

## **KINESIOLOGISTS AS THE KEY FACTOR FOR PROMOTING HEALTHY LIFESTYLE AND THEIR INFLUENCE ON GENERAL POPULATION'S INVOLVEMENT IN SPORT AND PHYSICAL ACTIVITIES WHICH ARE BENEFICIAL FOR HEATH**

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Physical activity is the essential model of health prevention and improvement. That is the fact accepted in many ministries of health of the EU countries together with the European Commission. The way of living is the main cause of premature death according to the recent studies. Physical inactivity leads towards high blood pressure, high blood glucose, overweight and obesity, high cholesterol etc. In Croatia, the yearly, budget for health care is 22.1 billion Kuna which can be significantly reduced by promotion of the importance of physical activity from the early age.

There are many studies, which show the connection of physical activity and better brainwork and according to that, the better success in school of the elementary and high school pupils. US Department of Health and Human Services, for the purpose of the study increased the number of physical education classes in schools and increased the offer of elective extracurricular physical activities. The results showed that physical activity could have the key role in the development of brain and all together cognitive abilities and school success.

Main role of all faculties of kinesiology is to produce the quality professionals for work in the obligatory physical education classes and extracurricular activities in elementary and high schools and in higher education. The finished masters of kinesiology have the main role to care for the positive influence on the health of the entire population, promotion of the regular physical activity and creation of the habit for everyday physical activity. The important role of kinesiologists is also the close collaboration with medical

doctors together with education of the wide population about the importance of physical activity.

The main goals and some of the ways to increase awareness of the importance of physical activity are: curriculum of the physical education classes should be present in the whole educational vertical; increase of the number of hours of physical education classes in schools; work of kinesiologists with children 1st till 4th grade elementary school; introduction of contents which can be lead only by kinesiologists in the pre-school education; obligations for work of kinesiologists in realisation of basic programmes in sports associations (universal sports schools etc. ).

For achieving all that is above mentioned, the interdisciplinary approach is needed, which includes good organisation, facilities, educated professionals, equipment, political, social and financial support.

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