

PREVENTION OF PHYSICAL, PSYCHOLOGICAL AND SEXUAL ABUSE AMONG ADOLESCENTS THROUGH THE COMMUNICATION OF THE INTERNET BLOG¹

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INTRODUCTION

The Law on Preventing and Combating Domestic Abuse (December 2017)², adopted by the Supreme Council of Ukraine, details the types of abuse for physical, sexual, psychological and economic abuse, and on January 19, 2019, the Bullying Law came into force in Ukraine. The document introduces the concept of “bullying” into Ukrainian law as “moral or physical abuse, aggression, in any form, or any other actions taken to arouse fear, anxiety, subordinate a person to his or her interests, with signs of a conscious ill-treatment”³.

About 67% of children have experienced bullying among peers in Ukraine. At the same time, almost a quarter of Ukrainian schoolchildren consider themselves victims of bullying, and about 40% of those children who have experienced bullying cases never tell their parents about it. At the same time, 44% of those who watched as their peers were bullied did not respond to such facts because of fear of similar abuse⁴.

Among the factors that provoke children and adolescents to show aggression, Ukrainians most often cite the prevalence of Internet abuse (41%) and peer abuse (40%). Also, many see the cause of adolescent aggression in the abuse by parents (39%), by bloody computer games (38%). Loneliness and isolation are only called by 11% of Ukrainians among the factors causing abuse, and 10% by stress or fatigue⁵.

¹ The authors do not declare a conflict of interest.

² Про запобігання та протидію домашньому насильству: Закон України від 07.12.2017 р. *Відомості Верховної Ради (ВВР)*. 2018. № 5. Ст. 35.

³ Про внесення змін до деяких законодавчих актів України щодо протидії булінгу (цькуванню): Закон України від 18.12.2018 р. № 2657-VIII. *Відомості Верховної Ради (ВВР)*. 2019. № 5. Ст. 33.

⁴ Навчання без страху. Що потрібно знати про новий антибулінговий закон і булінг у школі] / Самуїл Проскуряков. 2018. URL: <https://zaborona.com/navchannia-bez-strakhu-shcho-potribno-znaty-pro-antybulingovyj-zakon/>.

⁵ Про затвердження порядку взаємодії суб'єктів, що здійснюють заходи у сфері запобігання та протидії домашньому насильству за ознаками статті: Постанова

It should be noted that Ukrainians believe that the most effective measure for the prevention of abuse among children is the creation of a trusting relationships between children and parents (60%). And a much smaller number of Ukrainians support this form of control, such as state censorship on the Internet and social networks – 28%⁶.

The vast majority of respondents (88%) of those responsible for child and adolescent violence were referred to as parents and family. Much less respondents believe that the most responsible for the aggressive behavior are the children themselves (43%). 40% believe that society as a whole is responsible, 36% – friends and acquaintances. School and the state are even less likely to be named among those responsible for abuse – 26% and 23% respectively^{7, 8}.

The era of digitalization, which has become an obvious phenomenon in modern times, has covered all spheres of public relations, including such specific field as social medicine and health care in general. The transfer of the latest technologies helps to optimize prevention measures, to influence the consciousness by means of convenient and understandable information tools for the recipient, which have the property of quick information and easy access through smartphones and other means of communication. In such circumstances, the most commonly used specified tools are in the age group, such as adolescents who are most actively using communication tools. This situation necessitates the use of modern means of communication to positively influence this age category in order to ensure the preservation of their health and the prevention of risk behavior of adolescents, who are the most vulnerable social group to such a lifestyle, when self-preservation is not so priority in comparison with older categories, which often leads to

Кабінету Міністрів України від 22.09.2018 року № 658 / *Офіційний вісник України*. 2018. № 82. 74 с. Ст. 2729.

⁶ Про схвалення Концепції Державної соціальної програми запобігання та протидії домашньому насильству за ознаками статті на період до 2023 року: Розпорядження КМУ від 10.10.2018 року № 728-р / *Офіційний вісник України*. 2018. № 69. 22 с. Ст. 2332

⁷ Комплексна Програма корекційно-реабілітаційної роботи з дівчатами (14–18 років) та жінками, які пережили насильство або належать до групи ризику: інформаційно-методичні матеріали / [В.М. Бондаровської, Т.В. Журавель, Ю.В. Пилипас та ін.]. Київ : ТОВ “Видавничий дім “Калита”, 2014. 528 с. ISBN 978-617-7152-17-9.

⁸ Комплексна Програма корекційної роботи з чоловіками, які вчиняють насильство або належать до групи ризику щодо його вчинення: інформаційно-методичні матеріали / [за заг. ред. В.М. Бондаровської, Т.В. Журавель, Ю.В. Пилипас]. Київ : ТОВ “Видавничий дім “Калита”, 2014. 284 с. ISBN 978-617-7152-16-2

increased dynamics of injuries and poisonings. In this context, it becomes relevant to study the use of modern communication Internet tools for the implementation of prevention of various types of violence against adolescents.

1. Prevalence of physical, psychological and sexual abuse among adolescents of vocational schools of Zaporizhzhia

Purpose of the study. To study the prevalence of physical, psychological and sexual abuse among adolescents of vocational schools of Zaporizhzhia.

Materials and methods. In order to achieve the purpose of the study, we developed a questionnaire and conducted a social survey, which included 283 students of vocational schools, whose average age was from 15 to 17 years. The questionnaire included behavioral and social risk factors in the family, interviews with adolescents about physical, psychological, and sexual abuse against them, if so by whom: parents, teachers, classmates, acquaintances, and strangers. The questionnaire was approved at the methodological meeting of the Public Institution “Zaporizhzhia Medical Academy of Postgraduate Education of the Ministry of Health of Ukraine”. Minutes No. 1 of January 20, 2019.

In carrying out the sociological survey, the principles of the Declaration of Helsinki, adopted by the General Assembly of the World Medical Association (1964–2000), the Council of Europe Convention on Human Rights and Biomedicine (1997), the relevant provisions of the WHO, the International Council of Medical Scientific Societies, the International Code of Medical Ethics, (1983) and laws of Ukraine were observed.

In accordance with the set tasks and to achieve the purpose of the research, we used a set of general scientific and special methods, interrelated and consistently applied during the research: systematic analysis, bibliosemantic, and statistical.

Results of the research and their discussion. 283 students of vocational schools aged from 15 to 17 years were questioned. Of these, 150 are male and 133 are female. Including at the age of 15, 183 persons (64.02%), 16 years – 65 (22.97%), 17 years – 35 (12.37%).

It is established that 184 persons (65.02%) live in a complete family, only with mother 80 persons (28.27%), only with father 12 (4.24%), have no parents 5 (1.77%).

The section of the survey on the prevalence of behavioral and social factors that occur in the families of respondents found that: in 94 (33.22%) adolescents in families use alcoholic beverages, in 3 (1.06%) drugs, in 89 (35.45%) families shout at each other, in 29 families (10.25%) there are cases when someone beats each other, in 8 (2.83%) cases knife, weapons were used.

When asked by the questionnaire whether there were facts of physical abuse with health damage, among 283 respondents 111 respondents confirmed such facts, which is 39.2% of the total number of respondents.

In the structure of participants of physical abuse the first three ranked places are occupied by *strangers*, *acquaintances* and *adolescents* (Fig. 1).

