

Improvement of educational and outreach activities to attract disabled to physical education and sports

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Abstract.

The work is devoted to the improvement of the organization of educational and outreach activities of physical education and sports institutions to attract disabled people to physical education and sports activities. The following research methods were used: theoretical analysis and generalization of scientific and methodological literature, documentary method, method of system analysis, sociological methods (content analysis, questionnaires), modelling method, method of expert evaluation, methods of mathematical statistics.

The peculiarities of planning, content and quantitative indicators of educational and outreach activities in the work of organizations in the sphere of physical education and sport are determined. The role of the mass media in engaging people with disabilities in physical education and sports activities and the level of physical education of the disabled and ways of their involvement in motor activity are determined. The influence of educational and outreach activities of the organizations in the sphere of physical education and sports on the process of engaging of the disabled in physical education and sports classes is studied. The effectiveness of the proposed model and the need to intensify educational work aimed at convince disabled people in the need for physical education and sports training are proved.

Key words: disabled people, educational and outreach activities, physical culture and sports classes.

Introduction.

Taking into account the existence of a demographic crisis in a society that, according to the Ministry of Health and the Ministry of Ukraine for Family, Youth and Sports, has led to a decrease in the population of the country to 45.8 million in 2010 and an increase in mortality by 30%, one of the priority issues of the humanitarian policy of the country is the formation of a healthy lifestyle and the preservation of the nation. These issues are of particular importance in the work with the disabled, because, unfortunately, the level of disability is increasing every year.

Over 650 million people in the world live with disabilities, which is an average of 10% of the population. According to the Ministry of Health, 3 million people with special needs live in Ukraine. The state guarantees people with disabilities social, medical, mental and physical rehabilitation, including means of physical culture and sports. However, only 40 thousand disabled people are involved in physical education, rehabilitation and sports activities. Therefore, the problem of engaging people with disabilities to various forms of motor activity is relevant today.

Scientific researches on the problems of the disabled cover the following issues: physical rehabilitation; theoretical and methodological foundations of the Paralympics movement; correctional and pedagogical bases of physical education in special educational institutions.

Formation in Ukraine of a qualitatively new system of involving the population into motor activity - sport for all as a component of the system of higher order and healthy lifestyle - was investigated by M. V. Dutchak (2009). The author points out that sport for all should be based on humanistic principles, taking into account the interests and motives of those engaged in motor activity, and the belief in the need for occupations to maintain health and active longevity. The possibility of motor activity in the following of a healthy lifestyle and health promotion is underestimated in the Ukrainian society,

We support the idea that effective educational and outreach activities, which can be considered one of the modern and effective tools of socialization, is a key to mass participation of the population, including the disabled, in physical education and sports classes. This activity belongs to the competence of various organizations and institutions of physical education and sport, functional duties of specialists who hold a post and other positions in the system of physical culture movement.

In general, research on propaganda and advertising in the field of physical education and sports was considered by individual researchers: S. I. Guskov, 1994; V. G. Osinchuk, 1994; N. Ya. Tarasyuk, 2003; O. Zhdanova, L. Ya. Chekhovska, 2009. Relations with the public in the field of rehabilitation services were studied too (Y. Briskin, 2016; M. Pityn, 2017). However, researches of educational and outreach work of leading physical culture organizations, sports schools and clubs for engaging disabled people in physical education and sports classes were not conducted.

In this regard, the scientific and methodological substantiation of the organization of educational and outreach activities of the physical education and sport institutions to engage people with disabilities to physical education and sports classes is relevant and socially significant.

The purpose of the research: to improve the organization of educational and outreach activities of the physical education and sport institutions to engage disabled people in physical education and sports.

Methods.

The following research methods were used for solving this goal: theoretical analysis and generalization of scientific and methodological literature data, documentary method, method of system analysis, sociological methods (content analysis, questionnaires), modelling method, expert estimation method, methods of mathematical statistics.

Organization.

The research was conducted on the basis of organizations and institutions of physical education and sports of the Transcarpathian region, where the number of disabled reaches 50 thousand people. However, the rate of their involvement in physical education and sports classes is insignificant and makes up 3,500 people. According to State Statistics Committee, it was established that the Transcarpathian region ranked 10th place among the other regions by the number of disabled people. In the assessment rating of the activity indicators of the regional centres for physical culture and sports (RCPCAS) of the disabled, Zakarpattia RCPCAS of invalids "Invasport" is in 15th place. Thus, the state of work on engaging people with disabilities in physical education and sports classes can be considered as average for the regions of Ukraine, and the results obtained during the study - to be regarded as typical.

