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## IS IT POSSIBLE TO ACHIEVE PERSONAL AND PUBLIC HEALTH IN AN UNHEALTHY (SICK) COUNTRY?

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### ABSTRACT

For every educated and well-informed person, it is clear that the main function and priority of sport is the construction of physically prepared and healthy, mentally resilient, emotionally intelligent and morally disciplined individuals. However, a number of scientific studies and the practice's summarization show that sport (including any form of physical activity), the general health, vitality and morality of the Bulgarian population do not meet the relevant norms, both for good physical and mental health, as well as for sustainable morality and emotional intelligence. What are the reasons for this fact? What gave rise to this degradation of man and society, resulting in the disintegration of not only the social structures between which sport is, but also the whole country?

**Key words:** sport, health, statehood

"The real mirror of our way of thinking is our life" (Montaigne)

In the dynamic daily life, in the whirlpool of survival and the care for tomorrow; in the commotion and the many challenges, which engage all our time and attention, we imperceptibly forget that "A healthy spirit dwells in a healthy body."

Despite the numerous possibilities offered and increasingly imposed practices for a "healthy lifestyle", the modern person does not take enough "care for himself" - for his own health, body, soul, spirit.

For any educated and well-informed person, it is clear that: sport by its impact is able to replace any drug; good health is inextricably linked to movement; thanks to His Majesty Sport – strengthens the body, improves coordination of movements, the ability to concentrate; physically prepared and healthy, mentally resilient, emotionally intelligent and morally disciplined individuals are built.

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However, a number of scientific studies and the practice's summarization show that sport (including any form of physical activity), the general health, vitality and morality of the Bulgarian population do not meet the relevant norms, both for good physical and mental health, as well as for sustainable morality and emotional intelligence (1). What are the reasons for this fact? What gave rise to this degradation of man and society, resulting in the disintegration of not only the social structures between which sport is, but also the whole country?

The purpose of this report is by answering the question: "Is it possible to achieve personal and public health in an unhealthy (sick) country?", to indicate the solution, namely a values' breakthrough and the accompanying state, norms and structural changes.

### INTRODUCTION

Undoubtedly, the discussions held on these issues are many, but also at this time – the status of the average person, the status of the sport and the State remain unchanged.

Long gone are the times when the "iron curtain" divided the world into two halves – East – West, but the war between East and West continues to be fought today.

The "struggle of the two civilizations – that of the continent (Land-Earth) "tellurocratism" – of Russia (East) and the civilization of the Sea, the "thalassocratic" of the United States (West) (2) continues.

When, 31 years ago, the so-called "Mondial" project for establishing a united Europe, hardly the average person in Bulgaria (and in other European countries) could assumed that this project is nothing but a "melting boiler" of European nations, fitting in the context of a utopian "unified world" built according to the unified rules of the global West and ruled by the common world government; whereas this is only one American scenario, stubbornly imposed by the US as an alternative to the other project to unify the continent – that of a "Europe of Nations" (3). State policy and accompanying military operations of Western countries have always been in the regime of destruction of national states and universal enslavement (4). Slavery is clothed with the robe of "globalism", and globalization is the antichrist who came to lie to all cultures and nations (5).

#### METHODOLOGY

We reformatted – man, society, state structures, the whole state, according to the ideological Western model, referring to "freedom". However, which exactly "freedom" - "freedom from" (Liberty), from which also comes liberalism or "freedom for"? (5). We believe that we cannot disagree that in Bulgaria we have made an effort to "free from..." everything valuable and sacred - morality, family, traditions, property, work, health, etc. This is the ideological value of "freedom from" – a denial, "the release of man from all forms of collective identity – nation, religion, society, class, even his own State" for the benefit of private property and the market. The State was "buried", giving way to the world market and global civil society (5).

The ideological impetus of the West has led one to rebel against God, against traditional values, against the moral and spiritual foundations of his people and his culture.

We broke free from the "norm of compulsory", but we automatically established the "rule of the rights", without, however, taking into account that the "norm of compulsory" is in fact the conscious need to give dues to the "self-care" – for personal and public health,

life and well-being), to society, to the State ("care for others" – for general and state well-being). This norm of "compulsory" is tied to the sense of personal and civic duty (one has an obligation – for the duty, in the name of duty).

However, that is not the case with the "rule of the rights". It only allows for a choice – this "right" could be used, but may not be used. It was not considered that the inability to use the "rule of the rights" does not always depend on the desire of the individual, but on facts and circumstances beyond his control such as social collapse of the system, global or local financial and other crisis, economic and/or political restrictions (restrictions), etc. Slipping on the plane of the "rule of the rights", tightened by the "iron grip" of the State and systematically provoked, the average person, society has retrained from "freedom for" to "freedom from", not realizing that in fact "freedom" is lost when one nurtures his weaknesses, passions, biases, vanities.

