

The Role of Public Opinion in the Development of Municipal Programs for the Preservation of Public Health

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Abstract: The relevance of issue under investigation is caused by the need to study the public opinion of the population as a regulator of social policy effectiveness in the field of public health and service. In the context of the reorganization of public health services, the study of public opinion about the ongoing changes at the municipal level and the life quality of city residents is important. Purpose of the article is to study the public opinion of residents of the urban district of Ufa of the Republic of Bashkortostan on the issues of city healthcare organization and taking them into account when developing the municipal programs for health preservation in the population. The leading method to investigate this problem is the opinion poll, allowing to identify the degree of public satisfaction with the organization of healthcare system at the municipal level, dynamics of the state of public health and promising areas for improving the activities of medical and preventive institutions. Generally, the obtained results indicate that the majority of respondents surveyed in Ufa assess the situation in Ufa health care as positive. The 72.8% of Ufa residents who applied to the health care institutions are satisfied with the organization of health care system at the municipal level. The risk factors, leading to the disruption of health and prevent the formation of a healthy lifestyle of citizens are identified. The unresolved problems in the organization of individual health services for population and formation are marked. The aspects of article can be useful in creating a customer-oriented model of local self-government based on the public opinion of the population. The obtained results are of practical value in terms of the feedback implementation, the most important element of which is a sociological monitoring, acting the role of determining factor in the development of municipal programs for maintaining the public health.

Key words: Public health, healthcare service, customer-oriented model, sociological monitoring, improving, organization, maintaining

INTRODUCTION

The urgency of the issue under investigation is caused by the fact that the health of population reflects the complexity of social, economic, cultural, medical and biological characteristics of life, determining the patterns of health formation among the different groups of the population, availability and quality of the health care services received by the citizens (Luchkevich, 2011).

The constitution of the Russian Federation proclaims the right of every person to the health and medical care protection secured by the state. The protection of citizen's health is one of the social values in the modern civilized society, the greatest public and

personal goods and wealth and one of the foundations of national security within the country (Anonymous, 2017).

Public health is the condition of physical, spiritual, moral, social and ecological well-being of the multinational nation of the Russian Federation, being the holder of sovereignty, basic labor resource of the country economic development and the only source of power in the Russian Federation.

Public health is the subject of Russia's national interests, combining the interests of individual, society and state. The indicators of public health are the main characteristics of the society civilization, its humanistic orientation and the level of economic development in the state.

The major objective of the Russian state is to improve the population welfare. One of the most important indicators of the nation well-being is the public health.

It is necessary to consider the activities of municipal authorities namely from these positions. The municipal authority is a kind of a fundamental principle of federal and regional authorities. It is directly connected with the local community, reflects its interests and relies on it in its activities (Klyuev and Ursu, 2010).

For the purpose of strategic planning of healthcare development and the system of compulsory medical insurance, you must have a clear understanding of the public health condition in a certain region.

Only if the data bank of a single information space is created on the basis of medical and sociological monitoring data, it becomes possible to carry out an operative assessment and further forecast the development of health care system in order to control, analyze and subsequently make decisions on the management of specific health care facilities and the territorial system of compulsory medical insurance (Reshetnikov and Efimenko, 2007; Schepin and Medic, 2011).

In this regard, the special importance (in the light of ongoing administrative reform) take actions in the field of health protection and development implemented at the municipal level. The advantages of such approach are that it relies on a clear understanding of the problems of a particular municipal entity has greater opportunities for flexible technology correction, effective feedback and uses the local "social capital", that is, all sectors of the local community take part in its development.

Some attempts to implement the health policy at the local level in the form of various programs and projects have been done before but if Western Europe has an experience of implementing such an approach (Galeaa *et al.*, 2005), according to our data in the municipalities on the territory of Russia, the coherent integrated, multi-stage and scientifically-based intersectoral project in the field of public health protection is not implemented (Amlav, 2007).

The special attention shall be paid to the Report of the World Health Organization (WHO., 2008) on the state of healthcare service in Europe which contains data on the development of a long-term course for well-being by 2020, based on the targets, the rationale for well-being and its direct connection with the fundamentals of policy "Health 2020". This document is not about the development of health care facilities and services but about improving the health through increased well-being and monitoring and analysis of the results under this

report will be carried out by the Information, Scientific Analysis and Innovation Department of the World Health Organization-Regional Office for Europe (Khabriev *et al.*, 2014).