In total, 190 people with disabilities participated in the study; 38 trainers-teachers working with the disabled and 18 officials of governing bodies of special competence. As experts were involved 7 managers of physical culture and sports organizations of the Transcarpathian region, working with disabled people. The experience of their pedagogical activities with the disabled ranged from 6 to 20 years.

The study was conducted in three stages.

At the first stage, the literature collection and analysis was conducted; the tasks were defined; documents regulating the activities of organizations in the field of physical education and sports were analyzed; the features of planning, content and quantitative indicators of educational and outreach activities of special competence organizations, including those aimed at people with disabilities engagement to physical education and sports activities were established.

At the second stage, a survey was conducted among the leaders of sports and sports organizations, disabled people and trainers-teachers who work with them; obtained results were systematized; experts were selected; an organizational model of educational and outreach activities with the participation of physical education and sports institutions has been developed to engage people with disabilities in physical education and sports activities.

Results.

The analysis of scientific and methodological literature shows the need to improve the informational and educational activities of the organizations in the sphere of physical education and sports in order to increase the number of people with disabilities involved in physical education and sports activities, which has an important social significance.

The information of the Ukrainian and ZRCPCAS of invalids "Invasport" and other organizations in the sphere of physical education and sports activities, in particular the centres of physical health of the population (CPHP) "Sport for All", as institutions, which were formed to engage various groups of the population to the classes, is generalized. System analysis of planning and reporting documents on promotional and advertising activities was conducted. In order to carry it out, we used according to the objectives of the study, "Classifier of Functions", proposed by O. Zhdanova.

The presence of the influence availability of organizations in the sphere of physical education and sports on the process of involving the population into regular physical education and sports classes is confirmed. All

leaders of physical culture and sports organizations tend to consider it effective, but only half of respondents (50.0% of people) noted that it is active; 38.8% - not very active, only 11.2% of respondents called it passive.

Also, the opinion of trainers about the quality and content of educational and outreach activities in institutions dealing with disabled people has been studied. So, all respondents noted that organizations have informational materials that cover the work of the institution. The study of shortcomings showed that, according to 21.0% of trainers, they have insufficient quality of processing of submitted materials (lack of clarity, small size of text and fonts). 7.9% of respondents emphasized about unsuccessful location. 5.3% of trainers noted the uninteresting content of the information and its incomprehensibility. At the same time, the majority of respondents (60.5%) could hardly called disadvantages, perhaps due to the fact that they did not pay sufficient attention to the indicated activity (Fig. 1).

As it turned out, the overwhelming majority of trainers emphasized the improvement of the health state and faster adaptation of people with special needs to living conditions (78.9% and 73.7% of responses respectively) in order to form the interest of the disadvantaged. To meet their needs for communication, 71.0% of respondents - trainers emphasize; 44.7% of the respondents convinced the disabled that sporting achievements are important for their social integration into society; 28.9% emphasize that physical education is an important part of a healthy lifestyle. In addition individual trainers conduct conversations about the knowledge of the world through movement and the creation of equal conditions for all people.

