

# Model of regional policy involving the population in systematic physical education and sports

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## Abstract

**Objective of the study** was to develop a model of regional policy aimed at increasing the effectiveness of involving the population in systematic physical education and sports.

Methods and structure of the study. The work carried out: analysis of management functions, statistical data in form No. 1-FK, No. 3-AFK, No. 2-GTO, modeling, pedagogical design.

**Results and conclusions.** Based on the analysis and systematization of official data from Rosstat statistical indicators for the period 2018-2022. The article presents a model of regional policy aimed at increasing the effectiveness of involving the population in systematic physical education and sports. The developed model is the basis for the formation of programs, technologies and mechanisms for involving (motivating) the population in systematic physical education and sports in the regional space.

**Keywords:** *physical education, regional policy, model, pedagogical design, involvement, physical activity, systematically engaged.*

**Introduction.** Improving the system of physical culture and sports is based on the priority directions of state policy in this area to create conditions for involving citizens in systematic physical culture and sports [2].

Over the last decade, regulations have been developed and entered into force that have determined the directions for the development of regional policy in the field of physical culture and sports to stimulate the physical activity of Russians, which, among other things, provide for the implementation of special measures aimed at increasing the physical activity of the population [1]. Thus, the Strategy for the Development of Physical Culture and Sports in the Russian Federation for the period until 2030 defines its long-term orientation, including taking into account digital development [2].

One of the directions in the implementation of regional policy to involve citizens in systematic physical education and sports is systemic pedagogical design, which makes it possible to develop person-oriented

training programs taking into account specific target tasks based on digital platforms [3].

To improve this process, within the framework of scientific, methodological and expert-analytical support for physical culture and sports activities, in 2023, the Federal State Budgetary Institution Federal Science Center of Physical Culture and Sport (VNIIFK), developed a model of regional policy aimed at increasing the efficiency of involving the population in systematic physical education and sports. This model involves providing support for: a variety of forms and types of physical activity; pedagogical design of motor activity; methodological support for practice-oriented planning of physical activity, taking into account the level of physical fitness, age periodization, gender characteristics and health status; individual assessment of the level of physical fitness.

Due to the fact that physical education of the population is a complex multifactorial process that takes into account sociocultural, psychological, pedagogical, technological, organizational and managerial as-



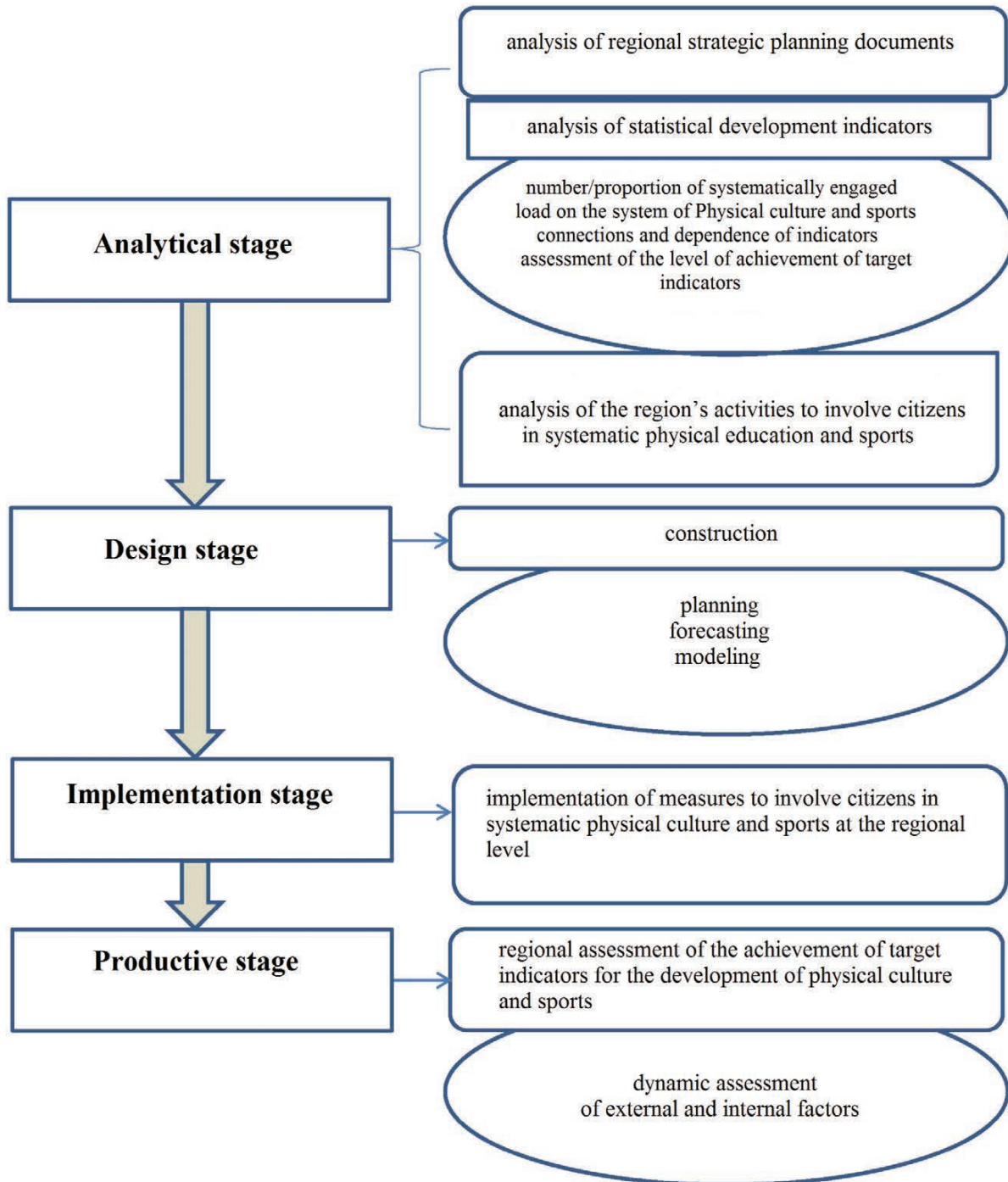
pects and individual characteristics of a person as a subject of implementation, which is focused on the mass coverage of various categories of citizens in physical culture and sports activities, then designing a model for involving the population in physical education and sports is a pressing issue in modern theory and methods of physical education of the population.