Achievement of the mentioned indicators for a certain period is impossible without an integrated approach and without setting priorities, achievement of the indicators for a certain period is impossible without an integrated approach and without setting priorities for the solution of specific problems that cover all the factors determining the public health, without the formation of appropriate mechanisms and indicators for monitoring as well as determining the personal responsibility of performers for achieving the set goals and solving the specific problems.

Defining the strategic directions of public health protection as a basis of state social policy, (Khabriev *et al.*, 2014) believe that eventually all the transformations in the health care system must meet two main criteria: whether it will be good to the population and in particular to patients, on the one hand and to doctors, nurses and other health workers on the other hand. What will they get from such transformations and whether they satisfied with it?

At the same time, it is important to remember that health protection is a "living" system and any mistakes while implementing reforms in the healthcare system, could affect many people and even generations and their health. Moreover, health protection is a system of social equalization in any society that restores the lost social justice (Khabriev *et al.*, 2014; Ulumbekova, 2010).

The contemporary applied medicine needs the formation of state ideology aimed at the introduction and development of health-saving techniques with the active integrated activities for the formation of healthy lifestyle.

The conceptual provisions of the health saving medicine program designated citizens not as passive consumers of health services but as active and conscious participants in ensuring conditions that promote the preservation and strengthening of their own health and protect the health of other citizens (Suslin *et al.*, 2016).

The results of research performed by Abroskina and Silina (2012) on the commitment of Russians to a healthy lifestyle indicates that 80.6% of respondents lead a healthy lifestyle including 29.2% of people who are absolutely sure of this and 51.4% of those who are trying to follow the rules of healthy lifestyle. The 19.4% of respondents admit that they do not lead a healthy

lifestyle. Men are more careful about their health and the trying to lead a healthy lifestyle. Young people under 30 years of age and persons over 40 are trying to lead a healthy lifestyle more often (Abroskina and Silina, 2012).

Based on the database for the Russian monitoring of economic situation and public health prepared by the National Research University Higher School of Economics in 1994-2010 (Representative sample of monitoring) the cut-off of main components of the Quality of Life (QoL) and the health status of the inhabitants of Russia is provided. An optimistic view of the future, material prosperity, satisfaction with the material situation are directly related to the positive self-esteem of health. On the contrary, the belief in one's own insignificance, destructive behavior in terms of alcohol consumption have a negative connection with the self-esteem of health. The presence of diseases and the state of stress show the closest relation with health assessments among the social and economic variables, along with such social and demographic characteristics as sex and age (Nazarova, 2014a, b).

The results of researches by Vasilev and co-authors also indicate that currently the economically active population has insufficient levels of health-saving behavior which is not conducive to improving the quality of life and health. The totality of data obtained on the prevalence of positive and negative behavioral factors that influence your health, the proportion of those who in their daily lives really take care of their health does not exceed one quarter of the respondents. Recognizing the importance of health, the usefulness of physical education, the harmfulness of smoking, alcohol consumption on the declarative level in real life most people neglect the possibilities of health preservation and the risks of losing it.

Many researchers are currently forced to state a fairly low level of public concern for a healthy lifestyle. This problem is not exclusively Russian but in our country it has acquired a special urgency (Zhuravleva, 2008; WHO., 2008).

Many specialists explain this fact by the long period of the prevalence of free medicine and accessibility of medical services for the whole population which "atrophied the individual responsibility for health in the several generations of soviet people, strengthened their perception that care for their health rests with the Ministry of Public Health" (Shilova, 2007).

One way or another but most residents of the country do not have responsibility for maintaining their own health and they have no motivation for a healthy lifestyle. Russians, especially in the early 1990s were characterized

by a lower level of self-preservation than the population of developed countries. This was expressed in a large prevalence of harmful habits (smoking, alcohol, etc.) in the late utilization of medical services, low literacy and awareness in the field of health, lack of skills and habits to prevent the diseases. On the other hand, the medical and social insurance is structured in such a way that, despite the large number of preventive programs, the actual medical priority is still not the prevention of disease and the maintenance of health among the healthy people but the treatment of an increasing flow of patients (Shilova, 2007).

Moreover, the scientists point to a discrepancy between a person's need for health and efforts to preserve and strengthen his physical and mental well-being and also that for some citizens health becomes an instrumental need that is a means for achieving and realizing other life benefits and needs (Pietilia *et al.*, 2007).