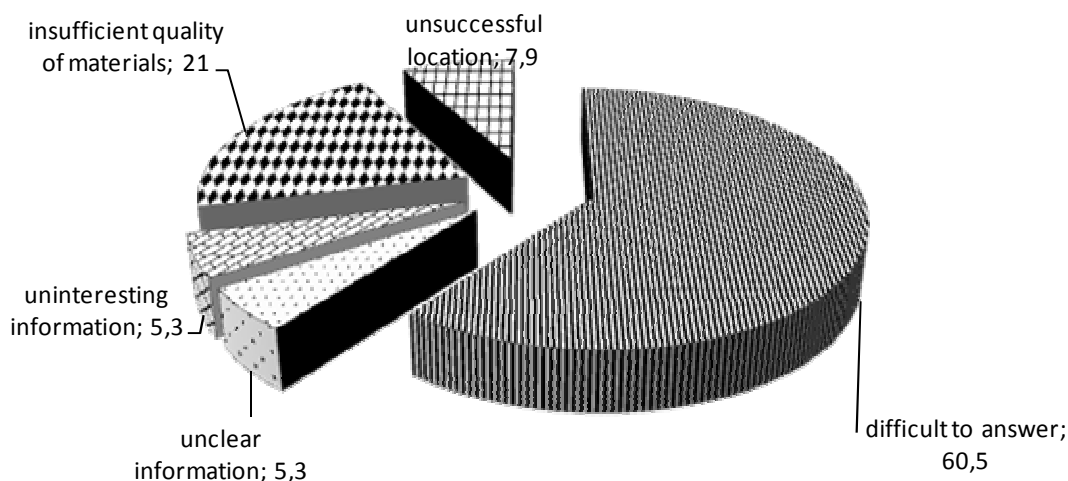


Fig. 1. Disadvantages in the placement of information materials (according to trainers)

Among factors that influence the sustained interest of the disabled in their classes 84.2% of trainers call the level of trainer's qualifications. The ability to communicate with people with the disabled people during classes is considered to be influential by 63.2% of trainers. According to 52.6% of trainers, a significant role is played by positive information about occupations from those who are already engaged.

The same number of respondents showed that modern and efficient equipment also attracts people with disabilities in physical education. Unfortunately, only 15.8% of respondents believe that the availability of sufficient information about physical culture, fitness and sports activities contributes to the attraction of the disabled to the classes, and 10.5% of people emphasize the importance of the reputation and prestige of the sports facility.

In general, the lack of activity of trainers for the involvement of children with disabilities was noted. However, the self-assessment by the trainers of his activities was very high. Thus, 81.6% of respondents called their activities to attract disabled people to regular physical education and sports activities, and 18.4% emphasized that it is very active.

Concerning the study of the materials' adequacy relating to sports, recreational and sporting activities for the disabled that are covered by the mass media (the media), 39.5% of trainers consider that they are very little; 23.7% of respondents - enough, and 34.2% of respondents stressed the insufficient amount of materials covered by the media; it was difficult to answer 2.6% of trainers (fig. 2).

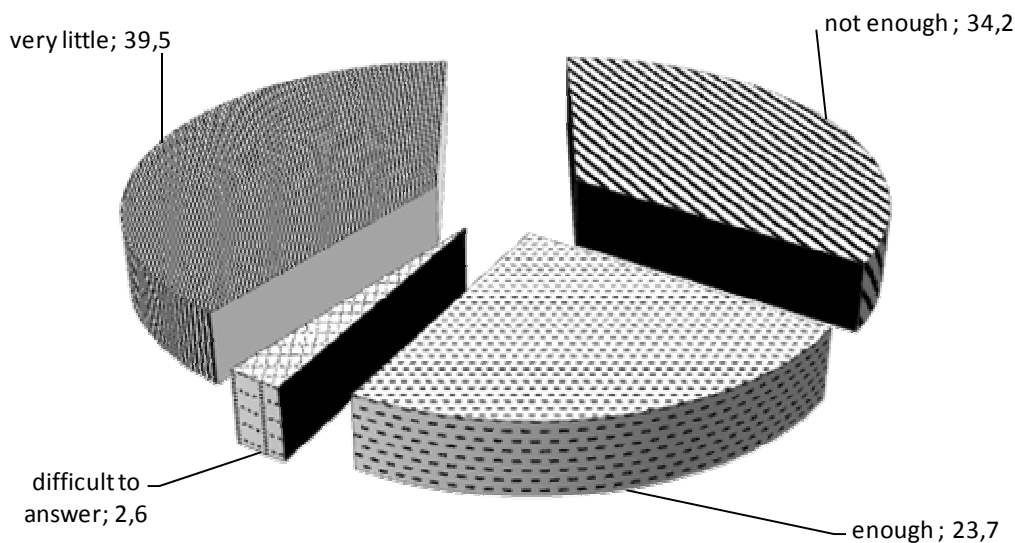


Fig. 2. Respondents' coverage of materials related to physical education and sporting activities for the disabled in the media

Thus, it was found out that educational and outreach work should be a priority in promoting the participation people with disabilities to physical education and sports activities. The expediency of improving the system of informing the population about the positive influence of optimal motor activity through mass media has been established.

