

DETERMINANTS OF PHYSICAL ACTIVITY FOR THE ELDERLY

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ABSTRACT: DEMOGRAPHIC CHANGE IN EUROPEAN SCALE MANIFEST AS AN INCREASING TENDENCY TO AMEND THE AGE STRUCTURE OF THE POPULATION. THIS CHANGE IS REFLECTED IN THE INCREASE IN THE PROPORTION OF THE ADULT POPULATION, SUGGESTING AN OVERALL AGING OF EUROPE'S POPULATION. THE PURPOSE OF DEVELOPMENT IS SO TO ENLIGHTEN THE THEORETICAL ASPECT OF PHYSICAL ACTIVITY AS A MEANS OF PROMOTING HEALTH, WITH A PARTICULAR FOCUS ON OLDER PEOPLE. WITHIN THE SITE, "PHYSICAL ACTIVITY" IS ANALYZED FROM DIFFERENT VIEWPOINTS IN ORDER TO IDENTIFY POTENTIAL PROBLEM AREAS AND DESIGN GUIDELINES FOR SUCCESSFUL.

KEY WORDS: PHYSICAL ACTIVITY, OLDER PEOPLE, HEALTH, HIPODINAMIYA.

DURING the last years at European level there is growing trend to change the age structure of the population. This change is reflected in the increase in the proportion of the adult population, suggesting an overall aging population of Europe. This problem is relevant to a significant degree and for our country. In this regard have been developed and adopted various European strategic documents aimed at active aging [3, 5, 13]. Response to this alarming problem in Bulgaria is located in the "National Strategy for Demographic Development 2006-2020 year" [7]. It focuses on protecting the dignity and improving the quality of life and "providing opportunities for recreation, sports, tourism and participation in cultural life of older people" [7:46]. They can be achieved through quality, accessible and effective social services, tailored to the real needs of the elderly.

ACCORDING to the latest data from the census 31.12.2011 rate of natural increase of the population of Bulgaria is negative (value – 5,1‰). This trend has continued for 22 years (since 1990). Negative natural growth is the main reason for the decrease of the population.

WE need necessity to rethink social-political strategy for preventing and improving the way of life of older people. In this context it is necessary to understand the different aspects of the phenomenon of aging. One relates to the increase in life expectancy. This in turn is associated with various effects such as an increase in the number of persons exposed to risk for chronic diseases and disabilities. It follows the need not only to care for the increase in the age of the people just to live, but the point is to live in good health and functional autonomy. These facts give us reason

THE system of social services can be adapted to the need of improving the quality of life of older as [5]:

- provide opportunities for recreation, tourism and participation in cultural life of older people;
- provides sustainable, accessible and quality sports facilities for the elderly in order to prevent low physical activity and social exclusion;
- priority development of the training of social workers specializing in care for the elderly;
- encouraging the participation of NGOs in the care and provision of social services for the elderly;
- construction of territorial complexes for adults with opportunities to provide all required services to maintain their activity, employment skills, health, education, information and communication;
- development of public-private partnership in the provision of services for the elderly.

THE great attention to the aging of the population continuously leads to the discovery of new styles for active lifestyles. This favors the promotion of physical activity not only adults but also older people [5]. *The elderly* – according to the World Health Organization are: average age 45-59 yr .; adult 60-75 years. And *old people* are those over 75 years of age. Physical activity has the potential and ability to become a major mechanism for maintaining the autonomy of the individual.

THE article makes it possible to consider a theoretical point of physical activity as a means of strengthening the health of older people. Within object "physical activity" can be analyzed from different points of view and identify potential problem areas and design guidelines for their successful resolution. Examine are: 1. The dynamics of contemporary demographic processes; 2. The importance and benefits of physical activity in older people. 3. The main determinants of physical activity and their characteristics.

THE scientific world encourages support physical activity in all segments of its population.

FOR the people who are elderly and are at risk of cardiovascular disease and hypokinesia - sedentary lifestyle, exercise may be the best tool for improving their lifestyle.

PHYSIOLOGICAL changes accompanying aging people. These changes, combined with chronic diseases lead to progressive reduction of autonomy and quality of life. The lack of physical activity accelerates this process and it is a risk factor for some of the most common disease leading to death. Its importance is confirmed by the data of researchers in the US, where it is concluded that physical inactivity is even more harmful than the harmful effects of smoking, obesity and the dyslipidaemia [4]. These studies demonstrate the positive impact of physical activity of moderate intensity for the extension of the average life expectancy of more than two years [8]. If on the one hand, the aging process is inevitable as a consequence of the encoded genome of each of us, on the other hand is possible to reduce or delay the events through the acquisition and adjustment of good health habits and maintaining an adequate level of physical activity. The impact of this activity on the physiological functions of the body manifests quality of some key indicators of good health.

