

Longevity, lifestyles and eating

The importance of education

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Edited by
Donatella Rita Petretto,
Roberto Pili



Health is a goal to be addressed in each day of life and in each phase of life. Again, ageing well is a goal to be addressed early in life. According to World Health Organization, eating attitudes and behaviours, physical activity, healthy lifestyles, and psychological aspects of life are central pillars in the promotions of wellbeing, health and ageing well. In this book we aimed to approach the complex themes of health, health promotion, longevity, and ageing. The topics are discussed with a multidisciplinary approach, aiming to compare and share current knowledge in physiology, genetics, medicine, psychology and education.



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INDEX

Introduction	9
Micaela Morelli, University of Cagliari, Italy	
Longevity, healthy lifestyles and eating: the importance of education	11
Donatella Rita Petretto, University of Cagliari, Italy on the behalf of the project's working group	
Genetic basis of nutrition and longevity: the experience of Belarus	15
Aliaksandr Kilchevsky, Institute of Genetics and Cytology, National Academy of Sciences, Republic of Belarus	
Taste physiology and food choice	19
Melania Melis and Iole Tomassini Barbarossa, University of Cagliari, Italy	
Functional foods and health: probiotics in health promotion and prevention	25
Sofia Consentino, University of Cagliari, Italy	
Functional foods and health: phytochemical compounds in the prevention of degenerative diseases	33
Monica Deiana, University of Cagliari, Italy	
Biopsychosocial approach in the promotion of longevity	39
Roberto Pili, Global Community on Longevity, Italy	

<p>On the results of the implementation of the international project “Longevity lifestyles and eating: the importance of education”, in the educational establishment “Belarusian State Medical University”</p> <p>Irina Moroz, Anatol Sikorski, Vadzim Sushynski, Natallia Maroz-Vadalazhskaya, Tatiana Pavlovich, Uladzimir Mazheika, Educational Establishment of the Belarusian State Medical University, Republic of Belarus</p>	<p>43</p>
<p>Pedagogical longevity: essence, conditions, personalities</p> <p>Irina Shastsitka, Belarusian Pedagogical State University named after “Maksim Tank”, Republic of Belarus</p>	<p>51</p>
<p>Psychological aspects of the formation of motivation for a healthy lifestyle and active longevity</p> <p>Julia Kolyago, Inna Petrashevich, Belarusian Pedagogical State University named after “Maksim Tank”, Republic of Belarus Luca Gaviano, Global Community on Longevity, Italy</p>	<p>59</p>
<p>Formation of students’ value attitude to health through the technology of psychophysical training</p> <p>Julia Kolyago, Inna Petrashevich, Belarusian Pedagogical State University named after “Maksim Tank”, Republic of Belarus Gian Pietro Carrogu, Global Community on Longevity, Italy</p>	<p>65</p>
<p>The Mediterranean Diet and the lifestyle evaluation</p> <p>Fernanda Velluzzi, University of Cagliari, Italy</p>	<p>69</p>
<p>Physical activity and health</p> <p>Andrea Loviselli, Fernanda Velluzzi, University of Cagliari, Italy</p>	<p>75</p>
<p>Center “Active Ageing”</p> <p>Nataliya Kizimova Vladimirovna, Bobruisk City Polyclinic 3, Bobruisk, Republic of Belarus</p>	<p>81</p>
<p>Ageing and Teulada’s neurocognition – Functioning, quality of life in oldest oldes in Teulada</p> <p>Luca Gaviano, Roberto Pili, Global Community on Longevity, Italy</p>	<p>83</p>

The cooperation between generations and healthy lifestyles: the “Nutri-Action” model	91
Gian Pietro Carrogu, Roberto Pili, Global Community on Longevity, Italy	
The experience of the authenticity of life as a condition of psychological health in the period of emerging adulthood	101
Aliaksandr Dziaruhin, Belarusian Pedagogical State University named after “Maksim Tank”, Republic of Belarus	
The promotion of health and healthy lifestyles in all the phases of life and health psychology: conclusions and future research directions	111
Donatella Rita Petretto, University of Cagliari, Italy Roberto Pili, Global Community on Longevity, Italy	

Psychological aspects of the formation of motivation for a healthy lifestyle and active longevity

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According to the data of the World Health Organization, over the years there has been an increase in life expectancy of the population, ageing of the population. However, despite the increase in life expectancy, the main issue in the demographic policy of many countries remains the issue of active longevity, one of the key factors of which are the various components of a healthy lifestyle.

