

The Constructivist Model of Promoting an Active Lifestyle for Iranian Society: Grounded Theory Approach

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Abstract

Purpose: Promoting an active lifestyle integrated into everyday routines cannot be just a dream for the Iranian population. Developing model to promote an active lifestyle for people of different age groups can help them create healthy habits for life that will continue into adulthood and lead a long, happy and healthy life.

Methods: Accordingly, the aim of this study was to develop a model to promote an active lifestyle for the Iranian Population. Constructivist grounded theory as a popular method was used in this study. Deep and semi-structured interviews were conducted with 23 experts in sports sciences, medical sciences and development sciences in Iran who participated in this study. The study participants were selected using both snowball sampling and purposive sampling. In this study, the data were coded and analyzed based on z constructivist grounded theory.

Results: The results demonstrated that a behavior change should be created in people who did not believe in sport and physical activity and also the principles of the behavior change were presented. Moreover, formal education organizations can redevelop their vision and mission to promote an active lifestyle for the Iranian population and provide short, medium and long-term planning for different ecosystems in Iran. Additionally, individual qualifications that can lead to the institutionalization of physical activity contributing to the health control were provided.

Conclusion: If this model is guided correctly, it will lead to promoting an active lifestyle for the Iranian population.

Keywords: Active lifestyle; Healthy habits; Institutionalization: Physical activity; Constructionism.

Introduction

One of the most important changes brought about by the emergence of the Renaissance in the West should be considered the change in the lifestyle of the people of the whole world. This period is known as a cultural revolution that was associated with significant effects in various fields. During the 15th and 16th centuries, new ideas and advanced theories about lifestyle were formed (Das & Fatima, 2024). Of course, this lifestyle change intensified after the industrial revolution from the middle of the 18th century onwards, and today we see the impact of non-communicable diseases related to physical activity on the health of people all over the world. So that the amount of obesity and overweight has increased in the world, and this itself has become a factor in the spread of non-communicable diseases and endangering human health today (Kari., & et all, 2020).

Humans develop a unique pattern of characteristics, behaviors and habits, which is called a lifestyle (Kaur et al, 2022). Lifestyles are influenced by various environmental, social and cultural factors, and with the change of each of these factors, the lifestyle changes (Kamran & Saeid, 2024; Chetelat, Arenaza-Urquijo & Vemuri, 2017). All work is shaped by lifestyle and guides the framework of subsequent human behavior (Sanft et al, 2021). Each person has his own lifestyle and his behaviors are formed based on it (Baart , & et all, 2021).

Moving in the direction of health and well-being (Maria, & et all, 2023) and its sustainability (Vella, Schweickle, Sutcliffe, & Swann, 2022), depends on choosing an active lifestyle (Bruland, Voß, Schulenkorf, & Latteck, 2019). Active lifestyle has different dimensions and includes psychological, social, spiritual, etc. dimensions (Nazem, Jalili, Heydareyan & Tavilani, 2012). The World Health Organization considers a healthy lifestyle to be having complete physical, mental

and social comfort, and not just the absence of disease and organ defects (World Health Organization, 2019). Although there are some common rules and guidelines for living a healthy lifestyle, actually doing it looks different for everyone. In fact, everyone's healthy lifestyle is different. Regardless of what people choose, healthy living is a key component to disease prevention, longevity, and health. Being aware of diet, physical activity, and stress levels allows people to effectively balance all aspects of their lives and their "whole self" (Marioni , & et all, 2016).

