90 - LEISURE AND PHYSICAL ACTIVITY IN THE PROMOTION OF HEALTH AND QUALITY OF LIFE

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doi: 10.16887/85.a2.90

I- INTRODUCTION

The current society live in a fast pace in which the time is dedicated exceedingly to work. Adapting healthy habits, for example, scheduling the time to obtain a moment for leisure, becomes a relevant aspect to be discussed. Leisure isn't only associated to the moment of resting and having fun, but it also has a role to the social and personal development (Silva, 2012).

The association of spaces intended to supply the well being and joy, are essential factors to result in an increase in the promotion of health (Silva, 2012) and in the quality of life (Moreira, 2001), factors that the objective of qualify, enrich and extend life.

Considering qualifying and valorizing life, leaving it absent of factors that compromise the health and well being, making the individual healthy and emotionally balanced. To understand better this conceptualization, it is necessary to look for determining sources that clarify its function and importance to the individual's life.

The promotion of health is a proposal of great relevance to the public health, coming from the concept of the Letter of Ottawa (1986): “Promotion of health is defined as training the people and communities to modify the determinants of health in advantage of its own quality of health”. In this new proposal of construction of the health, the individual turns responsible for him(her), putting himself(herself) responsible for his(her) actions and choices of lifestyle, rising, therefore, the importance of the society to look for various behaviors to achieve it, as for example, the leisure as a driving activity for achieving improvement in the quality of life.

The promotion of health is one of the many questions of influence in the social aspects about quality of life and health of individuals, where the quality of life became an approach only centered on the health, for an in-depth concept in which the conditions and lifestyle establish several aspects to be weighted (Almeida e Gutierrez, 2004).

Nowadays evaluating the quality of life includes considering factors related to health such as the physical, functional, emotional, mental well being, and the elements of life of the people such as work, family, friends, and other circumstances of their daily life's. This term reflects about the perception of the individuals as their necessities are being satisfied or, even, opportunities of achieving the happiness and self-accomplishment are being denied, independent of its state of physical health or of the social and economic conditions (World Health Organization – WHO, 1998).

Preparing a routine of life where leisure is present, in which it has a possibility of being fulfilled in a healthy and enjoyable manner is one of the many potentially interactive factors for the promotion of health, particularly in relation to the expansion in the quality of life. In search to promote the health it becomes necessary that various aspects are to be taken into consideration, being so, this work has the goal to analyze the contribution of the leisure in the promotion of health as an element in the quality of life of the population.

II- PROMOTION OF HEALTH AND QUALITY OF HEALTH

The National Policy of Health Promotion (2006) has the objective to promote the quality of life, reduce vulnerability and life risks, it brings nowadays the leisure as one of the forms related to its determinants and conditions to achieve this goal. This way, leisure, today inserts in the strategy to the promotion of health, being an element of special importance in the human enfranchisement and conquest of citizenship (BACHELADENSKI, MATIELLO, 2010).

We can say that, in the promotion of health, the role of the population is not only a desirable situation, but one indispensable condition (BACHELADENSKI, MATIELLO, 2010) since the phenomenon health/disease is part of a social process that may take individuals to involve themselves in behaviours of risk (PONDÉ, CARDOSO, 2003).

To comprehend quality of life, it is necessary to comprehend its contextualization that according to (MINAYO, HARTZ, BUSS, 2000) “Quality of life is an eminently human notion, that has been aproximated to the degree of satisfaction found in the family, love, social, environmental lifestyles and to its own essential aesthetics.”

The quality of life is connected to actions that the society consider as well being and confort according to the culture of each one. Auquier, Simeoni and Mendizabal (1997) characterize them as a similar concept to the intelligence, by the fact that, both are from a common variable sense from one individual to another. There are even more suggestions of definitions pointed by the authors (MARTIN, STOCKLER,1998) who report that the quality of life must be defined in terms of distance between individual expectations and the reality (being that the less the distance, the better).

According to Castellanos (1997) the idea of life quality may be adressed in two ways; one is related to the habits, conditions and lifestyle, and the other is characterized by the environment that seek sustainable development and care with the nature. It is even adressed the matter of democracy, development, human and social rights.

By Moreira (2001), the quality of life is connected to habits and well being that the individual presents, and not with the extension of life full of bondage and suffering. Therefore, adressing to the quality of life, there is a lack in search of any activity that provides the well being, this way leisure comes to meet this necessity, since it adresses questions related to a group of activities, that are performed freely by the individual which nurture the well being.

III- LEISURE, PHYSICAL ACTIVITY AND LIFE QUALITY

Many researches have been noticing a positive relation between leisure activities and a better life quality (HERSCH, 1990; RAGNEB, MCKINNEY, 1993; PONDÉ, CARDOSO, 2003), observing that the individuals with higher grades in the satisfaction scale with life, also had elevated grades in the scale of leisure (Hersch, 1990). Pádua and Soares (2014) portray that the ideal would be the aim of political policies of permanent leisure stimulus, this way contributing to the life quality of the people involved.

Beyond reinforcing the appreciation of lifestyles in the promotion of health, tendency in which before we triggered its limits, it is shown in the leisure a real search by the consumption of physical activities (BACHELADENSKI, MATIELLO, 2010). Even if the physical activity is the dominance of leisure mostly looked after in literature, the comonly developed researches find in

its practice as a whole, without exploring other aspects equally relevant to the duration, frequency, intensity, main types of practice and the profile of its participants (DEL DUCA et al, 2014). Although, we highlighted that the necessity of development of interventions to the seek of physical activities, through the incentives to a form of active leisure to stimulate a functional and healthy lifestyle to the population (NAHAS et al, 2010).