Health lifestyle, it is a specific form of purposeful human activity – activity aimed at the preservation, strengthening and improvement of health. The main sources of activity are needs. Need is a state that is created by a person experiencing a lack of objects necessary for his existence and development. Needs are determined by the process of education, familiarization with the world of human culture, and also are a source of individual activity. About consciously requirements take the form of motifs that attaches to a person's character consciously regulated activity. However, all activity is prompted not by one motive, but by several, i.e. activity is usually polymotivated. The set of all motives for this activity is called the motivation of the activity of this individual. Thus, the motive - it is something that meets the need, and on the other – this is what causes a certain activity. Needs cause motives, motives cause activities to meet the need. Motivation for a healthy lifestyle and active longevity is a combination of external and internal motives that encourage health preservation activities and conditions conducive to the implementation of health-saving behavior.

The formation of motivation for a healthy lifestyle and active longevity is due to many factors. The choice of lifestyle, on the one hand, is objectively determined by the prevailing socio-psychological, environmental, cultural and other conditions in a given society, and on the other hand, it is determined by the subjective set of life values of the individ-

ual. The formation of motivation for a healthy lifestyle is the creation of a personality-developing environment that forms a system of value orientations and attitudes of an active life position, positive motivation for self-development and self-improvement, taking responsibility for one's destiny, and interest in supporting one's own healthy lifestyle. Thus, the formation of motivation for a healthy lifestyle and active longevity can be represented in the form of a model that describes four interconnected and subordinate subsystems (social environment, extended family, nuclear family and individual), which create the basis for the formation of a unified system of motivation for a healthy lifestyle and active longevity. Each of the subsystems contains characteristics of the cognitive emotional and behavioral aspects of motivation for a healthy lifestyle and active longevity.

Social environment.

The main goal of society and states in the formation of a healthy lifestyle and active longevity should be a policy that will make it possible to improve the situation that progress has led to. The conditions for active, creative, professional longevity should be created, programs aimed at creating a healthy lifestyle should be developed. The formation of motivation for a healthy lifestyle, health promotion, longevity should be associated with a differentiated approach, taking into account general social, group and personality characteristics, as a result of which a healthy lifestyle, mental health will become a natural, organic human need, perceiving which he will follow it without coercion throughout your life. In a well-functioning state system, the cognitive, emotional and behavioral aspects of the formation of motivation for a healthy lifestyle and active longevity are presented as follows.

Cognitive aspect: the presence in society of clear and consistent norms and criteria for a healthy lifestyle; maintaining in society the ideas about the value of a healthy lifestyle and active longevity.

The emotional aspect: the presence in society of a system of emotional encouragement (for example, the attitude toward a positive assessment and group acceptance) of people leading a healthy lifestyle and long-livers.

Behavioral aspect: the organization of various activities related to the promotion of a healthy lifestyle and active longevity.

Extended family.

One important indicators of the effective functioning of the family system is the availability of family values, aimed at creating a healthy lifestyle, to torve approved and are cultivated in the family, contribute to the creation of ties between family members, help maintain the family identity by passing from one generation to the behavior aimed at creating a pattern and maintaining a healthy lifestyle and active longevity. Thus it is important that the members of the extended family's cognitive, emotional and behavioral aspects of the motivation for a healthy lifestyle and active longevity were as follows.

Cognitive aspect: members of an extended family have ideas about a healthy lifestyle and active longevity; the presence of models (image) of positive experiences associated with a healthy lifestyle and longevity among relatives in different generations.

