

THE FIGHT AGAINST TOBACCO SMOKING IS AN URGENT SOCIAL AND HYGIENIC PROBLEM OF OUR TIME

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Annotation: *Based on the complexity of the problem, its medical, biological, socio-hygienic, and moral and ethical significance, we will consider some methodological aspects of anti-smoking propaganda in the context of healthy lifestyle formation that seem to us worthy of attention in modern conditions: First of all, we should mention the role of scientific and practical publications as sources of publicly available information.. The accumulated experience and real results show that the vast literature on the dangers of smoking alone does not compensate for the need to improve methodological approaches to the promotion of medical and hygienic knowledge in general.*

Keywords: *conversations, socio-demographic composition, purposeful promotion*

The general level of education and culture of society dictates the need to correct scientific information towards its practical implementation, in relation to to a certain group of people and for the perception of it by every reader. Therefore, in preparing for the publication of literature on smoking, we believe that more attention should be paid to practical issues, specific advice, and methodological techniques for sharing work experience both at home and abroad. There is little popular scientific literature that considers smoking as a bad habit in combination with other social risk factors that affect a person's spiritual and moral values, his inner world and actions that ultimately determine the way of life. Unfortunately, there is also a lack of comprehensive sociological research on the problem of tobacco smoking.

Special mention should be made of the revision and search for some organizational forms of oral propaganda, primarily about the organization of lectures, conversations and the composition of the audience itself. The current practice of lecturing in classrooms with a mass audience is not designed for active feedback, revealing the point of view of an interested listener. A monologue lecture, perfect in form and deep in content, excludes or significantly limits the possibility of a dynamic, mutually interested and sincere dialogue with a specific and prompt identification of issues of concern. As a result, the practical significance and direct impact of such an academic lecture are largely reduced, and its target setting is blurred. From this point of view, lectures, dialogues, conversations with a limited number of people of a certain age, profession, with their own, in some cases, polar views on the problem, but having a certain interest in it, should be considered more justified. In such a relaxed atmosphere, the personality and position of the lecturer, his professionalism and interest in the result, and an individual approach to the topic manifest themselves. For a medical lecturer, fighting bad habits is not only a

form of enlightenment, but also his professional duty. As for the mass coverage of the population, scientists and hygienists should more often address radio and television audiences, including in the program "Health", as well as to the periodic mass media in the field.

One of the disadvantages that reduce the effectiveness of preventive anti—smoking work is that this work is carried out without a proper assessment of the audience and its socio-demographic composition. The main focus, apparently, should now be on measures to prevent smoking among students and students. At the same time, in medical institutions, this work should be combined with the implementation of educational guidelines on the incompatibility of medical practice and smoking, as well as with the prohibition of smoking in the office premises of universities and medical institutions. This rule was adopted at the Vitebsk Medical Institute, and guidelines were compiled for students and interns for this purpose. However, studying at the Institute for international students makes its own adjustments to the implementation of these provisions and their practical effectiveness. The youth audience deserves special attention due to the fact that, according to WHO data and literature, the number of schoolchildren and students who smoke is 20-70%. Of the non-smokers, about 66% of children tried smoking in primary school age. It is also alarming that, according to the survey results, about 30% of students do not consider smoking harmful, and 63% of smokers and 45% of non-smokers are unaware of the dangers of staying in smoky rooms [7]. It is at a young age and with a short smoking history that the truthful and convincing word of the lecturer has the strongest effect, whereas among heavy smokers it is advisable to combine the word of the propagandist with therapeutic measures, individual preventive conversations in a medical institution. The role of the drug treatment service should be promoted more widely.

If we proceed from the assumption that, taking into account the social environment and personal motives, about 70-90% of smokers would like to quit smoking, then lecture propaganda against smoking should be based on the principle of forming a psychologically conscious conviction among smokers to give up cigarettes under any negative influence of situationally provoking factors. Only in this case, the concept of "harmfulness of smoking" acquires a real, vital importance for a particular person, since at the same time there is a moral, biosocial restructuring of the personality based on the development of other active motivational attitudes. Hence the crucial importance of personal re-education not by edifying campaigning, but by systematic, purposeful promotion of a healthy lifestyle. At the same time, the lecture should have the significance of a public lesson in truth, self-reflection and mutual education, and the personality of the lecturer with his professionalism, scientific erudition and high moral qualities always remains the center of attraction. If a medical lecturer does not lead a healthy lifestyle himself, then he is more harmful to the audience than useful.

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