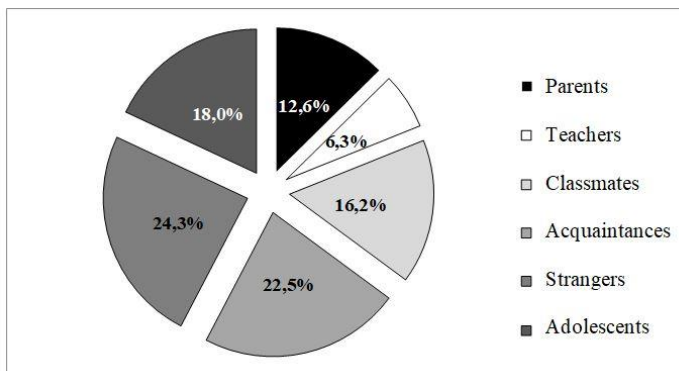


Fig. 1. Structure of participants of physical abuse with health damage towards respondents

Among the interviewed respondents who confirmed the facts of physical abuse against them, from parents – 14 (12.6%) cases, from teachers – 7 (6.3%), from classmates – 18 (16.2%), from acquaintances – 25 (22.5%), from strangers – 27 (24.3%), from adolescents – 20 (18%) (Table 1).

Table 1

Facts of physical abuse with health damage

From whom did the facts of physical abuse with damage occur	Number of respondents who confirmed the facts of physical abuse with health damage (n = 111)	
	Abs.	%
Parents	14	12.6
Teachers	7	6.3
Classmates	18	16.2
Acquaintances	25	22.5
Strangers	27	24.3
Adolescents	20	18.0

When asked whether there were the facts of physical abuse with punishment, 78 persons out of 283 respondents confirmed the facts of physical abuse with punishment against them, or 27.5% of the total number of respondents. The structure of participants of physical abuse with punishment towards respondents is shown in (Fig. 2).

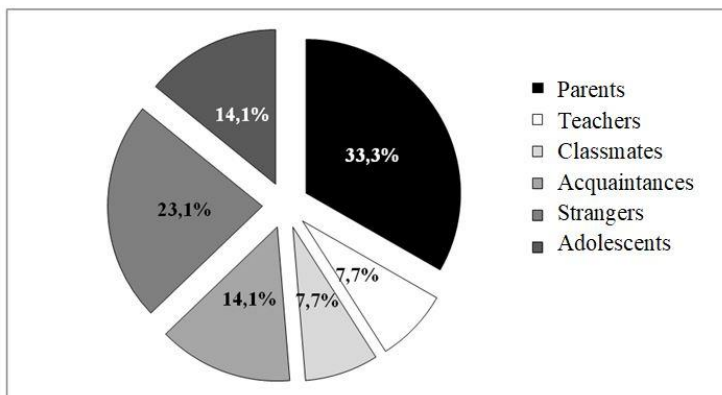


Fig. 2. Structure of participants of physical abuse with punishment towards the respondents

The first place is occupied by parents – 26 cases (33.3%), strangers 18 (16.2%) and acquaintances and adolescents 11 cases each, or 23.0% respectively (Table 2).

Table 2

Facts of physical abuse with punishment

From whom were the facts of physical abuse with punishment	Number of respondents who confirmed the facts of physical abuse with punishment (n = 78)	
	Abs.	%
Parents	26	33.3
Teachers	6	7.7
Classmates	6	7.7
Acquaintances	11	14.1
Strangers	18	23.1
Adolescents	11	14.1

When asked about the question of whether there were the facts of psychological abuse with threats, 178 persons out of 283 respondents confirmed the facts of psychological abuse with threats against them, or 62.9% of the respondents.

In the structure of categories of persons who applied the facts of psychological abuse with threats to the respondents, first ranked places are taken by acquaintances –39 cases, strangers and teenagers in 36 cases each, classmates – 32 cases, parents – 17 cases, teachers – 18 cases (Fig. 3).

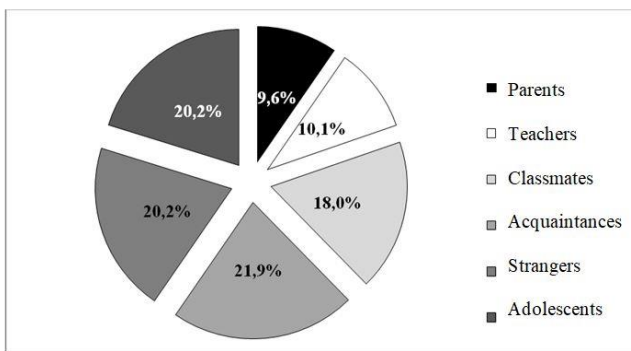


Fig. 3. Structure of participants of psychological abuse with threats towards respondents

The number of respondents who confirmed the facts of psychological abuse with threats from acquaintances was 21.9%, strangers and teenagers 20.2% each, from classmates 17.9%, teachers – 10.1%, parents – 9.6% (Table 3).

Table 3

Facts of psychological abuse with threats		
From whom were the facts of psychological abuse with threats	Number of respondents who confirmed the facts of psychological abuse with threats (n = 178)	
	Abs.	%
Parents	17	9.6
Teachers	18	10.1
Classmates	32	18.0
Acquaintances	39	21.9
Strangers	36	20.2
Adolescents	36	20.2

When asked about the question of whether there were the facts of psychological abuse with humiliation 186 persons out of 283 respondents, or – 65.7% answered – yes. In the structure of participants the first places are occupied by classmates – 41 case, 38 cases from acquaintances and 36 from teenagers (Fig. 4).

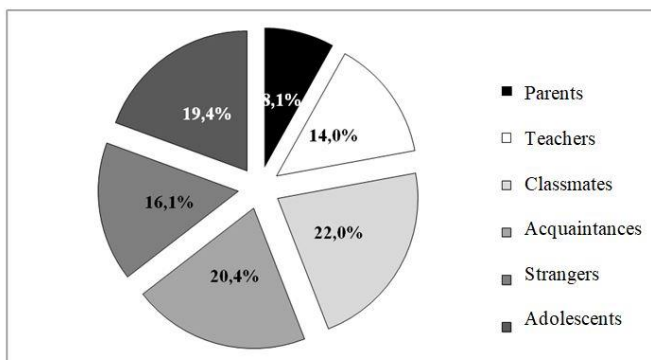


Fig. 4. Structure of participants of psychological abuse with humiliation towards respondents

Number of respondents who confirmed the facts of psychological abuse with humiliation (n = 186): from parents 15 cases, or 8.1%, from teachers 26 cases (14.0%), from classmates 41 (22.0%), from acquaintances 38 (20.4%), from strangers 30 (16.1%), from adolescents 36 (19.4%) (Table 4).

Table 4

Facts of psychological abuse with humiliation

From whom were the facts of psychological abuse with humiliation	Number of respondents who confirmed the facts of psychological abuse with humiliation (n = 186)	
	Abs.	%
Parents	15	8.1
Teachers	26	14.0
Classmates	41	22.0
Acquaintances	38	20.4
Strangers	30	16.1
Adolescents	36	19.4

When asked if there were any facts of psychological abuse, 161 respondents answered – yes. The part of these answers, of the total number, was 56.8%. The structure of the participants regarding the facts of psychological abuse of neglect of the respondents is shown in (Fig. 5).

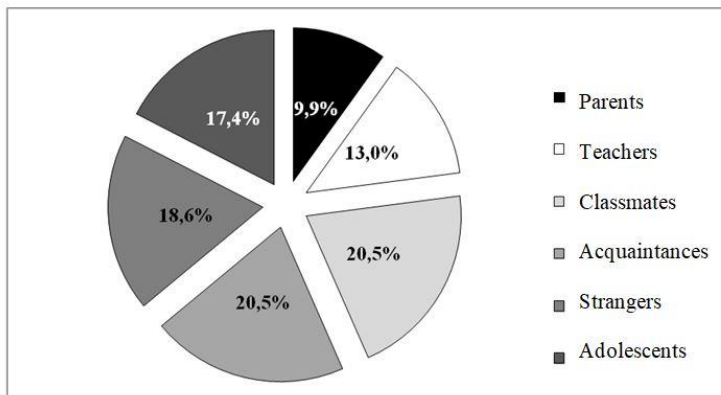


Fig. 5. Structure of participants of psychological abuse of neglect towards respondents

It was found that among participants of psychological abuse of neglect towards the respondents, parents were 9.9%, teachers – 13%, classmates – 20.5%, acquaintances – 20.5%, strangers – 18.6%, adolescents – 17.4% (Table 5).