Amlaev gave the scientific substantiation of mechanisms for implementing the municipal policy on the public health protection and promotion by the example of Stavropol region. To confirm the need to implement certain areas of the strategic plan, the city resident's opinion on the assessment of their health was studied. The 59.2% of respondents consider themselves as healthy, 40.8% admitted that they do not consider themselves as such. Men were more optimistic in assessing their health condition. At the same time, the level of optimism in answering this question varies inversely with age. Interestingly, among those with high incomes, the majority of respondents (70.5%) tend to talk about good health (Pietilia *et al.*, 2007).

The comprehensive preventive program "public health" is a public initiative aimed at the prevention of various diseases and the formation of a healthy lifestyle. This program is informational, educational and enlightening. It is implemented in the regions in conjunction with the local health authorities (Comprehensive community program "Health of the population (Anonymous, 2017).

Thus, the importance of issue under consideration is conditioned by the need to study the public opinion of population as a regulator of social policy effectiveness in the field of public health and health care services. In the context of the reorganization of public health services, an important role is played by the study of public opinion about the ongoing changes at the municipal level and the quality of life among the city residents (Akhmadullina and Egoryshev, 2016).

Purpose of this article is to study the public opinion of the residents of Ufa Urban District, the Republic of

Bashkortostan, about the problems of organizing the city's healthcare system and taking them into account in developing the municipal programs for public health preservation.

Hypothesis of the study: Development of a permanent advocacy system based on the study of public opinion at the municipal level will contribute to the implementation of effective social policy in the field of public health and health care services.

The sociological monitoring development and implementation contributes to increase the public interest in maintaining and strengthening their health; organizational and methodological support of measures on a healthy lifestyle promotion among the population, interaction of all departments of the administration, concerned organizations, public associations and creative unions in the sphere of health preserving and promoting, improving the work and leisure conditions for the population, development the material and technical base of health care facilities and improvement of the specialists training, public awareness of measures to prevent diseases, reduce the spread of harmful habits, build the skills and habits of a healthy lifestyle among the population, prevent the non-communicable and socially conditioned diseases, reduce the rates of primary disability and the overall mortality of the population.

Health protection of the population of Ufa is a priority in the city social policy. Health protection means a set of measures of an economic, social, sanitary and epidemiological and medical nature aimed at preserving and promoting the physical and mental health of every person, maintaining his active long life, providing him with medical services in the case of loss of health (Anonymous, 2016a).

With a view to the effective functioning of the municipal healthcare service, the construction of medical and preventive institutions is being carried out, their material and technical base is being strengthened, city target programs are being implemented, medical staff is trained at a high level, advanced methods of diagnosing and treating diseases are mastered. All this allows us to improve the quality of medical care provided to the population of Ufa.

However, the health condition of citizens depends on the measures taken by the health care authorities only by 10% and the key factor is the person's lifestyle. Due to the people's lack of responsibility for their own health, the spread of certain non-infectious and socially determined diseases is indicated.

Therefore, one of the most important conditions for promoting the health of citizens, along with the creation of conditions that contribute to improving the quality of life is the formation of habits of a healthy lifestyle increasing the person's responsibility for his health preservation and his involvement in a healthy lifestyle.

The formation of a healthy lifestyle among citizens is a single continuous process, requiring the efforts of all concerned departments institutions. It is necessary to create a permanent advocacy system that will contribute to the formation of public interest in maintaining its health, the advocacy of science-based health promotion practices, the development of modern methodological and information materials as well as the organization of city activities dedicated to the health protection. Therefore, the mechanism of "feedback" mechanism based on the study of public opinion among the population is very important to increase the operating efficiency of municipal authorities.

MATERIALS AND METHODS

As exemplified by the capital city of population 1, 125, 612 people (as of January 1, 2017), a public opinion poll was conducted on the satisfaction of healthcare organization at the municipal level.

The leading method to study this problem is the public opinion poll which allows to identify the degree of public satisfaction with the organization of healthcare service at the municipal level, the dynamics of the state of public health, perspective directions of improvement for the activities of health care institutions.

The sociological survey of residents of the urban district of Ufa, the RB, on the topic: "healthcare service. Social protection" was carried out as part of a grant study in November 2016 by the sociological laboratory of the East Economic and Legal Academy of Humanities in accordance with Municipal Contract No. 0101300018715000111 dated February 1, 2016 with the Administration of Ufa Urban District, the Republic of Bashkortostan.