It was found that 41.6% of the people were an example of their friends. Approximately the same number of disabled (39.5%) saw the possibility of communication in physical education and sports classes. 31.6% of the people responded to the invitation of the physical education and sport institutions' staff, and 34.2% of the disabled indicated that the need for classes was caused by health problems. 24.7% of respondents wished to improve their health and 22.6% used parents' advice. Only 17.4% of the people followed the advice of doctors; 7.4% - noted the benefits of motor activity; 6.3% of respondents emphasized social adaptation, and only 1.0% of respondents indicated that they are seeking a high sporting result (Figure 3).

The opinion of friends is important for the disabled. The revealed need for the disabled in communication also suggests the importance of such classes for their social integration. In our opinion, they do not pay enough attention to the advice of physicians, or the doctors themselves are not aware of the work of institutions that provide physical education and sports services to the disabled.

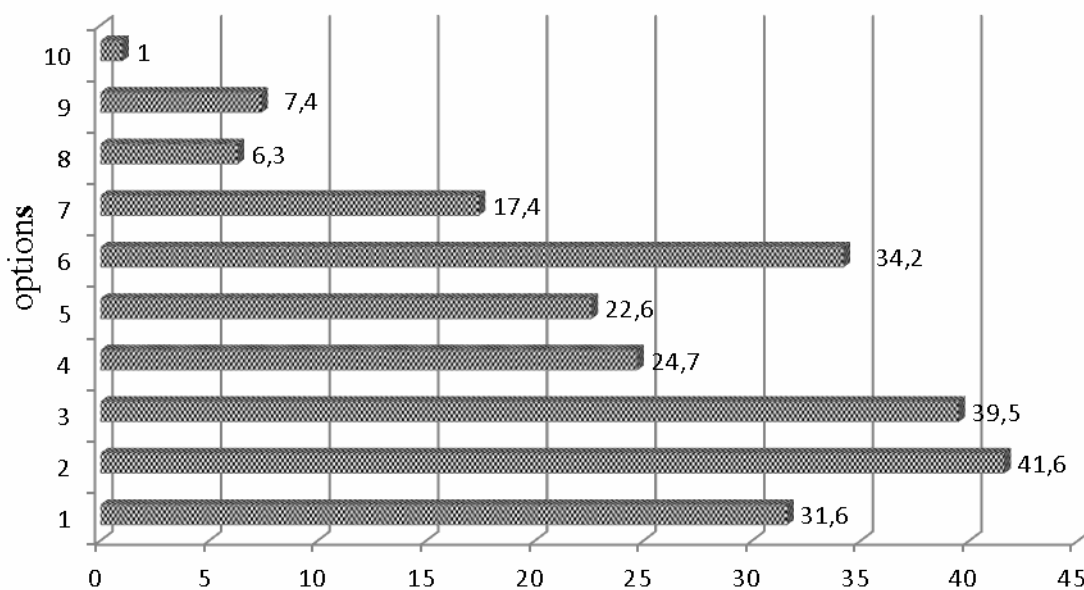


Fig. 3. The main reasons that prompted the disabled to start the training:

1 - invitation of employees of physical culture and sports institution; 2 - an example of friends; 3 - the opportunity and need for communication; 4 - improvement of health; 5 - parents advice; 6 - health problems; 7 - doctor's advice; 8 - social adaptation; 9 - the benefit of motor activity; 10 - striving for a high sporting result

It is also found that people with disabilities are knowledgeable in the issues of observing a healthy lifestyle, because for this category of people it is a vital condition. 73.7% of respondents convinced about this. Subsequent studies have found that, despite the declaration of a healthy lifestyle, most of them do not always adhere to it. Thus, social guidance for a healthy lifestyle should be more prioritized in the work of a trainer with a disability.

The majority of the disabled (93.2% of the people) gave an affirmative answer to the implementation of educational and outreach activities in the institution where they are engaged. Only 6.8% of the respondents denied it.

Analysis of the sports training forms used for this contingent showed that the majority of respondents (76.8%) noted that they held conversations and 58.9% - emphasized the presence of information stands in the institution. The presence of a wall newspaper and conducting lectures were noted by 47.9% and 46.3% of respondents, respectively. Only 6.3% of the disabled noted that the institution has thematic exhibitions. Photo albums, disputes and posters are used in places of study with the testimony of 6.3%, 5.8% and 3.7% of people with special needs, respectively. It was difficult to answer this question 2.1% of the disabled.

