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**IMPORTANCE OF PHYSICAL ACTIVITY IN CHILDREN AND ADOLESCENTS FOR THE PREVENTION OF OVERWEIGHT AND COMBINED TREATMENT OF OBESITY**

In connection with the introduction of technology into professional life and our everyday life, physical methods of treatment will become increasingly important. Living in an industrialized environment reduces the ability to exercise, limits the mobility of one's own muscles, and leads to hypokinesia. As you know, motor passivity leads to a number of disorders in the body. In childhood and adolescence, behavior patterns are formed that are of great importance for the present and long-term health and well-being of a person. Scientific studies have shown that physical activity has a significant positive impact on the health of children and adolescents, in particular, it significantly reduces the risk of becoming overweight and developing obesity. Since the main environment for the stay of children is the family and educational institutions, the main activities must be implemented at these levels. So suggestions for encouraging physical activity at home are: reducing time spent inactive activities such as watching TV or using the computer, encouraging safe walking or cycling to school and other social events, moving families to an active lifestyle by making time for family walks or joint active games, while physical activity should be age-appropriate and protective devices should be provided - such as helmets, wristbands, knee pads. Recommendations for promoting physical activity in schools are: offering a variety of daily physical education activities, taking into account the maximum number of needs, interests and abilities of students, organizing social activities, school sports and non-competitive school programs, such as active activities between classes, encouraging safe ways to travel to school and other social activities without the use of personal and public transport e.g. walking, cycling, scooter, providing students with access to appropriate places and equipment for physical activity, encouraging physical activity of students, teachers and parents. Physical activity should also be used in the treatment of pre-existing obesity. It should be noted that the effect of obesity treatment increases with a combination of a balanced diet and physical activity. So, for patients with I and II degree of obesity, i.e. with moderate obesity, physical activity can be of sufficient intensity, which leads to some success. At the same time, exercises on the simulator will be useful, however, it must be remembered that the amount of physical activity, must be strictly individualized, should not increase the heart rate by no more than 75% in adolescence, cause discomfort at the end of the workout and lead to weight loss more than half a kilo per day. A contraindication for such exercises is grade III obesity, as well as concomitant cardiovascular diseases (including chronic venous insufficiency and lymphostasis).With severe obesity, it is necessary to start with small loads (with walking), regularly repeated for a long time. Such loads do not cause a compensatory increase in appetite and are easily tolerated by patients. At the same time, insulin secretion decreases and many adaptive reactions improve. It is believed that physical training can also be an independent method of treatment if the patient for some reason does not seek to reduce body weight or experiences insurmountable difficulties in following the prescribed diet. It is important to overcome the physical and mental passivity that often occurs with obesity. Gradually increasing the load (gymnastics, swimming, rowing, volleyball, tennis), the patient instills an interest in sports [1, p.62; 2, p.80; 3, p.77].

**Conclusion.** Physical activity in childhood and adolescence has a significant positive impact on health and prevention of overweight. In this regard, it is advisable to introduce preventive measures to stimulate physical activity in the family and educational institutions**.** Physical activity should also be used in the combined treatment of obesity and increase the effectiveness of diet therapy. So, with moderate obesity, physical activity of sufficient intensity can be used, while with severe obesity, it is necessary to start with small loads, with walking, regularly repeated for a long time. It is important to help patients overcome physical and mental inactivity and stimulate interest in sports.

**The list of sources:**

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