Within the study, a questionnaire consisting of three parts was prepared. The first part included a block of questions on the organization of health care facilities in Ufa. The second part of the questionnaire included a block of questions on the factors of health preservation and the formation of healthy lifestyle, the third part included questions on public social protection. This article reflects the results of the first and second parts of questionnaire.

The study covers all participants and consumers of services in the health care facilities. In the health care system, it is the children's and adult population who seek the medical help.

Reliability and accuracy of the results are provided by the sufficient number of initial data, examples and calculations.

The sample was calculated on data from the All-Russian Population Census and statistical information on the city of Ufa. The volume of selection totality was 1000 people.

When constructing a model of sample population, the method of quota sampling was used. The following was indicated among the quotas: sex, age, education, main occupation, average size of basic income area of residence. The marital status and parental status were also taken into account. Among those who took part in the study, the fillability of quotas was as follows:

- By sex: male-43.1%, female-56.9%
- By age: up to 20 years old 3.6%, 20-29 years old 20.9%, 30-39 years old 21.2%, 40-49 years old 17.5%, 50-59 years old 15.8%, 60 years old and older 21%
- By education; incomplete secondary 5%, secondary general, vocational school 19%, advanced education 34.8% incomplete higher, higher 35.3%, academic degree, post-graduate education 5.9%
- By marital status; single 30.9%, married incl. informal marriage 53.8%, divorced 10.6%, widow 4.7%
- By the presence of children under 16 years old; 1 child 12.7%, 2 children 8.8%, 3 children 1.3%, 4 children or more 0.4%, no children of this age 21.4%, without children 55.4%
- By main occupation; employed 64.3%, retired 15.8%, student 14.5%, housewife 2.4% on parental leave 1.6%, temporarily unemployed, unemployed 1.4%

All 7 districts of the city are represented in proportions corresponding to the number of people in the district.

The data obtained are within the tolerances according to the general totality which indicates the representativeness of sample constructed and reliability of data obtained in the sociological survey.

The analysis conducted allows to judge the current trends and patterns of public opinion of the residents in the capital of Bashkortostan and the condition dynamics for public healthcare and public health services in 2011-2016.

RESULTS AND DISCUSSION

According to a study conducted in the city of Ufa, the majority of respondents assesses the situation in the sphere of municipal health as positive (46.4%), generally negative 41.9% (33.5% more negative, 8.4% unambiguously negative). The 11.7% of respondents found it difficult to answer (Fig. 1).

A total of 63.9% of respondents sought treatment from the health care facilities of Ufa, didn't seek treatment 36.1% (Table 1). Compared to 2015, the number of people seeking treatment from the health care facilities of Ufa is increased by 6.2%.

Among those who sought treatment from the health care facilities of Ufa this year, 41.0% of respondents used the services of a community-based clinic, a paid clinic 27.1%, a municipal hospital 16.5%, a paid diagnostic laboratory 16.3%, ambulance service 9.3% (Table 2). To a lesser extent, the respondents used the medical services of health resort (2.3%) and family practitioner (1.0%). Compared to 2015 the number of respondents using the services of paid clinic (6.0%), paid diagnostic laboratory (6.1%), pension (2.3%) is increased.

Special attention should be given the answers of respondents, who do not visit any hospitals and clinics. In 2016, compared to the data of 2015, the number of respondents, who did not seek medical care is decreased by 21.4%. This, of course, affects the health condition of this category of citizens due to the lack of preventive measures, untimely treatment of chronic and active diseases.

Overall, 72.8% of Ufa citizens who sought treatment from the health care facilities, noted their satisfaction with the services provided (by the sum of responses "satisfied" and "rather satisfied"). The 22.2% of citizens, who sought treatment from the health care facilities, were not satisfied with the services provided (by the sum of responses "rather unsatisfied" and "not satisfied") and 5.0% of respondents were undecided. Compared to the data of 2015, the number of respondents generally satisfied with the services provided in the health care facilities is increased by 9.6% and the number of citizens still unsatisfied with such services is decreased by 5.0% (Fig. 2).

