

A Way to real Health Promotion

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It is well known that a good health is necessary to be educated and successful. The World Health Organization (WHO) has steady purpose to ensure health for all mankind. It seems to us that this WHO's goal is closely associated with two following problems.

1. Why do people want to keep healthy?
2. Why do people want to get healthier even if they are not ill?

The first problem has a number of facets. We think that some people simply like pleasant feelings they get during physical training, water procedures and so on. Striving for these feelings sometimes helps them to keep healthy. The second group of the people is forced to make some efforts to maintain certain health level connected with a work they have (military officers, sportsmen and so on). The third group may be healthy for some time thanks to emotional stress helping to mobilize the reserves of the organism (it is very difficult to fall ill during military operations). And the representatives of the fourth group want to recover their health they have had because of the symptoms of a disease they got. Speaking about the second problem mentioned above we could pick out two groups of the people. The first one usually consists of the highly educated persons who are sure that the more health they have the better. These persons very often do not estimate the reserves of their organism and the health level they could achieve. It can do harm. The second group consists of the persons having desire to improve their health to get work they need. Without estimating organism's capacities the activity started in this case may tell on one's health.

But there is a way which could help people to keep healthy as well as to get healthier. For some years we have been working on the problem of medical insurance. Now we have created a new kind of medical insurance named "insurance of the health". There is such an insurable risk as risk of increasing the health level. A valuation of the risk is made with the help of special medical methods in the beginning and in the end of insured period. A payment of insurance compensation is made if certain health level is achieved which is estimated according to functional reserves one's organism have. So we suppose this kind of insurance is suitable for almost all adults including some pensioners and even invalids. We believe the insurance proposed could serve as a good instrument for health promotion.