Assessment of outreach activities in institutions with disabled showed that only 0.5% of respondents described it as "excellent" or "unsatisfactory". The majority of disabled people (58.5%) gave it "good" and 32.1% - "satisfactory" assessment. 8.4% of the respondents could not answer the questions.

Thus, the survey shows that there is an educational and outreach activities during physical culture and health education, which has only a formal character. Reserves for the motivation formation of people with disabilities in physical education and sports activities and the sustainable and vital need for a healthy lifestyle have been identified.

In addition, to determine the role of the media in the educational and outreach activities, a content analysis of the articles in annual issues of newspapers of the Transcarpathian region, which covered materials of physical culture and sports subjects for the disabled, was carried out. 925 newspapers were analyzed, in general. The number of publications and their area in square centimetres were chosen per unit of account.

It was determined that the area of publications per year on physical culture and sports subjects ranges from 320 cm² to 4223 cm² in 2009; from 353 cm² to 3695 cm² in 2010 and from 550 cm² to 3734 cm² in 2011. The total number of publications in three years was 84 articles. The overwhelming number of publications (49 articles with a total area of articles 20835 cm²) was revealed, which highlights the results of the participation of the disabled in physical education and sporting events. At the same time, there are 14 articles on the announcement of the holding of competitions or athletic sports events; to the sections on the analysis of the general problems of the disabled - 11 publications and the results of weekly sports events - 10 publications.

In general, insufficient number of publications for the disabled on the pages of newspapers in the Transcarpathian region was established regarding the coverage of propaganda materials for attracting disabled people to physical education and sports classes. Thus, the role of mass media in educational work among the disabled is not sufficiently active. It is required to increase not only the number of thematic publications, but also their area. That is why there is a need to intensify media cooperation with organizations in the field of physical education and sports.

The obtained results of the study confirmed the need to improve the work of engaging disabled people in physical education and sports classes through effective educational and outreach activities by the organizations of physical education and sports.

In this regard, we have formed a group of experts - heads of physical education and sports organizations working with disabled people. According to a specially designed questionnaire, sources of expert knowledge were determined. The assessment of the experts' opinions consistency was determined by the magnitude of Kendall's coefficient of concordation. The assessment of the experts' opinions consistency made it possible to recognize the results of the expert evaluation as reliable, which was confirmed by the appropriate coefficient of concordance ($W > 0,926$), therefore the general opinion of experts was accepted as a rational solution to the problem.

It was confirmed the feasibility of developing an organizational model of educational and outreach activities of the physical education and sports institutions to engage people with disabilities in physical education and sports activities. It was also found that the model being formed should ensure the coordination and interconnection of the physical education and sports establishments, the targeting of goals and objectives of the activities for specific organizations, the availability of basic management functions and interrelated activities.

The organizations within the competence of which is the indicated activity were established, and a list of its types performed within the framework of educational and outreach work is established. Thus, each of the organizations in the field of physical education and sports in its work provides for the conduct of informational and outreach activities and solving its individual tasks. In general, according to the results of the study, advocacy

is limited to organizing and conducting mass sports events, but not all the principles and stages of its implementation are met. Activities should be aimed at increasing the number of people involved in physical education and sports activities, among which should be disabled.

Therefore, we believe that for the effective resolution of this issue, all existing public and state organizations that have competence in working with the disabled should be involved in cooperation. An important place among the organizations in the sphere of physical education and sports, which involve disabled people with motor activity, should be occupied by regional CPCAS of invalids "Invasport". These organizations, from our point of view, should be the coordinator of the cooperation of all interested institutions.

The proposed model, the horizon of implementation of which is 5 years, contains a scheme for the interaction of physical culture and sports organizations and a program for their information and advocacy (Figure 4).

The program includes the basic requirements for the activities, the list of performers, the means of their implementation and the expected result. Requirements for the activities of organizations and means are determined according to the stages of advocacy: I stage - belief in the need for physical education classes; II stage - raising the level of physical education; Stage III - involvement in regular physical education and sports classes; IV stage - support, further increase of physical activity and efficiency of physical culture and sports classes. In order to establish the project effectiveness of the developed organizational model of educational and outreach activities of the physical education and sport institutions to engage people with disabilities to physical education and sports training, an expert evaluation was carried out that revealed a rather high predicted level of its effectiveness.