The majority of Ufa residents surveyed usually arrange their visit or a visit of their family members to a doctor at the polyclinic appointment desk in person or by phone (55.4%); 25.8% on the common medical portal rb.k-vrachu.ru, 11.0% on the mobile number 09-383. A smaller number of respondents answered that they arrange their visit or a visit of their family members to a doctor through the contact center of the Ministry of

Table 1: Did you seek treatment from the health care facilities of Ufa this year? (In percentage to the number of respondents, years 2015-2016)

Items	Respondent answers	2015	2016
1	Yes	57.7	63.9
2	No	42.3	36.1

Table 2: The services of which health care facilities did you use for the last year? (In percentage to the number of respondents, years 2015-2016)

Items	Respondent answers	2015	2016
1	Community-based clinic	41.6	41.0
2	Paid clinic	21.1	27.1
3	Municipal hospital	15.6	16.5
4	Ambulance service	10.3	9.3
5	Paid diagnostic laboratory	10.2	16.3
6	Health resort	4.9	2.3
7	Family practitioner service	0.8	1.0
8	Other	0.7	1.7
9	Pension	0.0	2.3
10	Didn't seek treatment	57.5	36.1

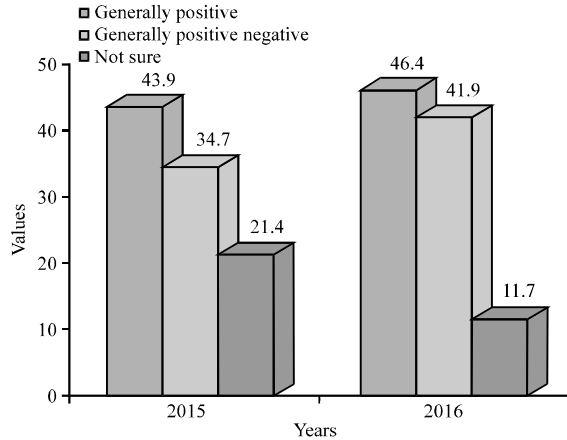


Fig. 1: How do you assess the overall situation in the health sector of Ufa? (In percentage to the number of respondents, years 2015-2016)

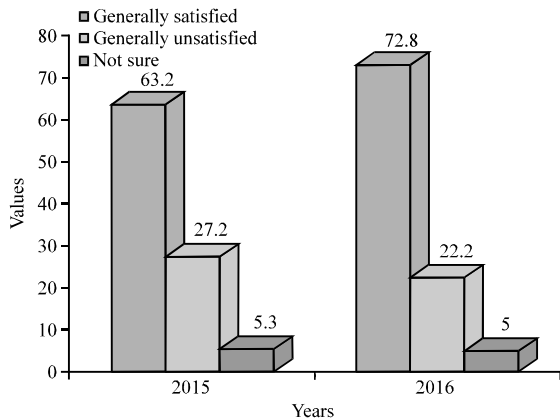


Fig. 2: How satisfied were you with the services provided Public Health 2.0%. This year only 5.6% of Ufa respondents did not arrange their visit to a doctor

Table 3: How do you usually arrange a visit to a doctor (for yourself or your family member's)? (In percentage to the number of respondents, years 2015-2016)

Items	Respondent answers	2015	2016
1	At the polyclinic appointment desk in person or by phone	45.7	55.4
2	On a common medical portal rb.k-vrachu.ru	18.7	25.8
3	On the mobile number 09-383	11.5	11.0
4	Through the contact center of the Ministry of Public Health 246-93-83	3.9	2.0
5	I do not arrange a visit to doctors	20.2	5.6

(Table 3). Compared to 2015, there is an increase in the number of respondents who are most often arranged their visit or a visit of their family members to a doctor at the polyclinic appointment desk in person or by phone (by 9.7%) and also those who arranged their visit to a doctor on a common medical portal rb.k-vrachu.ru (by 7.1%). The number of answers “I do not arrange a visit to doctors” decreased by 14.6%.

The local authorities are obliged to regularly inform the public including through the mass media, about the prevalence of socially significant diseases and diseases that are dangerous for others. Fundamentals of the RF Laws on Health Protection (Article 19) states that citizens have the right to regularly receive accurate and timely information about the factors that contribute to maintaining the health or exert a harmful influence on it.

At the time of survey, 6.3% of Ufa respondents rated their health as excellent, 44.7% good, 43.5% satisfactory, 3.2% bad 41.4% of citizens indicated the presence of chronic diseases.

The greatest harm to health is caused by bad habits including smoking, alcohol and drugs. According to the survey, most of the Ufa respondents do not smoke 83.9%. Among the smokers, 5.5% smoke rarely, 3.1% smoke 1-5 cigarettes a day; 3.8% to 6-10 cigarettes a day; 3.5% to 10-20 cigarettes a day. With regard to spirits, 72.9% of Ufa respondents said they do not drink them, 23.7% drink only on holidays, 3.3% on weekends; 48.4% of Ufa respondents drink light alcoholic beverages only on holidays, 8.1% on weekends, do not drink at all 43%.

