

PSYCHOLOGICAL BACKGROUND OF PRO-HEALTHY BEHAVIOR

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In this study were analyzed psychological conditions of pro-healthy lifestyle behavior. First research group consisted of 88 healthy people (44 males, 44 females) aged 19 to 39 years (average age: 28 years). Psychological analysis showed positive correlation between internal locus of control and adherence to healthy diets, a correlation extending to knowledge about healthy food. There was also a positive correlation between interest for scientific information and declaration of using healthy food. Social exclusion appeared to reduce possibility of reaping new knowledge about healthy diets and was negatively correlated with the tendency of using healthy diet or dietary supplements. Second research group consisted of 70 women aged 20 to 65 years (average age: 33.8 years). Subjects in this group were oriented towards using diet reducing body mass; pro-healthy – physical & psychological – objectives other than body mass reduction were secondary in this study. General self-esteem and physical ego were found positively correlated with involvement in physical activities and satisfaction from dietary intervention. These outcomes were negatively correlated with body mass. Study results show that the efficiency of prevention is related to locus of control and self-esteem. Information about these two variables may be very useful in building preventive behaviour programs.