Table 5

Facts of psychological abuse of neglect

From whom were the facts of psychological abuse of neglect	Number of respondents who confirmed the facts of psychological abuse of neglect (n = 161)	
	Abs.	%
Parents	16	9.9
Teachers	21	13.0
Classmates	33	20.5
Acquaintances	33	20.5
Strangers	30	18.6
Adolescents	28	17.4

19 respondents out of 283 respondents confirmed that they had facts of contact sexual abuse. The part of these answers, of the total number, was 6.7%. In the structure of participants of contact sexual abuse, first place is occupied by strangers – 8 cases, second place by teachers and acquaintances – 3 cases each, third by classmates – 2 cases (Fig. 6).

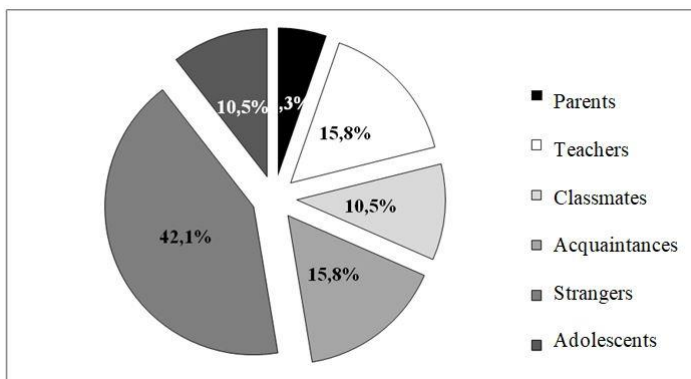


Fig. 6. Structure of participants of contact sexual abuse towards respondents

In percentage (n = 19), strangers was 42.1%, acquaintances 15.8%, classmates and adolescents 10.5% each. Unfortunately, among the participants of contact sexual abuse, respondents named teachers in 15.8% of cases and parents – 5.3% (Table 6).

Table 6

Facts of contact sexual abuse

From whom were the facts of contact sexual abuse	Number of respondents who confirmed the facts of contact sexual abuse (n = 19)	
	Abs.	%
Parents	1	5.3
Teachers	3	15.8
Classmates	2	10.5
Acquaintances	3	15.8
Strangers	8	42.1
Adolescents	2	10.5

25 respondents out of 283 respondents answered yes on the question whether there were facts of non-contact sexual abuse. The part of these answers from the total number is 8.8%. In the structure of participants in the first place are strangers – 11 (44%) cases, in the second place are acquaintances – 5 (20.0%) cases, in the third adolescents – 4 (16%) cases (Table 7).

Table 7

Facts of non-contact sexual abuse

From whom were the facts of non-contact sexual abuse	Number of respondents who confirmed the facts of non-contact sexual abuse (n = 25)	
	Abs.	%
Parents	1	4.0
Teachers	1	4.0
Classmates	3	12.0
Acquaintances	5	20.0
Strangers	11	44.0
Adolescents	4	16.0

When asked whether you were raped (are raped), 16 respondents out of 283 respondents answered yes. The part of these answers from the total number is 5.6%. In the structure of participants of rapes, 56.3% were strangers. Acquaintances and classmates took second and third places and were equal to 25% and 12.5%, respectively (Table 8).

Table 8

Facts of rapes

From whom were the facts of rapes	Number of respondents who confirmed the facts of rapes (n = 16)	
	Abs.	%
Classmates	2	12.5
Acquaintances	4	25.0
Strangers	9	56.3
Adolescents	1	6.3

When asked if you have told about the facts of abuse against you by adults out of 283 respondents, only 35 respondents answered positively, which is 18.7%.

Analyzing the types of physical, psychological and sexual abuse among adolescents aged 15–17 who study at vocational schools of Zaporizhzhia, it is established that in the structure of various types of abuses that occurred in our respondents, the first place is the facts of psychological abuse with humiliation – 24.0%, in the second place the facts of psychological abuse with threats – 23.0%, in the third place the facts of psychological abuse of neglect – 20.8% (Fig. 7).

283 respondents out of interviewed confirmed 774 facts of various types of abuses against themselves. The survey found that the respondents most often had psychological abuse: psychological abuse with threats of 178 cases (23.0%), psychological abuse with humiliation 186 (24.0%), psychological abuse of neglect 161 case or (20.8%). Concerns were risen of the confirmation by the respondents regarding the various types of physical and sexual abuse against them (Table 9).

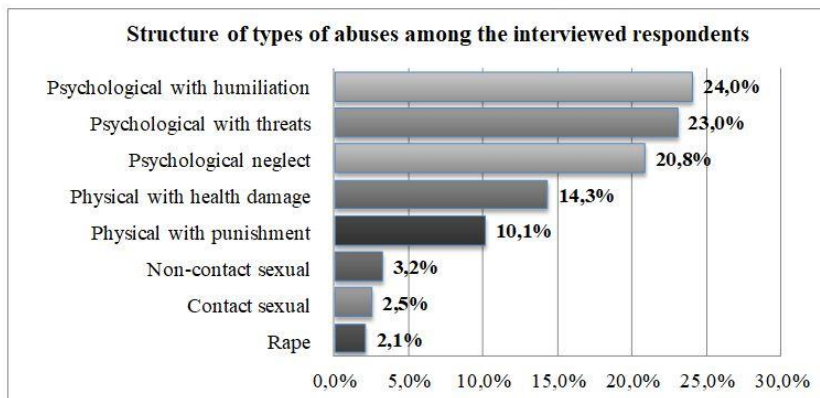


Fig. 7. Structure of various types of abuses confirmed by the respondents in the survey

When analyzing the total number of respondents ($n = 283$), comparing the two groups of physical abuse with damage to health and physical abuse with punishment, reliable indicators were obtained ($\chi^2 = 8.6$, $p = 0.004$), with the facts of psychological abuse with humiliation and neglect ($\chi^2 = 4.6$, $p = 0.03$) (Table 10).

Table 9

**Number of facts of abuses, and their types, confirmed
by the respondents**

Types of abuses	Number of facts of abuses (n = 774) confirmed by the respondents when interviewing (n = 283)	
	Abs.	%
Facts of physical abuse with health damage	111	14.3
Facts of physical abuse with punishment	78	10.0
Facts of psychological abuse with threats	178	23.0
Facts of psychological abuse with humiliation	186	24.0
Facts of psychological abuse with neglect	161	20.8
Facts of sexual contact abuse	19	2.5
Facts of sexual non-contact abuse	25	3.2
Facts of rapes	16	2.0

Table 10

**Frequency of detection of the facts of physical, psychological
and sexual abuse**

Types of abuses	Number of respondents who confirmed various facts of abuse (n = 283)		$\chi^2 =$; p
	Abs.	%	
Facts of physical abuse:			
with health damage	111	14.3	$\chi^2 = 8.6$ p = 0.004
with punishment	78	10.0	
Facts of psychological abuse:			
with humiliation	186	24.0	$\chi^2 = 4.6$ p = 0.03
of neglect	161	20.8	
Facts of sexual abuse:			
contact	19	2.5	$\chi^2 = 0.8$ p = 0.3
non-contact	25	3.2	

2. Prevention of physical, psychological and sexual abuse among adolescents through the communication of the internet blog

The era of digitalization, which has become an obvious phenomenon in modern times, has covered all spheres of public relations, including such specific fields as social medicine and the health sector as a whole. In view of the steady increase in the prevalence and “dependence” of modern society on various gadgets and messengers (especially among the young generation), when most of their time, most people “spend” on the Internet, “covering” almost all their lives on the pages of various messengers and getting acquainted with the lives of others, “taking over” in some way other people’s behavioral patterns and role social orientations; it is considered possible in this direction to find hidden unrealized opportunities to influence the adolescent cohort of the population and to introduce effective mechanisms for prevention of risk behavior, various manifestations of cyberbullying and in general the facts of various abuse⁹. Against this background, it is noted that a variety of Internet resources and messengers (“Instagram”, “Facebook”, “Viber”, “Telegram”, “YouTube”, etc.) play a globally important role in formation of world view and influence of particular types of behavior that pose a significant risk to the studied category, which emphasizes the need to find methods of social and psychological control and prevention of potential encouragement to risk, asocial, delinquent and other “negative” deviant behavior.

