In general, in the context of creating a preventive environment in a modern higher educational institution, which is characterized by a maximum health-promoting effect, the following should be considered extremely important, based on the leading postulates of modern psychohygiene: scientific justification of approaches to preserving and strengthening the health of student youth, the introduction of health-preserving technologies, the determination of patterns of formation of socially and professionally significant personality traits of students receiving higher education according to various systems of organization of the educational process, the development, scientific justification and introduction into the activities of health care institutions and higher medical education of means of preventive and health and correctional content, as well as the development of the scientific basis of hygienic monitoring of the state of health of student youth and approaches to the implementation of prognostic assessment of the features of the processes of health formation, optimization of motor activity and increase of adaptive physical capabilities of the young women and young men.

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