**Objective of the study** was to develop a model of regional policy aimed at increasing the effectiveness

of involving the population in systematic physical education and sports.

**Methods and structure of the study.** The work carried out: analysis of management functions, statistical data in form No. 1-FK, No. 3-AFK, No. 2-GTO, modeling, pedagogical design.

**Results of the study and discussion.** The model is intended for a comprehensive assessment of the activities of a constituent entity of the Russian Federation



*The structure of a regional policy model aimed at increasing the effectiveness of involving the population in systematic mass physical education and sports*



to involve the population in systematic physical education and sports through a system of various activities, including organizational, managerial, information and propaganda activities. This takes into account: the number of people systematically involved in physical culture and sports, who have started and completed tests of the GTO complex, as well as the provision of the process of physical culture and sports (personnel, medical, material and technical), which makes it possible to design and regulate the process of involving the population in physical culture and sports, physical education, recreational and tourism activities at the municipal and regional levels.

The model indicators were determined in terms of the target indicator of the federal project "Sport is the norm of life" - the proportion of citizens systematically involved in physical culture and sports [4].

The structure and description of the regional policy model aimed at increasing the effectiveness of involving the population in systematic physical education and sports are presented in the figure. The model includes the main logically interconnected components of the design process: analytical; design; implementing; productive.

*The analytical component includes:*

- general analysis of the current state of development of the sphere of physical culture and sports in the region. At this stage, the results of the implementation of government programs are analyzed, the level of achievement of target indicators is assessed, key challenges are identified, potential areas of development are identified, existing limitations are described, and risks are identified. It is recommended to compare the results obtained with all-Russian indicators and indicators of regions similar in population, territory, and socio-economic characteristics;

- analysis of development indicators in the sphere of physical culture and sports and forecasting. At this stage, an analysis is carried out of the number of citizens systematically involved in physical culture and sports, as well as the annual increase in absolute and percentage terms;

- analysis of the number of citizens systematically involved in culture and sports by age group, as well as annual growth in absolute and percentage terms by age group;

- a comprehensive analysis of the load on the system of physical culture and sports, including consideration of the dynamics of changes in the number of: institutions, enterprises, associations, organizations

on the basis of which physical culture, health and sports work is carried out; sports facilities, taking into account urban and recreational infrastructure facilities adapted for physical education and sports; workload and capacity of sports facilities, taking into account urban and recreational infrastructure facilities adapted for physical education and sports, staffing in the field of physical education and sports, including sports facilities. Connections and dependencies between indicators are determined, and the contribution of individual activities to changes in indicators is assessed.

*The design component includes:* making forecasts for the involvement of citizens in systematic cultural and sports activities, including the achievement of target indicators; development and adjustment of planned values of target indicators; risk identification; development of a regional (municipal) program for involving (motivating) the population in systematic physical education and sports, mechanisms for involving (motivating) citizens in systematic physical education and sports, taking into account the specifics of the region; determining a list of mandatory performance indicators for involving citizens in systematic physical education and sports at the regional and municipal levels.

Implementing component: implementation of programs, technologies and mechanisms for involving (motivating) citizens in systematic physical education and sports in the regional space.

Effective component: dynamic assessment of the implementation of programs, technologies and mechanisms of activities to involve (motivate) citizens in systematic physical education and sports, and determine directions for further improvement of mechanisms of involvement (motivation) in the region.

*A system of measures to increase the involvement (motivation) of citizens in systematic physical education and sports may include:*

- application in practice of the results of sociological studies of population satisfaction with the conditions for physical education and sports;

- information and propaganda activities (promotion of a healthy lifestyle, the positive impact of physical activity on various spheres of human life);

- interdepartmental coordination of bodies governing physical culture and sports, education, health care, culture, labor and social protection, large employers;

- training, retraining and advanced training of management personnel for the effective organization of



physical culture and sports activities among citizens of the region.

**Conclusions.** Thus, the application of the developed model of regional policy to increase the effectiveness of involving citizens in systematic physical education and sports will allow the constituent entities of the Russian Federation to improve the development of physical culture and sports in the region, identify positive and negative factors (and promptly eliminate the latter); rational use of sports infrastructure, taking into account the interests and needs of the population, which will increase the coverage of citizens systematically involved in physical culture and sports; assess physical condition and unify the choice of a rational motor mode using the information system "Formation of practice-oriented recommendations for planning physical activity, taking into account the initial level of physical fitness, age periodization, gender characteristics and health status." The implementation of these components of the model will ensure the achievement of target indicators of state policy in the field of physical culture and sports.

Based on the results of the study, methodological recommendations were developed for the constituent entities of the Russian Federation, aimed at increasing the efficiency of involving citizens in systematic physical education and sports, taking into account current trends in the development of approaches to organizing physical education and sports, including the system of training the population within the framework of

the All-Russian physical culture and sports complex "Ready for work and defense".

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