The 21.9% of Ufa respondents take care of their health all the time (Table 4). Do not care about health, since nothing disturbs 5.9%, try but not always it turns out -67 and 2.6% do not think about their health. Among those who care about their health, 61.6% do not smoke, 46.4% eat well, try to eat healthy food, 38% go hiking, go skiing, skating, 35.2% of Ufa respondents are engaged in physical culture, regularly visit the fitness center, health club, swimming pool. The 5.7% of Ufa respondents said that they do nothing to preserve and promote their health.

Physical activity is one of the key aspects of a healthy lifestyle. According to the study, 54.1% of Ufa

Table 4: Do you take care of your health? (In percentage to the number of respondents, years 2015-2016)

Items	Respondent answers	2011	2012	2013	2014	2015	2016
1	Yes, all the time	24.2	20.6	16.4	18.9	21.6	21.9
2	I try, but not always it turns out	65.0	71.1	73.0	70.6	70.0	67.0
3	No, because nothing bothers	5.2	3.1	5.6	4.7	3.3	5.9
4	I do not think about health	0	0.8	2.0	1.8	1.8	2.6
5	No answer	5.6	4.4	3.0	4.0	3.3	2.6

Table 5: If you take care about your health, what do you do to preserve and promote it? (In percentage to the number of respondents, years 2015-2016)

Items	Respondent answers	2015	2016
1	I don't smoke	55.6	61.6
2	I eat well, try to eat healthy food	50.2	46.4
3	I go hiking, skiing, skating	38.6	38.0
4	I'm engaged in physical culture, regularly health visit the fitness center, club, swimming pool	35.6	35.2
5	I do not drink alcohol	32.2	38.0
6	In case of illness, I immediately visit the doctors	30.4	29.4
7	I watch TV shows about health	18.1	10.3
8	I read the medical literature	16.4	16.7
9	I regularly undergo the medical examination	12.6	14.7
10	I do nothing	5.1	5.7
11	Other	1.8	0.7

Table 6: What problems concerning the drug addiction could you point out in Ufa? (In percentage to the number of respondents, years 2015-2016)

Items	Possible answers	2011	2012	2013	2014	2015	2016
1	Easy access to drugs	46.7	46.9	37.8	43.9	33.1	35.6
2	Poor preventive work*	-	-	-	-	29.2	30.9
3	High growth rate of drug addiction, especially among children and adolescents	43.3	35.0	31.7	32.8	30.6	29.9
4	Established system of involving children, adolescents and young people in drug use	23.3	19.7	19.3	19.0	19.9	24.7
5	Increase in crime rate	30.0	19.9	22.8	21.4	23.6	19.9
6	A wide range of drugs	26.7	16.7	16.5	17.2	10.8	15.9
7	Absence of a comprehensive solution to the problem of its rehabilitation and prevention	33.3	14.8	20.9	24.3	20.3	13.7
8	Addiction contributes to the spread of sexually transmitted diseases	27.4	20.6	13.5	11.8	13.9	13.4
9	Growth of drug addiction among girls	20.1	16.3	8.8	11.2	7.8	9.7
10	Other	3.3	3.1	2.4	1.6	0.8	0.7
11	Don't know/No answer	15.0	19.4	21.3	15.2	32.4	21.2

*In 2011-2014 this answer was not offered to respondents

respondents believe that an average physical activity (30-60 min a day) is typical for them on most days of the week. Less active (at least 30 min a day) 26.1%, more active (60 min a day) -19.8%.

Compared to the data of study in 2015, the number of Ufa residents increased by 6.0% who answered that to maintain and promote health they do not smoke by 5.8% do not drink alcoholic beverages by 2.1% regularly undergo the medical examinations. The number of Ufa residents who responded that they watch TV shows about health to preserve and promote their health is decreased by 7.8% (Table 5).

A healthy lifestyle is a prerequisite for the development of various aspects of human life, achieving the active longevity and full-fledged performance of social functions by him for the purposes of active participation in labor, social, family, household, leisure forms of life activities.

The urgency of a healthy lifestyle is caused by an increase and a change in the nature of loads on the human body due to the complication of social life, an increase in the risks of anthropogenic, ecological, psychological, political and military nature that provoke the negative changes in health conditions.

Overall, 71% of Ufa respondents consider themselves as a person, leading a healthy lifestyle of which 16.5% answered "Yes" and 54.5% "rather yes than no", 25.7% gave a negative answer.