It should be agreed with researchers that the main problems are (as confirmed by educators) that teenagers are uncontrollably on social networks, parents are often not interested in what sites they visit, what videos they watch, what music they listen to, and most importantly, who they meet and chat with in different chats. The global network has a large number of pornographic content resources that demonstrate and promote various forms of abuse, which promote various mechanisms of manipulation of consciousness, instill mysticism, sexism, or even promote suicide (“blue whale”, “whale sea”, “quiet house” and other), etc.¹⁰

⁹ Sharma M., Branscum P. School-based drug abuse prevention programs in high school students. *J. Alcohol. Drug Education*. 2013. Vol. 57. P. 51.

Universal school-based prevention for illicit drug use / Faggiano F., Minozzi S., Versino E., Buscemi D. *Cochrane Database of Systematic Reviews*. 2014. Vol. 12. Art. No.: CD003020. DOI 10.1002/14651858.CD003020.pub3.

Foxcro DR Universal multi-component prevention programs for alcohol misuse in young people / DR. Foxcro, A. Tsertsvadze. *CochraneDatabase of Systematic Reviews*. 2011. Vol. 9. Art. No.: CD009307. DOI 10.1002/14651858.CD009307.

¹⁰ Европейский план действий по укреплению потенциала и услуг общественного здравоохранения. Copenhagen : WHO Regional Office for Europe, 2012 (документ EUR/RC62/12). 52 с.

Significant negative is also caused by significant global levels of so-called bullying and cyberbullying. According to the UNICEF International Children's Fund, the dynamics of bullying among domestic children in 2006–2019 has positive trends, but its levels remain quite high: in 2006, 57.00% persons of those interviewed noted offending others and 47.00% – those who were offended; and in 2019 these figures are already at the level of 35.00% and 39.00% respectively. According to the same data, in 2019, 21.10% of those interviewed participated in cyberbullying in relation to others and 21.50% – felt themselves to be “victims” of cyberbullying.

The transfer of the latest technology helps to optimize the prevention measures, to influence the consciousness through convenient and understandable for the recipient information tools, which have the property of quick information and easy access through smartphones and other means of communication¹¹. In modern conditions, these tools of information and influence on consciousness are the most commonly used in the age group, such as adolescents who are most active in using various means of communication. This situation necessitates the use of

¹¹ School policies for preventing smoking among young people / A. Coppo, M.R. Galanti, L. Giordano [et al.]. *Cochrane Database Syst. Rev.* 2014. Vol. 10. Art. No.: CD009990. DOI 10.1002/14651858.CD009990.pub2.

Improving adolescent sexual and reproductive health: A systematic review of potential interventions / R. A. Salam, A. Faqqah, N. Sajjad [et al.]. *J. Adolesc Health.* 2016. Vol. 59 (Suppl. 4). P. 11–28. DOI :10.1016 / j.jadohealth.2016.05.022.

Restricting or banning alcohol advertising to reduce alcohol consumption in adults and adolescents / N. Siegfried, D.C. Pienaar, J.E. Ataguba [et al.]. *Cochrane Database Syst. Rev.* 2014. P. CD010704. DOI 10.1002/14651858.CD010704.pub2.

Foxcroft D.R. Cochrane review: Universal school-based prevention programs for alcohol misuse in young people / D.R. Foxcroft, A. Tsertsvadze. *Evidence-based Child. Health. A Cochrane Rev. J.* 2012. Vol. 7. P. 450–575. DOI 10.1002/ebch.1829.

Hennessy E.A. Effectiveness of brief school-based interventions for adolescents: A meta-analysis of alcohol use prevention programs / E.A. Hennessy, E.E. Tanner-Smith. *Prev Sci.* 2015. Vol. 16. P. 463–474. DOI 10.1007/s11121-014-0512-0.

Effectiveness of school-based preventive interventions on adolescent alcohol use: A meta-analysis of randomized controlled trials / H.K. Strøm, F. Adolfsen, S. Fossum [et al.]. *Substance abuse Treat. Prev. Pol.* 2014. Vol. 9. P. 1. DOI 10.1186/1747-597x-9-48.

Efficacy of alcohol interventions for first-year college students: A meta-analytic review of randomized controlled trials / L. A. Scott-Sheldon, K. B. Carey, J. C. Elliott [et al.]. *J. consulting Clin. Psychol.* 2014. Vol. 82. P. 177. DOI 10.1037/a0035192.

Using mass media campaigns to reduce youth tobacco use: A review / J.A. Allen, J.C. Duke, K.C. Davis [et al.]. *Am. J. Health Promotion.* 2015. Vol. 30. P. 71–82. DOI 10.4278/ajhp.130510-lit-237

Thomas R.E. School-based programmed for preventing smoking / R.E. Thomas, J. McLellan, R. Perera. *Evidence-based Child. Health. A Cochrane Rev. J.* 2013. Vol. 8. P. 1616–2040.

modern means of communication to positively influence this age category in order to maintain their health and prevent risk behavior, since it is adolescents who are the most vulnerable social group to such a lifestyle when self-preservation is not so high priority compared to the older categories, which often leads to negative trends in morbidity, disability and mortality. In this context, research of the use of modern Internet tools to prevent risk behavior, cyberbullying and abuse is becoming topical. The most appropriate means of preventing cyberbullying and abuse is (in our view) the use of Internet blogs.

The importance of Internet communications in health is confirmed by the fact that the World Health Organization (WHO) in the “European Action Plan in Public Health Capacity Building and Services” (2012) has defined that the ninth function of public health is “Basic communication in the interests of public health”¹². In doing so, the WHO has endorsed the following definition of an operational function: communication in the interests of public health is aimed at increasing the level of health literacy and improving the health status of individuals and groups of population. “It is the art and technique of informing individuals, institutions and different audiences, influencing them, and creating some motivation for important health issues and determinants”. Communication should also increase the ability to receive, understand and use information to reduce various risks, prevent disease, improve health, ability to orientate in health services and use them properly, protect health policies and improve well-being, quality of life and health of citizens¹³.

¹² Европейский план действий по укреплению потенциала и услуг общественного здравоохранения. Copenhagen: WHO Regional Office for Europe, 2012 (документ EUR/RC62/12). 52 с.

¹³ Стратегическое руководство в интересах здоровья в XXI веке: исследование, проведенное для Европейского регионального бюро ВОЗ/WHO. Regional Office for Europe. Copenhagen, 2011. URL: http://www.euro.who.int/data/assets/pdf_file/0004/149971/RC61rInfDoc06.pdf. – Title from screen.

Graham J. Principles for good governance in the 21-st century / J. Graham, B. Amos, T. Plumptre. Ottawa : Institute on Governance, 2003 (Policy Brief No. 15). URL: <http://unpanl.un.org/intradoc/groups/public/documents/UNPAN/UNPAN011842.pdf>. Title from screen.

Kickbusch I. Governance for health in the 21st century / I. Kickbusch, D. Gleicher. Copenhagen: WHO Regional Office for Europe, 2012. URL: http://www.euro.who.int/_data/assets/pdf_file/0019/171334/RC62BD01-Governance-for-Health-Web.pdf. Title from screen.

Ситенко О.Р., Кривенко Є.М. Роль комунікаційної діяльності у розвитку охорони здоров'я (огляд літератури). *Вісник соціальної гігієни та організації охорони здоров'я України*. 2015. № 4 (66). С. 49–55.