In general, a healthy lifestyle means a healthy diet, a life free from tobacco or other substances harmful to health, appropriate and sufficient physical activity, and healthy sexual relations, each of which, alone or in combination with others, is effective in creating health (Kaur et al. , 2022). But perhaps the most important factor is physical activity and exercise. The health competence model related to physical activity assumes that people need motor ability, control competence and self-regulation competence to lead a healthy and physically active lifestyle (Carl, Sudeck & Pfeifer, 2020a). There is considerable evidence that physical activity behavior has a positive effect on people's health (Orozco-González et al, 2022). Based on this, keeping people and populations in a physically active lifestyle can be considered one of the important goals of societies. However, several studies have shown that a large percentage of people are not active enough (Guthold, Cowan, Autenrieth, Kann, & Riley, 2010; Halal, & et all, 2012). A large-scale cohort study involving a total of 1.9 million adults recently found that 27.5% of all people worldwide should be considered physically inactive (Guthold, Stevens, Riley & Bull, 2018).

The mentioned study also recorded significant differences in this relationship between countries. A European-specific study found that 35% of all participants did not engage in any

form of physical activity at least once a week. In addition, the survey concluded that the percentage of people who never exercise or do not exercise increased from 42 to 46 percent between 2009 and 2017 (European Union, 2018). To counter such trends, the World Health Organization (2018) developed the "Global Action Plan on Physical Activity 2018-2030" by recommending focusing on the characteristics and behaviors of individuals on the one hand, as well as structures and environments on the other hand, considering these two main pillars. It is consistent with social-social theories and points out that physical activity behavior depends on individual and environmental factors (Sallis, Owen, & Fisher, 2015). Due to the factors related to the person, it is repeatedly suggested to address the active lifestyle (World Health Organization, 2018).

Considering the frequent use of the concept of active lifestyle, an important question is raised: when people want to adopt or maintain a healthy and physically active lifestyle, what competencies and characteristics should they consider? When reviewing the literature on health-enhancing physical activity and approaches under cognitive aspects, it is clear that relevant explanations highlight the multifaceted and multidimensional requirements for a physically active lifestyle with regard to physical and motivational integration (Tremblay et al, 2018; Carel et al., 2020b). Different countries of the world have undertaken comprehensive and coherent programs to promote sports among their people. But one of the debatable issues in lifestyle is its separation into the lives of men and women (Alizadeh, Daneshmaleki, Javaheri, 2020), old and young (Rezaeardani, Hojat & Hoseinzadeh, 2019), married and single (Kavehfiroz & Sarem, 2017).) and employed and unemployed people (Kordi & HadiZadeh, 2012).

It can be acknowledged that considering different groups and examining their lifestyles

in the form of an important issue can somewhat solve some problems. Correct problem analysis is always one of the most important tasks of guidance and leadership in human societies. This is also important in the social engineering of human civilizations. Human civilizations that are appropriate to the world that have produced problems that are appropriate to themselves and under their own ultimate horizon and their own epistemological and judgmental principles and have tried to answer them. Therefore, it can be acknowledged that mentioning sports and physical activity in the law alone will not lead to an active lifestyle. But it is possible to predict standards for an active lifestyle based on appropriate patterns and roadmaps, according to the culture of a society. It seems that it is possible to explain standards for an active lifestyle in Iranian society based on local patterns and resources and facilities available in Iran.

In relation to the lifestyle and the importance of physical development and sports in Iran, there are not many comprehensive and practical researches. In this connection, we can refer to the studies (DashtiKhovidaki, Kamalizarach, Mohamadi Ahmadabadi & Hoseini (2020) with the aim of comparing the quality of life among active and inactive workers; Ehsani dail (2023) with the aim of investigating the relationship between personality traits, active lifestyle and perceived stress with Job burnout of nurses; Sadathoseini & Manochehrinejad (2013) with the aim of developing sports and physical activity in improving the lifestyle and health of society; Rezae & Faghi abdolahi (2019) with the aim of investigating the role of sports and physical activity in improving the quality of life of teachers; Khezri, Shahverdi & Ghasemi (2023) with the aim of analyzing the pathological content of television on the active lifestyle of women; Taheri & Irandost (2020) with the aim of the relationship between sleep quality and physical activity and lifestyle of the elderly and the study of Nazem , & et all (2012) with the aim of the effect of counting daily

steps with active lifestyle. Most of these researches have investigated this phenomenon in very small communities and, as is clear, they have not used a strong and forward-looking roadmap.

