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HEALTH PROMOTION OPPORTUNITIES FOR STUDENTS THROUGH THE USE OF MODERN INFORMATION AND COMMUNICATION CHANNELS

Valeriya V. Brych, Gabriella V. Dudash, Nadiia Y. Khodakovska, Mariana M. Dub

STATE HIGHER EDUCATIONAL INSTITUTION «UZHGOROD NATIONAL UNIVERSITY», UZHGOROD, UKRAINE

Introduction: Among the 10 key operational public health functions identified by WHO in the European Action Plan for Strengthening Public Health Capacities and Services, emphasis is made on the function of informing, awareness raising, communication and social mobilization for health. This function aims to create opportunities to access, understand and use information to promote health and reduce the risk of disease among the general population and specific target groups. The choice of communication channels should take into account the peculiarities of these groups, and ensure effective health promotion to adapt to those sources of communication that are most trusted by the target group. Particular attention should be paid to the group of university students who are in the process of forming a lifestyle and are the largest consumer of information of modern communication channels.

The aim is to determine the optimal information and communication channels to promote health among students.

Materials and methods: The study was based on sociological, statistical methods and the method of system analysis. A sociological survey was conducted with the help of a specially designed questionnaire on 25 questions and covered 330 students of the Uzhhorod National University.

Results: An analysis of the responses identified three social networks that are most used by respondents: Instagram (90,8%), Telegram (53,1%) and Facebook (40,2%). Health and beauty issues ranked second in priority among students after watching feature films online, 50.3% of respondents said. Only 33.4% of the survey participants indicated the topic "Sport and Fitness". According to students, Instagram (72.2%), Facebook (64.2%) and Telegram (36.7%) should be used to promote health among youth. At the same time, only 43.4% of the students surveyed want reliable information about health and healthy lifestyles from social networks. Half of the study participants (55%) cited the websites of well-known physicians as the desirable source of such information, slightly less (47.1%) referred to official health care sites. It should be noted that most students are interested in information about nutrition (73.7%), physical activity (61.8%), rest and sleep (59.6%) and safe sexual behavior (41.6%).

Conclusions: For young students a high level of Internet usage is characteristic; in particular, they typically browse information and communication channels devoted to health and a healthy lifestyle. Therefore, successful health promotion for the specified target group is possible through the provision of reliable information when using priority social networks (Instagram, Facebook, Telegram), websites of famous doctors and official sites of healthcare institutions. The results of the study allow us to plan and develop effective health promotion measures among the target group of population

KEY WORDS: health promotion, information and communication channels, students

DEPENDENCE OF CLINICAL AND LABORATORY CHANGES IN CHRONIC VIRAL HEPATITIS C ON THE DEGREE OF FIBROSIS

Mykola D. Chemych, Anastasia G. Lishnevskya, Artem O. Horbachevskiy

SUMY STATE UNIVERSITY, DEPARTMENT OF INFECTIOUS DISEASES WITH EPIDEMIOLOGY, SUMY, UKRAINE

Introduction: Viral lesions of the liver progress from inflammation to the development of fibrosis and cirrhosis. The degree of liver fibrosis is important for determining therapeutic tactics and follow-up.

The aim: To study the peculiarities of changes in hematological and biochemical parameters from patients with chronic viral hepatitis C (CVHC), their dependence on the degree of fibrosis, establish correlation between them and values of non-invasive methods of calculation of liver fibrosis.

Materials and methods: 287 patients with CVHC were examined, divided into groups according to the degree of fibrosis (F0 (n = 51), F1 (n = 43), F2 (n = 90), F3 (n = 24), F4 (n = 79)) and 55 healthy individuals (comparison group). The degree of fibrosis was calculated by METAVIR (grades the stage of fibrosis on a five-point scale), FIB-4 (Fibrosis-4), APRI (AST to Platelet Ratio Index). Statistical processing was performed in Microsoft Office Excel 2013 and IBM SPSS Statistic 23 software.

Results: Among the patients, the greatest number were persons with moderate (F2) fibrosis, male. With increasing fibrosis, the age of the patients increased ($p < 0.05$). Most had the 1b genotype and minimal activity.

Direct correlations were found between the degree of fibrosis (F) by METAVIR and FIB-4 ($p < 0.05$), FIB-4 and APRI ($p < 0.05$) and the trend toward correlations between F (METAVIR) and APRI. There was a direct correlation between F (METAVIR), APRI, FIB-4 and age, BMI ($p < 0.05$).

A direct proportional correlation was established between the results of all non-invasive methods and edematous ascites syndrome, telangiectasia, enlargement of the spleen; between F (METAVIR), FIB-4 with asthenovegetative syndrome, and between F (METAVIR), APRI and liver enlargement ($p < 0.05$).

Established inversely proportional correlation between the results of all methods for assessing the degree of fibrosis and the level of platelets; between APRI, FIB-4 and leukocyte count; FIB-4 and erythrocyte count ($p < 0.05$). Direct relationships were observed between APRI, FIB-4, and ESR ($p < 0.05$). Data from all three methods correlated directly with total bilirubin; F (METAVIR) was inverse and APRI, FIB-4 was direct with ALT, AST, and GGTP ($p < 0.05$). Also, F (METAVIR) scores had a direct correlation with AIPh and FIB-4 correlated with de Ritis factor ($p < 0.05$).