The developed organizational model, which was praised by experts, was introduced into the work of 9 regional physical culture and sports "Invasport" centers.

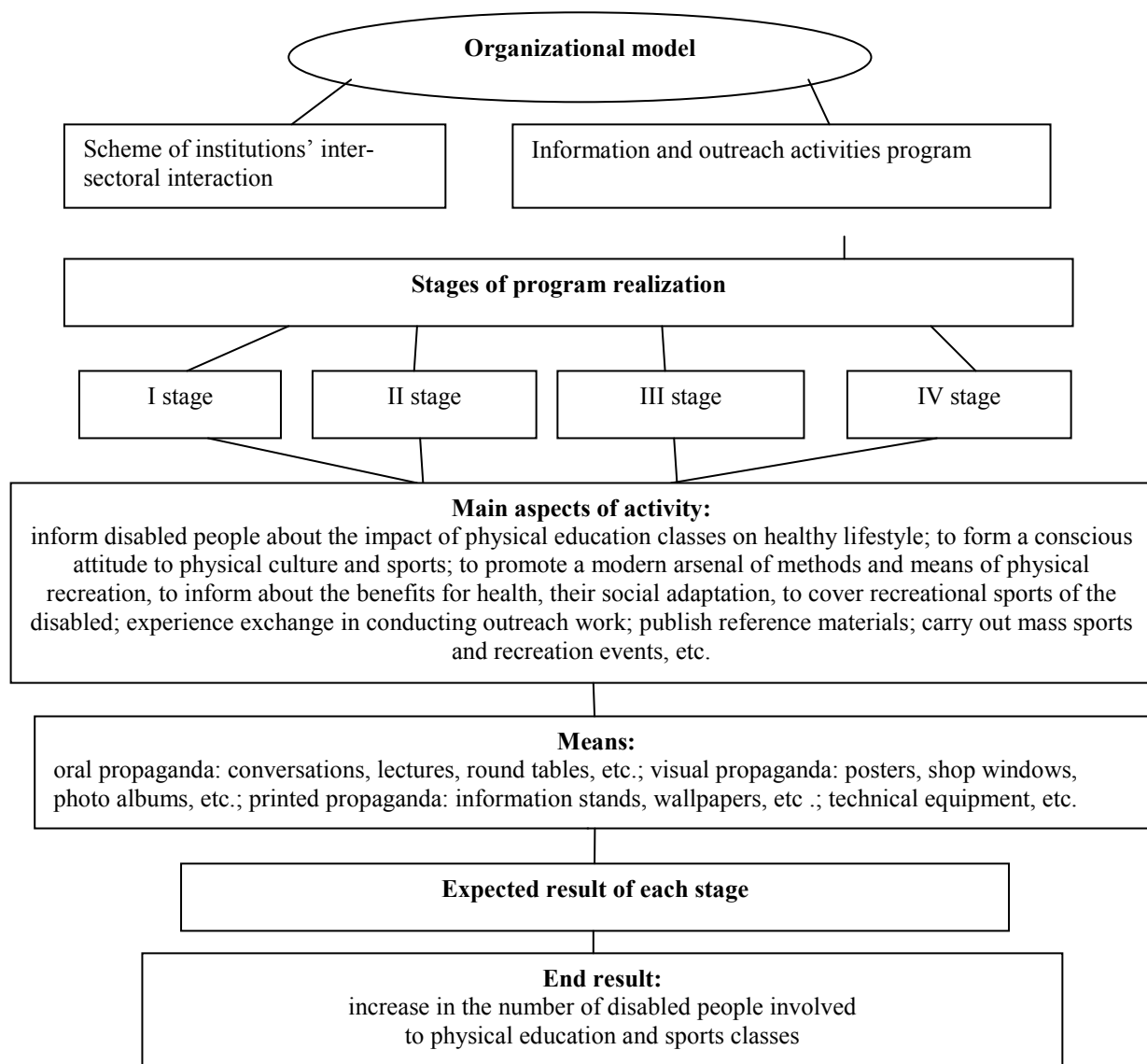


Fig. 4. Block diagram of educational and outreach activity model

Discussion.

As the analysis of literature shows, modern sports of the disabled include the following main directions of development:

1. Massive (recreational) sports aimed at the use of means and methods of sports for the improvement of health, improvement of well-being, rational leisure, as well as social, mental and physical compensation of disability consequences.