#### RESULTS

What comes next – for man (his health, values, development, etc.), for society, for sport, for the State? When the State implicitly consents (by adopting anti-human laws and regulations) to "eradicate" everything of value and sacred – man and its means for providing a healthy and effective life, such as sports, culture, education, science, it would be naïve to talk about development, to plan activities in this regard, to seek strategic solutions, etc.?

Today, more than ever, the measure introduced (the situation of restrictive actions introduced due to the declared "COVID 19 pandemic") illustrates the hopelessness and physical and mental destruction of Man. Confined for a long time in cramped spaces, deprived of the opportunity to communicate physically with self-like, actively to do sports, to actually take care of his own health, intellectual and cultural growth and financial security, in a state of physical and emotional stupor, Man is weakening. He is brought (purposefully or not) to this state in which indifference, apathy take over the common sense. The feeling of insecurity makes people mentally unsustainable; the inability to physical activity strengthens depressive states and leads to atrophy of the body.

Today, in the world of capital and of unlimited possibilities, one is so free that he has the right to choose, not how to live, building plans for science, education, sports, culture, etc. five years ahead, but how to die – from a domestic crime, organized crime or euthanasia.

According to data of the European Commission, Bulgaria takes first place in the mortality rate of the population among the countries of the European Union (2015); in infant mortality – it is 80 percent higher than the EU average; in illiteracy – 41% of students are completely illiterate (2013). Bulgaria has a

vanishing, uneducated and sick population, according to a report by the European Commission (6). **Table 1** shows the population of Bulgaria for 2018 year.

However, it is astonishing that the reconciliation with which the average person (society, the people, including everyone who cares for personal and public health, as well as for Bulgarian sport and physical education) accepts the fate of being "liquidated" - He – Sport, It – Health, She – Culture, It – Education, He – The Man, It – Society, He – the State?!

**Table 1.** Demographics of Bulgaria for 2018 (7)

7 007 731	Current population
3 385 416	Male population (48.3%)
3 622 315	Female population (51.7%)
22 296	Births for this year
139	Births for today
35 759	Mortality for this year
224	Mortality today
-3 236	Net migration for this year
-20	Net migration for today
-16 698	Population growth for this year
-104	Population growth today

Does a person consciously seek to put himself in a position of physically weak, mentally unstable, dejected, unemployed, immoderated, without faith, without hope, without love?

But is he capable of opposing a system that tactically, strategically and methodically puts him in that position, depriving him of the opportunity to play sports, to take "care of himself" - for personal and public health, to communicate, to educate, to develop?

The ideology of the State today, functioning in a market economy, places as a cornerstone the individualistic limitation and nihilism of "freedom from...":

- ideological dependence and commitment to the East;
- traditional values (individual and social moral-ethical and cultural-communicative stereotypes), promoting "universal Western values";
- anything, including sport, which would contribute to the promotion of individual, public, national and state health, dignity,

superstition, security, stability, sustainability and autonomy;

- the need to pay due respect (duty) to personal and public health, to one's own self (improvement and development), to society, to the State;
- the possibility for the individual, the society, the State to be competitive on the global market, including sports, affirming the "right to participate" in that same market.

It is not an accident the fact that the oppressed national self-consciousness escalates into radical self-denial, deep value deploth and nostalgia for the values of the State operating in a planned economy! This long-liquidated State was a cornerstone of "freedom for..." that purposefully worked for:

- the ascension of Man (healthy wise, morally, intellectually, culturaly, physicaly, spiritualy, etc.);
- the society (morally, physicaly, mentally sustainable);
- the country (economically and socially competitive), sport (grassroots and elite);

- for the good of man, society, State;
- affirmed individual, social, national and state dignity and superstition;
- equality and brotherhood between nations;
- victory over the capitalist system exploiting man, society and state in the name of capital.

### CONCLUSIONS

Through the prism of socio-cultural and philosophical analysis, we attempted to reveal the spiritual panoramas of society that idealized "freedom from" and "freedom for", which have an impact not only on personal and public health, but also on the building of sustainable values that will give impetus to man, society and the State. Reaching the essence of the problem – is it possible to achieve personal and public health in an unhealthy (sick) country, the value of man, his health, values, priorities were outlined; as well as of society and State. It is this change in

values that makes it easy to realize what is possible and what future is emerging for man (and his health and physical survival), for the society and for the State.

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