Drugs addiction is the most powerful factor in the social disorganization. As the main problems related to the drug addiction in 2016 the Ufa respondents allocated the easy access to drugs -35.6%, poor preventive work 30.9%, high growth rate of drug addiction, especially, among children and adolescents -29.9%, an established system of involving children, adolescents and young people in drug use 24.7%, increase in crime rate 19.9%.

Compared to 2011, there is a tendency to a decrease in the proportion of respondent's answers to the all proposed variants concerning the drug addiction problem in Ufa (Table 6).

The intense life rhythm of the working people contributes to the fact that it is difficult for them to devote enough time to their health. At the time of this survey, 61% of Ufa residents surveyed are employed; 39% are unemployed. During the illness, 25.6% of the employed Ufa respondents use their right on medical leave 25.6% of the employed Ufa respondents, 39.1% get sick at work

and 22% are sent from work without opening a sick leave sheet. Always take a sick leave sheet when necessary, 46% of the employed Ufa respondents, sometimes take a sick leave sheet -12.1%, rarely -23.8%, never take a sick leave sheet -18%. Among those who do not take a sick leave sheet in case of illness, 51% said that it's not paid or paid very little, 27.3% there is nobody to leave work for 15.5% noted the negative attitude of management, colleagues and "it is difficult to get a sick leave sheet at a polyclinic" said 4.5% of citizens.

The obtained results of the research make it possible to conclude that the majority of the Ufa respondents surveyed assess the health situation in Ufa as a whole in a positive light. About 72.8% of Ufa citizens who applied to health care facilities are satisfied with the organization of healthcare service at the municipal level.

These data are consistent with the results of a sociological survey on the accessibility and quality of Russian health care service conducted by the All-Russian Center for the Study of Public Opinion (VTsIOM) (Social Survey: Availability and Quality of Russian Health Care: Patient Evaluation (VTsIOM) (Anonymous, 2015).

Similar positive trends were identified in the public assessment of public health care system and the provision of health care service in the studies by Nazarova (2014a, b) and Shabunova (2010).

Nevertheless, the results of studies conducted by the Health League on the attitude of Russians to the domestic health care system showed that 66% of Russians believe that medical care in our country has become less accessible and less quality over the last 5 years (Anonymous, 2016b).

In the opinion, certain differences in the results of studies on the organization of health care system, satisfaction with the availability and quality of medical services, mean that there are significant reserves for further improvement of the activities of public health bodies.

Most people consider their health as a "relatively easy renewable resource" and not accustomed to thinking about its condition, but even more so, to practically care about it. For example, at the time of the survey, 43.5% of Ufa respondents assessed their health as satisfactory, 3.2% as poor. The presence of chronic diseases indicated 41.4% of citizens.

The unresolved problems in the field of the organization of certain services for protecting the public health and the formation of a healthy lifestyle are indicated. So, for example, despite the electronic queues, the majority of Ufa residents surveyed most often arrange

their visit or a visit of their family members to a doctor at the polyclinic appointment desk in person or by phone (55.4%).

To compare the results of studies conducted by the health league on the attitude of Russians to the domestic health care system showed that the most important specialist who should take the patient on the day of treatment, 30% of patients shall wait for several days, 10% of patients wait a week and about 10% of patients wait for several weeks. In general, only 31% of the respondents answered that they received the help of the therapist at the same day. Reception of specialists 23% of respondents are waiting for several days, 25% several weeks, 7.5% a month and 10% several months (Consultant Plus, 2017).

It is very important in our opinion, to take into account the role of public opinion, since when comparing information coming from different categories of respondents and comparing it by year, those problems in the functioning of the health care system that need to be addressed which require prompt action at the municipal level are revealed Allow to determine the effectiveness of measures already taken earlier.

The possibilities of sociological monitoring of the healthcare system are manifested, firstly in the fact that monitoring studies make it possible to determine the status and dynamics of the needs of various categories of the population in social and medical services and outline promising directions for improving the activities of medical and preventive institutions.

Secondly, monitoring research makes it possible to systematize and compare the assessments contained in public opinion while determining the dynamics of their replaceability.

Thirdly, monitoring of the health care system helps identify and eliminate "narrow" or problematic places in the system of the relevant department of the city.

Fourth, the data obtained in the monitoring process serve as the basis for developing managerial decisions and adopting practical recommendations that become more substantiated and focused.