In our view, achieving positive results in the field of prevention of risk behavior, cyberbullying and various types of adolescent abuses through Internet blog communication can be achieved through the modeling of appropriate safe behavior in an Internet environment, which is extrapolated to the awareness of existing dangers in the social environment and behavior.

Purpose of the study. To study the possibilities of prevention of risk behavior of adolescents, cyberbullying and various forms of abuse against them through the use of modern Internet technology.

Materials and methods. In order to achieve the purpose of the study, we developed a questionnaire and conducted a social survey, which included 283 students of vocational schools, the average age of whom was from 15 to 17 years. In accordance with the set objectives and to achieve the purpose of the research, we used a set of general scientific and special methods, interrelated and consistently applied during the research: system analysis, biblio-semantic, statistical, and correlation.

Results of the research and their discussion. A cross-sectional sociological survey was conducted by a “case-control” type with multi-stage randomization of respondents’ choice. 283 students of vocational schools aged 15 to 17 were questioned (150 persons (53.00%) male and 133 (47.0%) – female, including at the age of 15–183 (64.70%) adolescents; 16–65 (23.00%) and 17–35 (12.40%). The adolescents were added to the “orbis_zp” Internet blog on “Instagram”, where they were offered a survey. Questionnaires include questions finding out about the respondents’ encouragement to social groups that promote a variety of quest games with risk behavior and the cult of suicide; the facts of committing cyberbullying to other peers; the facts of physical, psychological and sexual abuse against adolescents and the levels of knowledge of rights and guarantees for protection against abuse.

The Internet blog contained videos of adolescents’ awareness of their rights and guarantees; as well as preventing cyberbullying, risk behavior and various types of abuse against adolescents. In order to prevent the intensification of the negative impact of Internet resources, we have developed and registered an Internet blog in the “Instagram” application, the purpose of which is a control and preventive function to reduce the negative impact of the Internet on adolescents’ awareness of the spread of risk behavior, cyberbullying and different types of abuse. A series of videos were presented consistently on the Internet blog by the following units: awareness of adolescents about their rights and guarantees; the use by adolescents of their rights and guarantees to prevent and counteract various forms of abuses; overcoming the negative impact of Internet mechanisms related to risks to life and health, cyberbullying and abuses. The Internet blog posted Internet open source photos showing traumatized adolescents falling out of house windows and falling from trees and power poles

while trying to take selfie photos or “stand out” from peers by imitating other manifestations of risk behavior. Also, we posted short by the contents comments from classmates in which they sadly remembered their friends who had been killed while taking pictures and risk activities on the rail and subway. There were short videos about the punishments of persons who committed various acts of abuse and bullying manifestations in relation to others. The Internet blog hosted a month-long training marathon on cyberbullying recognition, establishment of the spread of risk behavior, and facts of psychological, physical and sexual abuse of adolescents. The following Internet technologies have been used to prevent the spread and correction of the consequences of the foregoing: information explanatory publications (posts) on the Internet blog page, lectures through live broadcast on the “orbis_zp” Internet blog, communication with adolescents through personal messages and consultation with a psychologist. After completing the Internet marathon, a survey was conducted on the effectiveness of this type of educational work.

The study found that, among all respondents (283 people), communicating and spending time on review in social networks takes more than 3 hours every day for 44.10% of adolescents; from 2 to 3 hours – in 20.90% and from 1 to 2 hours – in 35.00% – Fig. 1. Among all the respondents to the questionnaire on the validity of facts of their involvement in social groups promoting various quest games and other internet technology related to risk behavior, cyberbullying and violence with potential damage to health out of all (283 persons) respondents 193 (68.20%) adolescents answered positively. Of these, 86 (44.56%) adolescents confirmed the validity of the facts of call for risk behavior connected with life and health risks; promotion of addictive behavior – 65 (33.68%) respondents; the facts of the call to join the groups in which the cult of suicide is propagated – 31 (16.06%) case and cyberbullying – 11 (5.70%) (Fig. 8–9, Table 11).

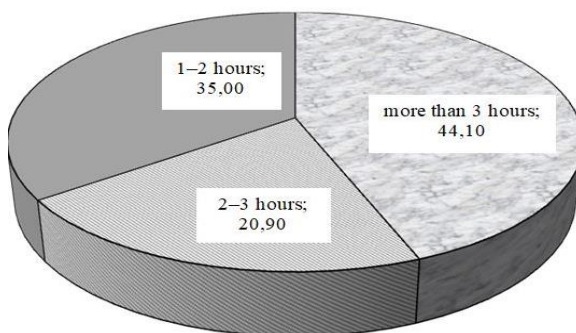


Fig. 8. Structural characteristics of spending time in social networks among adolescent respondents (%)

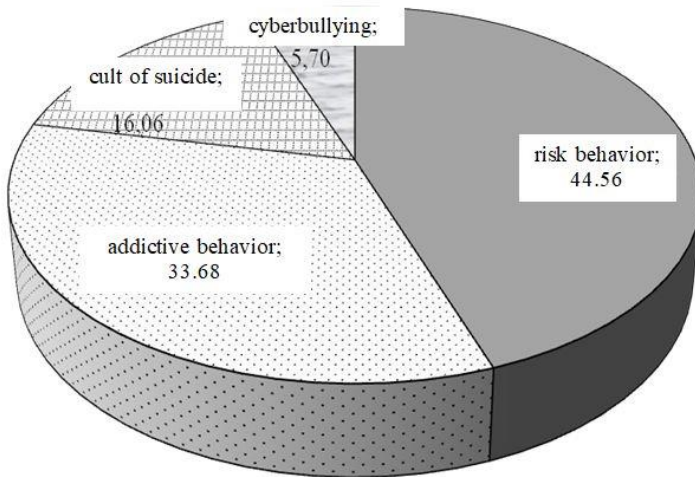


Fig. 9. Structural characteristics of the effectiveness of promoting Internet technology related to risk behavior, cyberbullying, and abuse among adolescent respondents (%)

Table 11

Internet technology effectiveness promotion cases related to risk behavior, cyberbullying, and abuse among adolescent respondents (abs.,%)

Internet technology related to risk behavior, cyberbullying and abuse	Internet technology promotion objects (n = 193)	
	Abs.	%
Risk behavior	86	44.56
Addictive behavior	65	33.68
Groups with the cult of suicide	31	16.06
Cyberbullying	11	5.70

Among the respondents who answered positively about the validity of the facts of the direct call to risk behavior (86 persons; 44.56%), first place was given to unfamiliar users – 38 (44.19%) cases, second to friends in the educational environment 27 (31.40%) adolescents and third – to users from the number of acquaintances of extra-curricular environment – 21 (24,42%) person (Fig. 10, Table 12).

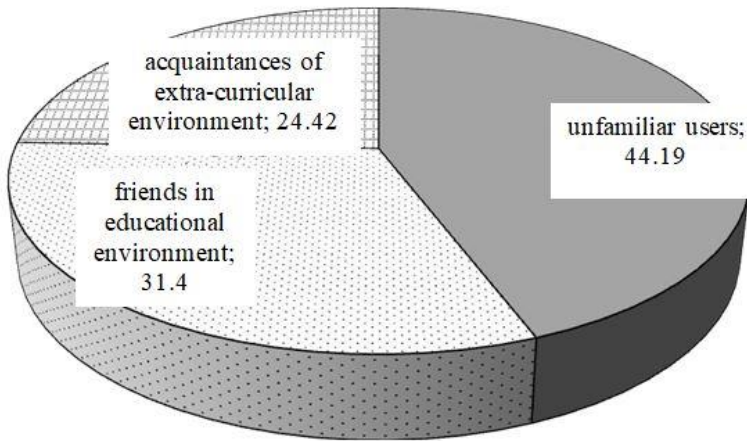


Fig. 10. Structural characteristics of the effectiveness of promoting Internet technology related to risk behavior connected with risk to life and health (%)

Table 12

Internet technology promotion effectiveness cases related to risk behavior related to life and health risks among adolescent respondents (abs,%)

Internet technology related to risk behavior connected with risks to life and health	Internet technology promotion objects (n = 86)	
	Abs.	%
Unfamiliar users	38	44.19
Friends in educational environment	27	31.40
Acquaintances of extra-curricular environment	21	24.42

Among adolescents who answered positively about the effectiveness of the facts of call to addictive behavior (65 persons; 33.68%) noted calls from acquaintances outside the educational environment – 33 (50.77%) adolescents, friends in the educational environment – 25 (38.46%) persons and unfamiliar users of social networks – 7 (10.77%) (Fig. 11, Table 13).