Emotional aspect: the presence of members of an extended family of positive experiences associated with stories of longevity in different generations.

Behavioral aspect: maintaining extended family members actions related to a healthy lifestyle and active longevity.

The nuclear family.

The family is an important factor in the formation of discipline and behavior in the child. Parents influence their child's behavior by encouraging or condemning certain types of behavior. The child learns from parents what they should do, how to behave. The formation of motivation for a healthy lifestyle and active longevity should be based on two important principles: age and activity. The first principle says: the education of motivation must begin in early childhood. The second principle states: motivation should be created through recreational activities in relation to oneself. In order to motivate children to a healthy lifestyle, you need to find the right motives that make sense in their lives. If the family has the habit of observing the elementary rules and norms of a healthy lifestyle and there are many motives for an active, healthy life, then children will easily accept it. All this happens as a result of a process that is called internalization in psychology, a process in which the formation of the internal structures of the human psyche takes place through the assimilation of external social activity. Any complex action, before becoming the property of the mind, must be realized outside. According to L.S. Vygotsky, any function of the human

psyche initially develops as an external, social form of communication between people, as a labor or other activity, and only then, as a result of interiorization, becomes a component of the human psyche. Each cultural form of behavior arises initially as a form of cooperation with other people, as an imitation of another or an appeal to an adult. Only at the next stage does this form become an individual function of the child himself. Initially, the behavior of a child is a social form of cooperation with an adult. Thus, parents are the first significant figures in the formation of a healthy lifestyle. But, for this it is also important that the parents have formed the cognitive, emotional and behavioral aspects of a healthy lifestyle and active longevity.

The cognitive aspect: the presence in parents' self-images of self-image as active centenarians; the presence of a model (image) of a healthy lifestyle and active long-livers in the parental family.

Emotional aspect: the presence of members of the parental family of positive experiences associated with a healthy lifestyle and longevity.

Behavioral aspect: the implementation by parents of stereotypical behavior that contributes to the formation of a healthy lifestyle.

Also, when forming motivation for a healthy lifestyle and active longevity, it is important to consider patterns of development of human motivation:

1. at the turn of preschool and primary school ages, new, different in nature motives appear, leading, dominant motives are formed that can subordinate all other motives to themselves, the motives and immediate motives are subordinated;
2. motivation not only encourages a person to any activity, but also itself is formed in the process of activity;
3. a person often unconsciously and steadily prefers to do what he does better;
4. human behavior is polymotivated. In a conflict of motives, the one that is consistent with the general interests of the individual and social norms most often prevails.
5. with age, motives change, transform, change. Steadily dominant behavior motives acquire leading significance for a person and thereby subordinate to himself all his other motives.
6. there is a development of external (motivation or compulsion to do something external to the person circumstances or incentives) and

internal (not related to external circumstances, but with the content of the activity) motivation. In the formation of a healthy lifestyle, it is important that external motivation passes into internal. If the process of interaction between the social environment, the extended and the nuclear family is successful, taking into account the patterns of development of motivation, the cognitive, emotional and behavioral aspects of a healthy lifestyle and active longevity in an individual will be presented as follows.

Cognitive aspect: a person's interest in longevity issues, the formation of ideas about a healthy lifestyle, his place in the system of individual life values, and about himself as a future long-liver.

Emotional aspect: the presence of positive experiences associated with ideas about a healthy lifestyle and about yourself as a future long-liver.

Behavioral aspect: the presence of activity aimed at maintaining a healthy lifestyle, maintaining health, the desire for physical activity.

Thus, health care and its strengthening should become valuable motives that shape, regulate and control the way of life. Needed s new concept and a comprehensive program built taking into account the psychological factors of a healthy lifestyle, health promotion, the creation of the cult of longevity. A comprehensive program should be based not only on a conceptual understanding of the impact of public opinion attitudes on a healthy lifestyle, health and longevity, but also on the use of health-enhancing technologies.