START a "new life" can have a positive effect on life expectancy, regardless of age, of which "starts" or "prezapochva" be physically aktiven person [10]. The benefits of an active lifestyle not only in terms of psychophysical parameter and have a positive resultant character in terms of socioeconomic status. In his monograph on the social problems of the elderly Zh.

Voenkinova recommended „...man in his off-hours ... to fight the restraint, to stimulate activity of the heart, enliven the metabolic processes in the tissues...” [12].

THE old people have difficulties in practicing physical activity that they only at first glance seem like an easy and affordable way to practice. These barriers and determinants can become a crucial fact for interested persons as may facilitate or hinder their intentions deeds and actions. This is a key point, which directly affects the behavior of individuals, their interaction and ultimately their willingness to be physically active.

IN analyzing these problematic factors entering into the micro and macro environment, we have individuated a few key determinants: organic; demographic; psychological level. Each group of factors in turn has won a large amount of variables that are interrelated and justified [11]:

- Biological determinants are linked with physical activity, genetic factors, risk factors for heart disease, general health and others have already mentioned.
- The demographic determinants - the links between gender, age, marital status, socio-economic status. Such a proven correlation between age, gender and physical activity - "with increasing age reduced the opportunities and desire for physical activity in women it is more clearly marked than men" [6].
- Psychological determinants - have many connections with physical activity. We can mention some more important of them: perception of difficulties expectations of the benefits of good health, the desire to practice, the subjective perception of health, mental health, motivation, desire for change of the sense of self-efficacy.

PERCEIVED difficulties as poor condition to move and perform certain movements or their limitations may become irresistible collapse in confidence and autonomy of older people.

THERE are various subjective judgments about their own health may be regarded as a high predictive value for the status of the individual. According to P. Ciddio in different age groups noticed interesting facts [1, 2]. For example, common in younger people complained not feel in good shape, unlike adults. Adults exhibit a conscious sense of self-efficacy. This assessment gives reason for personal confidence in the performance of a motor task. For older people this trust can be considered a crucial factor for their physical activity. In many cases, a sense of self-efficacy is a prerequisite for instinctive extrapolation (transfer) of motor skills and habits to other activities of daily life. This means that regular exercise physical activity provides additional confidence and conviction to carry out various activities, which increase levels of personal autonomy of the elderly.

MOTIVATION is another important factor for physical activity. In her key point play age characteristics. The incentive for a young man to perform physical activity may not have any effect on an adult, and vice versa. Therefore, whenever you use this type of activity must be given to whom it is addressed and what are the appropriate principles, methods and technologies for realization. The planned activities should also be challenging so as to ensure a strong desire and motivation to work. Was effectively the principle of combining "business with pleasure", ie to combine the interests, desires, needs and expectations of the individual.

THE various sources in the social space for support and approval of the activity - family, friends, colleagues, neighbors, teachers, health professionals, fitness instructors and others. can be the basis of the motivation for the pursuit of physical activity of the old man. Their influence and such behavior would stimulate or suppress their beliefs and desires for the

exercise of physical activity. The social support of older people and the promotion of medical staff in the face of the GP is the strongest source in this respect. Looked at another level, the existence of an already established socio-cultural patterns of behavior would become a catalyst to promote an active lifestyle and activities or as a brake if missing [2]. Separate classes lacking contact and communicating with other people, they bored largely those involved. Therefore included in the group forms for physical activity of adults is the most appropriate organizational method [9]. The group becomes a source of support and encouragement to overcome difficulties and fears.

AND the availability of natural and anthropogenic resources to play crucial and it is a prerequisite for the exercise of physical activity. Natural resources - climate, seasons, lawns, sidewalks, bike paths, playgrounds, gyms, swimming pools, easily accessible tourist sites and parks can affect the way of life and their levels of physical activity. The safety, maintenance and access to them have a strong effect on the opportunities for physical activity and degree of efficiency.

EVERYTHING mentioned above leads to the general conclusion that it is necessary in the regulations for social and health policy to focus on maintaining the functional autonomy of the individual. Develop functional models for physical activity of older people on the basis of these determinants.

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