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THE ROLE OF THE EDUCATORS IN STRENGTHENING SOCIAL HEALTH

The aim: to investigate the factors which have the influence on educators' successful strengthening their pupils' wellness. **The methods of research:** studying education, psychology, philosophy, social health scientific literature, using the methods of theoretical analysis, comparison, systematization and generalization, meta-analysis (analysis of accomplished scientific research).

There is a big spread of harmful habits, dependences; suicides which have bad impact on the social health in Lithuania. According to the *World Health Statistics* (2010) research Lithuania among 193 states, which belong to WHO, takes the 12th place by smoking among 13-15 years boys and the 18th place by smoking among 13-15 girls – by latest research data only the teenagers from 4 European countries: Bulgaria, Czech, Latvia, Poland smoke much more. Lithuania together with Hungary and Croatia takes the 7th place by alcohol consumption among adults aged ≥ 15 years (litres of pure alcohol per person per year) – 12,5 litres (now it has increased up to 13,3 litres in Lithuania) (*Statistics Lithuania*, 2011) – only much more alcohol is consumed by people residing in these 7 world countries: Austria and Saint Lucia (12,7 litres), Andorra (12,8 litres), France (13,2 litres), Ireland (13,4 litres), Czechia (14,8 litres) and Estonia (16,2 litres). According to the data of *Lithuanian National Centre of Mental Health* (2011) there are 30,6 suicides (for 100 000 of population) in Lithuania and about 70 % of them are related with the consumption of alcohol.

Conclusions: The factors which have influence on the educators' successful strengthening their pupils' wellness: the presence of educators into professional perfection, their motivation, qualified specialists; participation of educators in developing their professional perfection; motivation of experienced educators, further professional training; reconsideration of existing training programs for the futures teachers; stimulation of creativity and critical thinking encouragement; active education methods (debate, controversies, independent tasks) by using different methods of pedagogical influence; the purposeful work; content of education and methodical material; consideration of pupils' wish and need to pay more attention to formal health care education; setting the aims for pupils considering their age and assumption of responsibility for them; analysis of positive favourable health strengthening factors; researches of successful realization of education programs; pupils' disposition, opinion about themselves, individual characteristics and their age; a good example of a pedagogue (Zaborskis 1997, Vainauskas 1998, Corbin 2002, Blauzdys 2002, Jociūtė 2002, Kviklienė 2005, Balevičiūtė et al. 2006, Dumčienė et al. 2007, Fominienė 2007, Gudžinskienė 2007, 2010).

The programs *The Health and programme of life skills*, *The Learning of learning*, *Communication*, *Harmonious Growth*, *Cultural Consciousness* and *Prevention programs* are integrated into Lithuanian schools, therefore educators, teachers, social workers can perform the positive role in strengthening pupils' wellness during their lessons and in performing informal educational activities. They can offer their consultation to parents and school community about prevention of pupils' harmful habits, to unify the education aims of school and family, strengthen pupils' health and all together they can have influence (on synergy principle) on social members (politicians, economists, jurists) in aiming at reducing alcohol, tobacco consumption and stricter control. The education is not enough, if we want to stop or reduce the spread of the alcohol and tobacco consumption. The world experience confirms the affective political means against the usage of alcohol: the control of the accessibility, age limitation, the higher prices, the introduction of the different fees and insurance fees, prohibition of advertising and promotion of those products. Many scientists support these

means aiming at keeping the order in the country. Therefore it is important to seek for the social health improvement by collective efforts.

The keywords: educator, health, strengthening, harmful habits and their prevention, synergy, social health.