Fifth, monitoring studies allow identifying, testing and supplementing social criteria and indicators of the effectiveness of the health care system in a municipality.

And, sixthly, monitoring results are a sound basis for the work of public health authorities in informing the public and forming a competent public opinion on these issues (social welfare of the population (based on the

results of sociological monitoring of public opinion in Ufa): Akhmadullina and Egoryshev/Eastern Economic and Legal Humanitarian Academy (EELH Academy) Ufa in 2016.

The monitoring results show that in the sphere of all levels of public health in the city there are unsolved problems that characterize the features of the modern development of this sphere not only at the municipal or even regional level but also at the federal level.

Monitoring the effectiveness of the health care system at the municipal level contributes to solving two tasks simultaneously: cognitive and applied. From the point of view of the cognitive task, the incoming information makes it possible to examine the state, contradictions and tendencies of development of the health care environment in general and the levels of its organization from the angle of view of the relationship between the general and the particular (Social welfare of the population (based on the results of sociological monitoring of public opinion in Ufa): Monograph. Ed. Kh. M. Akhmadullina and Egoryshev/Eastern Economic and Legal Humanitarian Academy (EELH Academy) Ufa in 2016.

From the point of view of the content of the applied task, the monitoring results allow health authorities to determine the scope of their interests and opportunities in solving practical development tasks at the municipality level and also to see the results of solving these tasks.

Increasing the responsibility of Russians for their health and continuing measures taken by the state to improve the quality and accessibility of medical care are a reliable basis for further increasing the population's satisfaction with Russian medicine.

Unfortunately in practice the bulk of respondents refers to their own health not very careful. Many people are not accustomed to the style of life and behavior that prevent disease are subject to the influence of negative social norms and traditions. Self-assessment of health can serve as an important indicator of the health status and dynamics of the population in addition to objective medical research. Subjective value attitude to a healthy lifestyle, being a reflection of the formed internal position, represents knowledge about a healthy lifestyle, skills and habits of its observance, a sense of responsibility for one's own life and health. The application aspect of categories of vitality and quality of life is that they demonstrate how much a person is able to use personal resources (physical, psychological, personal, social) to develop a confident professional and life behavior.

CONCLUSION

Thus, the analysis allows us to judge the current trends and patterns of public opinion in the city of Ufa about the problems of organizing the health care system in the capital of the Republic of Bashkortostan. Increasing people's responsibility for their health and continuing measures taken by the state to improve the quality and accessibility of medical care are a reliable basis for further increasing the population's satisfaction with Russian medicine.

RECOMMENDATIONS

Based on the results obtained, a number of practical recommendations were developed on the need to increase the level of knowledge of the population about a healthy lifestyle, preventing diseases, the role of physical culture in maintaining health and working capacity.

It is important to draw the attention of heads of organizations and institutions to the health of employees, it is necessary to promote work on the prevention of bad habits, especially among children and youth.

The results of the study were used in the development of municipal programs aimed at improving the social welfare of the population of Ufa. Programs "Development of the social services system for the certain categories of citizens in Ufa Urban District, the Republic of Bashkortostan" No. 606 of May 23, 2017.

Programs "Development of Housing and Communal Services, Transport Services and Monitoring of the Environment and Health of the Population of the Ufa Urban District, the Republic of Bashkortostan" No. 1496 of September 30, 2016. Program "Development of Physical Culture and Sports in the Ufa Urban District, the Republic of Bashkortostan" No. 700 of May 17, 2016.

The system of local self-government assumes a model oriented to the needs and interests of the population of the territorial formation, the so-called client-oriented model. Monitoring public opinion and taking into account public opinion in the process of implementation of local government makes it possible to reform the management model, transforming it from a hierarchical structure into a client-oriented one which makes the management system more efficient. In support of public opinion, the way to effective municipal governance is seen.

Sociological research can and should play the role of a "feedback" between the stages of reforming the health care system and the perception of these steps by doctors and patients, being indicators of not only unpopular but

also erroneous steps in the field of reform, allowing to adjust the course of reforms in accordance with public opinion (Barieva, 2014).

In the development of municipal programs in addition to the urgency of the problem, it is important to consider the possibility of achieving the goal in a certain period of time using available resources. The tasks that need to be addressed must have concrete measurable results. Moreover, taking into account that the sphere of health protection and promotion lies wider than the sphere of influence of the healthcare sector, it is necessary to create intersectoral organizational structures, combining human, material and other resources which requires further in-depth study.

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