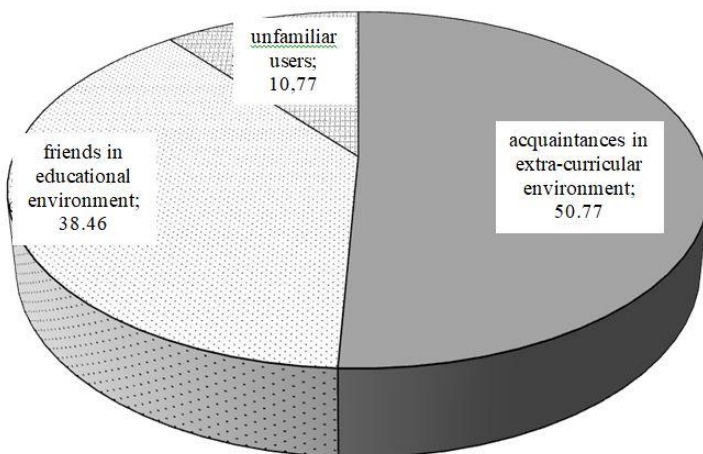


Fig. 11. Structural characteristics of Internet technology promotion effectiveness, connected with addictive behavior (%)

Table 13

Internet technology promotion effectiveness cases related to addictive behavior among adolescent respondents (abs,%)

Internet technology related to addictive behavior	Internet technology promotion objects (n = 65)	
	Abs.	%
Acquaintances of extra-curricular environment	33	50.77
Friends in educational environment	25	38.46
Unfamiliar users	7	10.77

The adolescents contingent, who noted the effectiveness of the facts of a direct call to join groups with the cult of suicide (31 case; 16.06%), determined that the first place of this type of calls was taken by unfamiliar users of social networks – 22 (70.97%) cases, the second – by friends of extra-curricular environment – 5 (16.13%) persons and third – by users from the number of educational environment – 4 (12.90%) adolescents – (Fig. 12, Table 14).

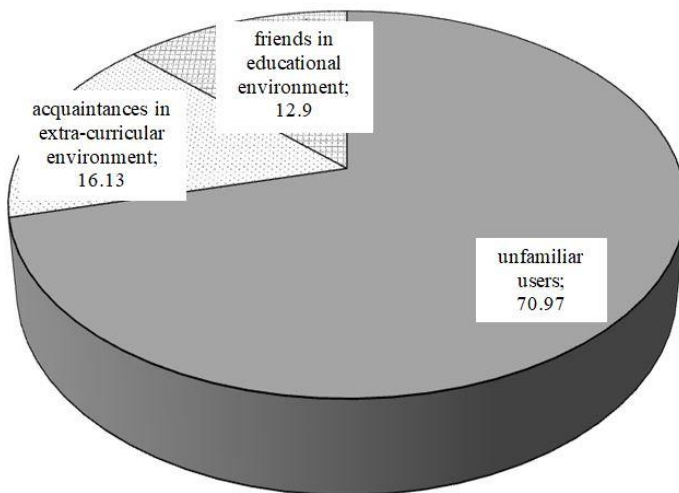


Fig. 12. Structural characteristics of Internet technology promotion effectiveness related to calls to join groups with the cult of suicide (%)

Table 14

Internet technology promotion effectiveness cases related to calls to join groups with the cult of suicide among adolescent respondents (abs.,%)

Internet technology related to calls to join groups with the cult of suicide	Internet technology promotion objects (n = 86)	
	Abs.	%
Unfamiliar users	22	70.97
Acquaintances of extra-curricular environment	5	16.13
Friends in educational environment	4	12.90

Also, among adolescents who noted the effectiveness of the facts of direct call to the manifestations of cyberbullying (11 persons; 5.70%), the most frequently reported calls were from social network users from the number of acquaintances of the extra-curricular environment – 6 (54.55%); friends in the educational environment – 4 (36.36%), adolescents and unfamiliar users – 1 (9.09%) case (Fig. 13, Table 15).

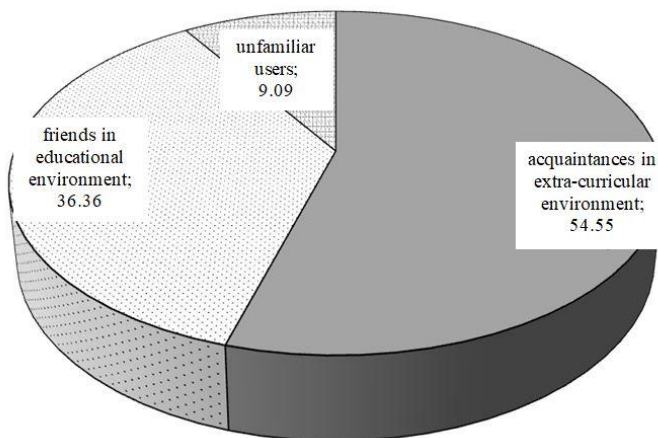


Fig. 13. Structural characteristics of the Internet technology promotion effectiveness related to cyberbullying (%)

Table 15

Internet technology effectiveness promotion cases related to cyberbullying among adolescent respondents (abs.,%)

Internet technology related to cyberbullying manifestations	Internet technology promotion objects (n = 11)	
	Abs.	%
Acquaintances of extra-curricular environment	6	54.55
Friends in educational environment	4	36.36
Unfamiliar users	1	9.09

We also identified cyberbullying facts among interviewed respondents in relation to other persons. It was found that among all respondents (283 teenagers), certain manifestations of cyberbullying in relation to other persons showed 189 (66.78%) adolescents. At the same time, bullying was observed in relation to friends in the educational environment in 92 (48.68%) cases, to acquaintances in the extra-curricular environment – in 67 (35.45%) persons and to strangers – in 30 (15.87%). cases (Fig. 14, Table 16).

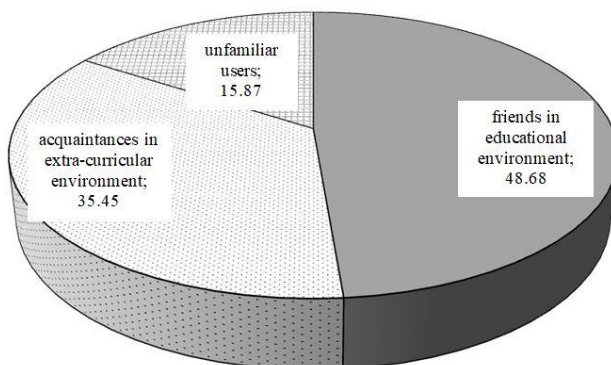


Fig. 14 Structural characteristics of cyberbullying among the respondents in relation to other persons (%)

Table 16

Cyberbullying cases among adolescents respondents in relation to other persons (abs.,%)

Cyberbullying subjects	Cyberbullying manifestations (n = 189)	
	Abs.	%
Friends in educational environment	92	48.68
Acquaintances of extra-curricular environment	67	35.45
Unfamiliar persons	30	15.87

At the same time, 191 (67.49%) and 231 (81.63%) adolescents answered positively the questions about unpleasant experiences in cases of bullying and hating to the respondents on the Internet (Table 17).