2. Sport of the highest achievement, which is aimed at achieving the highest sporting result.

3. Professional sports aimed at commercial earnings of athletes with disabilities (Wybraniec B., 2000; Yu. A. Briskin, 2006). The mass sport of the disabled, which is very useful for improving the health and restoration of impaired functions, since for this category of persons it is appropriate to use the organized motor activity (M. U. Bilska, 2001; J. Zbikowski, 2001; I. Hrybovska, G. Malanchuk, 2006).

However, the research carried out by scientists suggests that the level of involvement of the Ukrainian population, including the disabled, in physical culture and sports activity is low. In particular, only 1% of the total number of people with disabilities is covered by all forms of physical culture and health work. That is why there is a need to improve the organization of educational and outreach activities, which, according to experts, is considered one of the modern and effective means of their socialization.

The content of educational and outreach work was studied using an integrated approach, so the results of the analysis made it possible to investigate the place of the mentioned aspect in the plans of the governing organization, the work of the trainers working with the disabled and the responses of the disabled themselves to its contents. Thus, in the plans of the Transcarpathian Regional Center for Physical Culture and Sport of Disabled People "Invasport", for three years, educational and outreach work accounted for 1.1%; 5.6% and 2.7% respectively. It should be noted that these are the smallest volumes compared with all other aspects of the planned activity.

All coaches confirmed the availability of informational materials at the training venues. However, the study of the disadvantages of the mentioned materials showed that 21.0% of the trainers indicated insufficient quality of their registration (lack of clarity, small size of text and fonts), another 7.9% was unsuccessful, and 5.3% of trainers pointed out the lack of information and its incomprehensibility. It was difficult to name them 60.5 % of respondents.

Respondents with disabilities called the forms of educational and outreach work that were used: 76.8% noted the holding of conversations; 58.9% - confirmed the availability of information stands in the establishments; 47.9% - wall paper; 46.3% - reading lectures; 6.3% of people - availability of thematic exhibitions in the institution; another 6.3%, 5.8% and 3.7% of respondents respectively - photo albums, debates and posters.

Thus, we have established the availability of educational work only with disabled already involved in physical education and sports activities and the lack of influence on their potential participants.

The study of the specificity of value orientations and social guidance of physical culture and sports activities revealed that for 41.6% of the disadvantaged the example of their friends was significant. Approximately the same number of people (39.5%) attracted the opportunity to communicate during physical education and sports classes. An active motivator is the invitation to attend classes by athletic and sports institutions, as indicated by 31.6% of the disabled, and 34.2% of the disabled indicated the need for classes were caused by health problems. 24.7% of respondents wished to improve their health and 22.6% of respondents used the parents' advice; 17.4% - prompted the doctor's advice, and 7.4% - emphasized the benefits of motor activity. Only 6.3% of the disabled indicated their desire to adapt to living conditions better, and 1.0% - the desire for a high sporting result.

The factors of influence on the formation of a stable interest in systematic classes of the disabled are determined. Thus, the majority of trainers (84.2%) call the level of trainer's staff qualification an important influence factor. A high level of qualification can positively influence the formation of motivation. The ability to communicate is distinguished by 63.2% of trainers. A significant role, according to 52.6% of people, is to disseminate positive information by those who are already engaged. Contemporary and efficient equipment attracts people with disabilities to physical education classes, according to 52.6% of respondents. Unfortunately, only 15.8% of respondents believe that the availability of sufficient information about physical culture, fitness and sports classes also contributes to the involvement of disabled people, and 10.5% of people emphasize the importance of reputation and prestige of a sports facility.

The obtained results confirm and extend scientific views of solving the problem of educational and outreach activities in the field of physical education and sports, which are aimed at attracting people with disabilities to sports activities, received three data groups.

Consequently, the study confirmed that the priority aspect in the network of CPHP "Sport for All" is the holding of sporting events; the need for information and outreach in engaging people to physical education and sports activities; information on solving the problem of socialization of the disabled through their involvement in systematic motor activity (O. Zhdanova, T. Homerichuk, 2008; M.V.Perfileva, 2009; O. Zhdanova, 2010).