It is well written in literature that the benefits of the practice of physical activity do not only restrict to the physical field of the individual as a form of promoting health, but also reverbate in the mental field, on the social extent, improving the functional performance, keeping and promoting the independence and autonomy of those who practice it regularly (ZAITUNE et al, 2007). However it is important to highlight that the joy has been identified as a fundamental factor to the well being, opening perspectives that not only the active leisure, but any activity related with joy may have positive efects about health (PONDÉ, CARDOSO, 2003), we may, therefore consider that the occupation of free time in a joyable way is also an important and efficient form of promoting quality of life.

With that, makes it necessary nowadays the comprehension in promotion of health as an increment in the political awareness of the population, for its organization, for example, in direction to an achievement of favorable environments to the health (BACHELADENSKI , MATIELLO, 2010), always in search of fairness in the affiliation to favorable behaviours to health. There are many forms of enjoying leisure, not relying only in appropiate places, distant from their own homes, but rather in the essence of each experience may have for one another (MORI, SILVA, 2010).

IV- FINAL THOUGHTS

Seeing that the society nowadays live in a manner of rising stress, to the congestion of functions and build up of tasks which entails in a lack of free time, it becomes even more difficult the search of leisure activities, despite the fundamental importance of it. Leisure is propitious to favour the search of well being and joy, because despite of requiring favorable places for its practice, do not necessarily require material resources of difficult access.

In the concept of promoting health, it is relevant the fact that to reach an ideal health, favorable atitudes are necessary to reach it, even in social, physical and psychic scopes. The way to reach positive changes, may come from programs that stimulate the individual to seek a higher achievement through leisure activities. Coming from this presupposition, it is clear that the leisure is a practice of fundamental importance to the promotion of health and increment in the quality of life.

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LEISURE AND PHYSICAL ACTIVITY IN THE PROMOTION OF HEALTH AND QUALITY OF LIFE

ABSTRACT

Leisure is an instrument that acts directly on the well being of life, once it is not only related to the laze, but also to the personal, social and physical development of the individual. The current study has the goal to analyze the leisure and physical activity, as relevant factors to the promotion of health and quality of life. We checked with the techniques adressed that the leisure and physical activity present a direct relation with the quality of life of individuals when compared with the ones that do not keep these practices. The way to achieve positive changes in the quality of life, may come from programs that stimulate the individual to seek a bigger achievement through leisure activities. Coming from this pressuposition, it is clear that leisure is a practice of fundamental importance to the promotion of health and increase in the quality of health.

KEYWORDS: recreation; physical activity; Health Promotion

LOISIRS ET DE L'ACTIVITÉ PHYSIQUE DANS LA PROMOTION DE LA SANTÉ ET QUALITÉ DE VIE
RÉSUMÉ

Le loisir est un instrument qui influence directementl'amélioration de la qualité de vie, car n'est pas directement liée a l'oisiveté, mais aussi au développement personnel, social et physique de l'individu. Cette étude vise à analyser les loisirs et l'activité physique, comme facteurs pour la promotion de la santé et de la qualité de vie. Nous avons vérifié selon les études abordées que le loisir et l'activité physique ont une relation directe avec la qualité de vie des patients par rapport à ceux sans ces pratiques.La façon de réaliser des changements positifs dans la qualité de vie, peut provenir de programmes qui encouragent l'individu à rechercher une plus grande satisfaction à travers des activités de loisirs.Dans cette hypothèse, il est clair que le loisir est une pratique fondamentale pour promouvoir la santé et améliorer la qualité de vie.

ESPARCIMIENTO Y ACTIVIDAD FÍSICA EN LA PROMOCIÓN DE LA SALUD Y CALIDAD DE VIDA
RESUMEN

El ocio es un instrumento que actúa directamente sobre la mejor calidad de vida, ya que no sólo está relacionada con el ocio, sino también el desarrollo personal, social y físico de la persona. El presente estudio tiene como objetivo analizar el ocio y la actividad física, como relevantes para la promoción de la salud y la calidad de los factores de la vida. Verificado según los estudios abordado el ocio y la actividad física tienen una relación directa con la calidad de vida de los pacientes en comparación con los que no tienen estas prácticas. La forma de lograr cambios positivos en la calidad de vida, puede venir de programas que fomenten la persona a buscar una mayor satisfacción a través de actividades de ocio. Bajo este supuesto, es evidente que el ocio es una práctica fundamental para la promoción de la salud y mejorar la calidad de vida.

LAZER E ATIVIDADE FÍSICA NA PROMOÇÃO DA SAÚDE E QUALIDADE DE VIDA
RESUMO

O lazer é um instrumento que atua diretamente na melhor de qualidade de vida, uma vez que não está relacionado somente ao ócio, mas também ao desenvolvimento pessoal, social e físico do indivíduo. O presente estudo tem por finalidade analisar o lazer e a atividade física, como fatores relevantes para a promoção de saúde e qualidade de vida. Verificamos segundo os estudos abordados que o lazer e atividade física apresentam uma relação direta com a qualidade de vida de indivíduos quando comparados com os que não possuem essas práticas. O caminho para se alcançar modificações positivas na qualidade de vida, podem advir de programas que estimulem o indivíduo a buscar uma maior realização através de atividades de lazer. Partindo deste pressuposto, fica claro que o lazer é uma prática de fundamental importância para a promoção a saúde e incremento na qualidade de vida.

PALAVRAS-CHAVE: lazer; atividade física; Promoção da Saúde