Table 17

Unpleasant experiences in cases of cyberbullying and hating on Internet among adolescent respondents (abs.,%)

Internet-technology	Unpleasant experiences (n = 283)			
	yes		no	
	abs.	%	abs.	%
Cyberbullying	191	67.49	92	32.51
Hating	231	81.63	52	18.37

189 (66.78%) and 73 (25.80%) respondents respectively out of 283 persons answered positively the questions about the manifestations of cyberbullying to other persons during the last month and the possession of comprehensive information on the recognition and counteraction of different types of abuse against the respondents (see Table 18). Based on the conducted questionnaire, relevant preventive Internet blogs were developed and a monthly training marathon using Internet technology was implemented: information explanatory publications (posts) on the blog page, lectures through live broadcasts on the “orbis_zp” blog, communication with adolescents through personal messages and consultations with a psychologist.

Table 18

Manifestations of cyberbullying to other persons and possession of information on recognizing and countering abuse among adolescent respondents (abs.,%)

Cyberbullying and information support	Manifestations (n = 283)			
	yes		no	
	abs.	%	abs.	%
Cyberbullying to other persons	189	66.78	94	33.22
Possession of information on recognition and counteraction to abuse	73	25.80	210	74.20

At the end of the Internet marathon, an appropriate survey was conducted and it was determined that the first block of the Internet blog was visited by 185 adolescents, or 65.40%; and the second block – by 190 students, which is 67.10% according to the results of survey (Table 19).

Table 19

Frequency of visits to individual blocks of Internet blogs among adolescent respondents (abs.,%)

Information content of Internet blogs	Number of respondents who viewed Internet blogs (n = 283)	
	Abs.	%
Adolescents’ awareness of their rights and guarantees	185	65.40
Preventing and countering various types of abuses	190	67.10

The main purpose of using these Internet blogs was to increase the legal education of adolescents regarding their rights and guarantees against physical and psychological abuse. In order to find out the level of assimilation and the possibility of counteracting the various types of abuse, adolescents were surveyed according to specific groups of questions after browsing the Internet blogs. When asked whether it is clear what laws prohibit the use of abuse and physical punishment to children and adolescents 124 (43.80%) persons of the total number of respondents out of 283 respondents confirmed the facts that they were aware of such a prohibition against them. Among the surveyed respondents (124 persons), 75 (60.50%) adolescents said that they should be protected first by law enforcement agencies; 27 (21.80%) persons – by social protection bodies; and 22 (17.70%) students indicated that by the family (see Table 20). The dynamics of raising the legal awareness of the interviewed adolescents, especially in the context of the role of law enforcement agencies, which are the primary response bodies and which ensure that they are brought to appropriate responsibility, proved to be legitimate. The Internet blogs we have used have clearly demonstrated the protocols of various interrogations and court rulings on physical abuse against adolescents, which has created a strong conviction in the latter of the highest functional efficiency of the law enforcement system in this area.

Table 20

Digestion of knowledge of rights and guarantees for protection against physical abuse among adolescent respondents (abs.,%)

Institutions for protection against physical abuse of adolescents	Number of respondents who viewed Internet blogs (n = 124)	
	abs.	%
Law enforcement agencies	75	60.50
Social protection bodies	27	21.80
Family	22	17.70

When asked what to do if the facts of psychological humiliation were found, 62.90% of persons answered that they knew the procedure for their actions (11.30% higher than the previous questionnaire indicator).

When asked by the questionnaire which institution is most important in protecting adolescents from psychological humiliation, 45 (25.30%) respondents out of 178 identified a family; 29 (16.30%) – teachers; 58 (32.60%) – law-enforcement agencies and 46 (25.80%) named social services (see Table 21). In our view, a significant increase of indicators in adolescents’ awareness of their rights and guarantees against various types

of abuses has been facilitated by video materials of the Internet blog on counteracting cyberbullying in different countries and demonstrating the facts of prosecution of adolescents and older persons for psychological abuse. In this context, it should be noted that the proportion of the role of law enforcement agencies has increased compared to other institutions, especially those as teachers who have been least trusted by respondents when seeking protection.

Table 21

Acquiring knowledge about the rights and guarantees for protection against psychological abuse among adolescent respondents (abs.,%)

Institutions for protection against psychological abuse of adolescents	Number of respondents who viewed Internet blogs (n = 178)	
	Abs.	%
Parents	45	25.30
Teachers	29	16.30
Law enforcement agencies	58	32.60
Social services	46	25.80

In our opinion, the reason for this is the impression of the video material posting in the Internet blog about the responsibility for cyberbullying.

Particularly noticeable was the result in raising awareness of the need to counteract external and internal “encouragements” in the direction of risk behaviour and various manifestations of cyberbullying and the convenience of influencing adolescent consciousness through Internet blogs.

Thus, after reviewing the relevant Internet blogs, the respondents noted the convenience of this form of preventive work on the “orbis_zp” Instagram platform in 256 (90.46%) cases. At the same time, among all respondents, only 34 (12.01%) adolescents out of all (283 persons) persons answered positively (a decrease of 56.19%) the questions about the facts of effectiveness of their provocation to involve groups promoting various Internet technology that are related to risk behavior, cyberbullying and abuse. Among them: provoking calls for risk behavior – in 16 (47.06%) adolescents (decrease of 24.74%); addictive behavior – 9 (26.47%) persons (decrease of 19.79%); call to join the groups with the cult of suicide – 6 (17.65%) adolescents (decrease of 8.83%) and cyberbullying – 3 (8.82%) persons (decrease of 2,83%) (Fig. 15, Table 22).

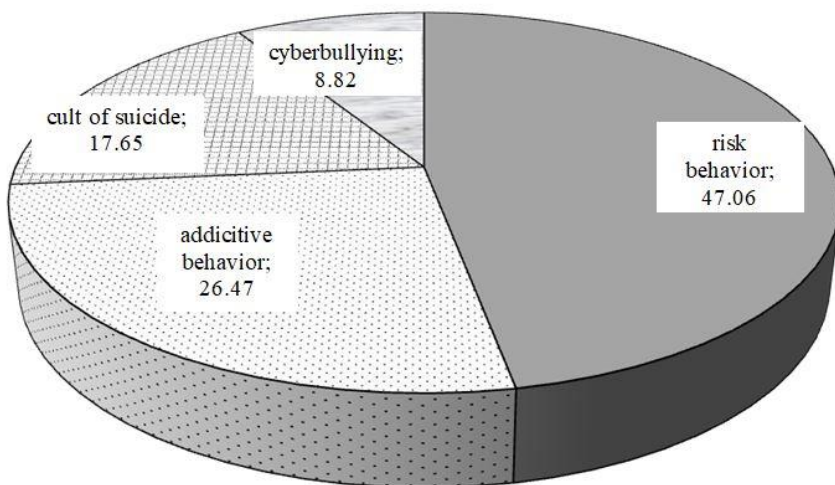


Fig. 15. Structural characteristics of the effectiveness of provoking of Internet technology related to risk behavior, cyberbullying, and abuse among adolescent respondents after the Internet marathon (%)

Table 22

Internet technology promotion effectiveness cases related to risk behavior, cyberbullying and abuse among adolescent respondents after the Internet marathon (abs.,%)

Internet technology related to risk behavior, cyberbullying and abuse	Internet technology promotion objects (n = 34)	
	abs.	%
Risk behavior	16	47.06
Addictive behavior	9	26.47
Groups with the cult of suicide	6	17.65
Cyberbullying	3	8.82

In addition, after a month-long Internet marathon, we have identified a decrease of the facts of cyberbullying among adolescents against other persons. There was a decrease in such facts among all respondents (283 persons) out of 189 (66.78%) to 32 (11.31%) respondents (decrease of 55.47%). There was also a decrease in the facts of unpleasant cyberbullying and hating experiences on the Internet among those polled in relation to themselves by 37.09% (from 67.49% and to 30.04%) and by 47.00%

(from 81.63% and to 34.63%) respectively; as well as cases of cyberbullying to other persons – a decrease of 55.47% (from 66.78% to 11.31%). At the same time, after viewing the relevant Internet blogs, there was a significant increase in the awareness of adolescents as a whole about their possession of comprehensive information about recognition and counteraction to various types of violence against them (254 (89.75%) respondents answered positively) by 63.95% (from 25.95% and to 89.75%) (see Table 23). Thus, summarizing the above, it should be noted that the use of the Internet blog as a tool to prevent risk behavior, various manifestations of cyberbullying and in general the facts of the various violence among the adolescent contingent should be considered effective in view of the following:

– first, adolescents in a relatively straightforward way (access to the “Instagram” resource) received the necessary information regarding awareness of their rights and guarantees and their use to prevent and counter various forms of violence and “encouragement” to various manifestations of risk and suicidal behavior on the Internet;

– second, adolescents have learned to identify law enforcement and social institutions as a tool to protect against violence against them and to prevent deviant and risk behavior in general;

– third, the results of the use of the Internet blogs have shown a change in adolescents’ legal awareness and their legal behavior as a whole, which has created favorable foundations for generating positive social behavior in general.