The scientific information about the need to revitalize the work of the CPHP "Sport for All" is supplemented to attract the population, in particular the disabled, to motor activity; effective involvement of the population in regular physical education and recreation activities by organizations of sports and sports orientation in cooperation with other institutions; aspects of the activity of the All-Ukrainian Sports All-Ukrainian Sports Foundation for work for the intensification of physical culture and recreational activity of the population; ways to increase the effectiveness of educational and outreach activities of physical culture organizations in attracting people to physical education and sports classes; level of physical education of the disabled; main sources of informing the disabled regarding the possibility of physical education and sports activities; analysis of materials of physical culture and sports subjects on the pages of newspapers (N.G. Baikina, B.V. Sermejev, 1991; T. A. Efimenko, I. V. Kotova, 1997; M.V. Duttak, 2007; O. Zhdanova, L. Chekhovska, I. Grybovska, N. Gorodnaya, 2008 .; O. M. Stasyuk, 2009; L. Chekhovska, O. Zhdanova, M. Danylyevych, I. Gribovska, 2011).

For the first time, the features of planning, content and quantitative indicators of educational and outreach activity of the ZRCPCAS of invalids "Invasport" were studied; an analysis of reporting forms of All-Ukrainian and Regional CPHP "Sport for All" was conducted on the issues of their work on information and propaganda content; the reasons that caused the disabled to start training were established; the role of mass media in the educational and propaganda activities of the disabled was determined; content analysis of publications for the disabled was conducted; the organizational model of educational and outreach activity of physical education and sports institutions aimed at engaging disabled people to physical education and sporting activities is developed, which includes a scheme of inter-sectoral interaction of organizations and a program of their information-outreach activities; the content of separate basic disciplines of higher educational institutions curricula is supplemented.

Conclusions.

The inadequate influence of the media (newspapers, radio, television) on the promotion of physical culture and sports activities among the disabled was identified, which the trainers generally called passive. According to 23.7% of respondents, the relevant information in the media is sufficient; 34.2% of respondents stressed the insufficient amount of materials and according to 39.5% of respondents, they are very few. Unfortunately, it was difficult to answer 2.6% of respondents.

It is revealed that in the materials submitted to the media, it is desirable, according to the trainers, to have information about outstanding athletes (60.5% of the answers); results of competitions (57.9% of responses); competitions to be held among the disabled (47.4% of responses). According to 34.3% of trainers, it is necessary to cover materials about the benefits of occupations for health. Only 26.3% stressed the need for information on the conditions for conducting training sessions (modern equipment, special equipment, personnel qualification). The formation of the need to maintain a healthy lifestyle should be reflected in the media in the opinion of 23.7% of trainers. Only 18.4% of respondents indicate the benefits of employment for social adaptation of the disabled. Only 5.3% and 2.6% of trainers respectively emphasized the importance of disseminating information about sports and recreational sports for the disabled.

The trainers themselves interact with the media from time to time (23.7%); constantly (13.2%); very rarely (50.0%), and 13.1% - have never approached the media.

The study of the volumes and subjects of educational and outreach materials published on the pages of the annual newspapers popular in the Transcarpathian region showed that they are very few. It is found that publications focusing on coverage of the disabled people participation results in sports and sports events are dominant, during the three years of such newspaper publications there were 49, the total area of the articles is 20835 cm². By the frequency of placement in the second place there is a notice of the competitive events conduct involving the disabled. The total number of such publications is 14, with a total area of 833 cm².

It was found out that there are insufficient information on the pages of newspapers on educational and outreach topics aimed at attracting people with special needs to systematic physical education and sports activities. Consequently, the role of the media in educational work among the disabled is not sufficiently active. The number of thematic publications and their area needs to be increased.

The proposed organizational model of educational and outreach activities of the physical education and sport institutions to engage disabled people to physical education and sports, the horizon of implementation of which - 5 years, contains a scheme of interaction of physical culture and sports organizations and a program of their information and outreach activities, which provides requirements for the activities of organizations, the list of performers, the means of their implementation and the expected result. Requirements for activities and facilities are defined according to the following stages of outreach work: Stage I - belief in the need for physical education classes; II stage - raising the level of physical education; Stage III - involvement in regular physical education and sports classes; IV stage - support, further increase of physical activity and efficiency of physical culture and sports classes. An expert evaluation of the proposed model has established a rather high predicted level of its effectiveness.

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