Table 23

The effectiveness of Internet blogs among adolescent respondents after a month-long Internet marathon (abs.,%)

Internet technology and information support	Internet blog effectiveness (n = 283)			
	before review		after review	
	abs.	%	abs.	%
In general	189	66.78	32	11.31
Cyberbullying against respondents	191	67.49	85	30.04
Hating	231	81.63	98	34.63
Cyberbullying against other persons	189	66.78	32	11.31
Possession of information on recognition and counteraction to violence	73	25.80	254	89.75

CONCLUSIONS

1. The research showed that the respondents most often had facts of psychological abuse: psychological abuse with threats of 178 cases (23%), psychological abuse with humiliation 186 (24%), psychological abuse of neglect 161 case or (20.8%). Frequency of revealing facts from the total number of respondents ($n = 283$): at the facts of physical abuse with health damage and punishment ($\chi^2 = 8.6$, $p = 0.004$), and the facts of psychological abuse with humiliation and neglect ($\chi^2 = 4.6$, $p = 0.03$), sexual and non-contact sexual abuse is ($\chi^2 = 0.8$ $p = 0.3$).

2. It is proved that most often participants of: the facts of physical abuse with health damage are strangers – 24.3%; the facts of physical abuse with punishment are parents – 33.3%; the facts of psychological abuse with threats are acquaintances – 21.9%; the facts of psychological abuse with humiliation are classmates – 22.0%; the facts of psychological abuse of neglect are classmates – 20.5%; the facts of contact sexual abuse are strangers – 44.0%; the facts of non-contact sexual abuse are strangers – 44.0%; the facts of rapes are strangers – 56.3%. It is established that only 35 respondents out of 283 interviewed reported the facts of abuse by adult, which is 18.7%.

3. Obtained data on prevalence among adolescents of different forms of abuse, confirms the fact that they are not aware of their rights to prevent and counteract various types of abuses against them, and require further joint work with local authorities to develop and implement prevention and response programs of different types of abuses among adolescents.

4. High levels of involvement of adolescents in social groups promoting various quest games and other Internet technology related to risk behaviour, cyberbullying and violence with potential damage to health are established: in 68.20% of adolescents overall (for facts of call for risk behavior – 44.56%; promotion of addictive behaviour – 33.68%; call for membership of groups with the cult of suicide – 16.06% and for cyberbullying – 5.70%).

5. The causal-structural characteristics of the effectiveness of adolescent involvement in risk behavior (unfamiliar users – 44.19%; friends in the educational environment – 31.40%; acquaintances of the extra-curricular environment – 24.42%), addictive behavior (acquaintances of the extra-curricular environment) – 50.77%; friends in the educational environment – 38.46%; unfamiliar users of social networks – 10.77%), groups with the cult of suicide (unfamiliar users – 70.97%; friends of the extra-curricular environment – 16.13% and users of the educational environment – 12.90%), cyberbullying (acquaintances of the extra-

curricular environment – 54,55%; friends in the educational environment – 36.36% and unfamiliar users – 9.09%).

6. Overall, high levels of cyberbullying manifestations were reported in relation to others (66.78%); to friends in the educational environment (48.68%); to friends in the extra-curricular environment (35.45%) and to unfamiliar persons (15.87%) of cases with significant levels of unpleasant experiences in cases of cyberbullying and hating on the Internet (67.49% and 81.63% respectively). High levels of intents to commit cyberbullying to other persons (66.78%) and low levels of comprehensive information on the identification and counteraction of various types of violence against respondents (25.80%) were found.

7. After browsing Internet blogs, social and legal institutions have been identified by which adolescent prefer to protect their rights and guarantees (law enforcement agencies – 60.5%; social security authorities – 21.80% and family – 17.70%) and protection against psychological humiliation (family – 25.30%; teachers – 16.30% and law enforcement agencies (32.60%) with social services (25.80%)).

8. High efficiency of the use of Internet blogs on possibilities of prevention of teenage risk behavior, cyberbullying and various forms of violence is found out. There was a decrease in the facts of cyberbullying among teenagers in relation to other persons after a month-long Internet marathon (by 55.47%), the facts of unpleasant experiences in cases of cyberbullying, and hating on the Internet in relation to respondents (by 37.09% and 47.00%, respectively); as well as cases of cyberbullying to other persons – by 55.47%. There was a significant increase in adolescents' awareness of comprehensive information on recognition and counteraction to various types of violence (by 63.95%) and a decrease in the effectiveness of their provocation to engage in groups promoting risk behavior, cyberbullying and violence (overall by 56.19%: for risk behavior – by 24.74%; addictive behavior – by 19.79%; call for membership in the groups of the cult of suicide – by 8.83% and cyberbullying – by 2.83%).

SUMMARY

The purpose is to study the prevalence of physical, psychological and sexual abuse against students of vocational schools of Zaporizhzhia and to introduce their prevention through Internet blog communication. *Materials and methods* – in order to achieve the purpose of the study, we developed a questionnaire and conducted a social survey, which included 283 students of vocational schools, the average age of whom was from 15 to 17 years. Based on the results of the study, a preventive Internet blog was created on the detection of facts of physical, psychological and sexual abuse, with relevant

thematic content and on the basis of the conducted online questionnaire its medico-social, and economic efficiency was evaluated. In accordance with the set objectives and to achieve the goal of the research, we used a set of general scientific and special methods, interrelated and consistently correlative. *Results.* The survey found that respondents most often had the following facts of psychological abuse: psychological abuse with threats (178 cases (23.0%), psychological abuse with humiliation 186 (24.0%), psychological abuse of neglect 161 case or 20.8%. Frequency of detection of facts from the total number of respondents (n = 283): at the facts of physical abuse with damage to health and punishment ($\chi^2 = 8.6$, p = 0.004), and the facts of psychological abuse with humiliation and neglect ($\chi^2 = 4.6$, p = 0.03), the facts of contact and non-contact sexual abuse is ($\chi^2 = 0.8$, p = 0.3). It is proved that the most frequent participants of the facts of physical abuse with damage to health are strangers – 24.3%; the facts of physical abuse with punishment are parents – 33.3%; the facts of psychological abuse with threats are acquaintances – 21.9%; the facts of psychological abuse with humiliation are classmates – 22.0%; the facts of psychological abuse of neglect are classmates – 20.5%; the facts of contact sexual abuse are strangers – 44.0%; the facts of non-contact sexual abuse are strangers – 44.0%; the facts of rapes are strangers – 56.3%. Only 35 respondents, that it is about 18.7%, told about the facts of abuse by adults among 283 respondents. The medico-social and economic effectiveness of prevention work through Internet blogs has been proved. *Conclusions.* It has been established that adolescents are not aware of their rights to prevent and counter various forms of abuses against them. Only 18.7% of the respondents told about the facts of abuse against them to adults. The medico-social and economic effectiveness of using an Internet blog as a tool to prevent adolescent abuse has been proven.

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