By reviewing the literature related to active lifestyle in past researches, the basic gap that in the internal research in the field of sports and health management, it can be mentioned not paying attention to the standards of active lifestyle in Iranian society or not paying attention to the disadvantages of a sedentary or inactive lifestyle. There is a significant difference between having a sedentary and active lifestyle (Carel, & et al, 2020b). This fact shows that a person should choose his lifestyle wisely (Whelan, Morgan, Sherar, Orme & Eslinger, 2017). A sedentary lifestyle is when a person uses the least physical energy. The main difference between living a sedentary life and an active life is due to health related problems. While people who lead a sedentary life can fall victim to a number of health-related issues such as chronic diseases, people who lead an active lifestyle are immune to most health problems. Through this study, active lifestyle standards in Iranian society will be examined.

The main problem of the present research is that engaging in physical activity and sports in a sustainable manner is one of the main pillars of an active lifestyle. It can be stated that active lifestyle strategies that support social interaction through physical activity and sports participation may be useful (Kari, & et al, 2020). Although more research has shown the harmful effects of a sedentary lifestyle (Chetelat, & et al, 2017), people still do not waver. Even more alarming, statistics compiled by the US Department of Health and Human Services show that only one in three adults achieves the recommended amount of physical activity per week, and more than 80% of adults do not meet the aerobic and muscular guidelines (Cairney, Dudley, Kwan, Bulten &

Kriellaars, 2019). Hence, paying attention to the place of sports and allocating budgets causes behaviors such as feeling the need for sports, life expectancy, self-confidence and other such things, which are based on the combination of individual, cultural and economic factors, approaches such as planning and provision of resources. Humanity, creating motivation, giving awareness and holding a festival are formed (Jorkesh, Nazari & Taheri, 2019).

But as it is known, people of different societies are not well aware of the benefits of having an active and healthy lifestyle. There are such problems in Iran as well, and the dominant style is an inactive lifestyle. In explaining the problem of this research, it can be stated that probably the explanation of standards for an active lifestyle in Iranian society requires a specific model that will be a beacon of the future; Probably, conducting this research and making it operational and providing a suitable model for the active lifestyle of Iranians can determine standards for the active lifestyle in Iran. The innovation and creativity aspect of this research, which if conducted with other parallel researches that were mentioned in the same topic, is that in this research, based on the constructivist approach, the reconstruction of knowledge in this field will be done. In a creative rethinking, the present research can be considered as a turning point in the research related to health-oriented physical activity, since it is supposed to take a step in the direction and lead to the reconstruction of knowledge.

Probably, conducting this research and making it operational and presenting the experiences of some of the middle-aged Iranian community in connection with the active lifestyle during the period of activity can help to develop the active lifestyle among the middle-aged Iranian community. The innovation and creativity aspect of this research, which if conducted with other parallel researches that were mentioned in

this topic, is that the research of the lived experience of the middle-aged Iranian society with an active lifestyle can be distinguished from similar researches in other societies in multiple aspects. This research can do a deeper and more comprehensive investigation of cultural and social restrictions that may affect the physical activities of middle-aged Iranian society and examine these issues from the perspective of culture and tradition. Also, the psychological and social effects of physical activities during the period of activity on the middle-aged Iranian society will also be considered, because this aspect can play an important role in the in-depth understanding of the reactions and positive effects of these activities. In addition, this research can emphasize on the management of time and resources for these activities and investigate the solutions and management strategies that the middle-aged Iranian society chooses to continue physical activities. Finally, these innovations can lead to unique interpretations of the experiences and needs of the middle-aged Iranian society in terms of physical activities during the activity period and create a unique value in the fields of improving health and individual life.

Probably, the possible results of this research can help a wide range of stakeholders. Among these beneficiaries, we can mention activity care specialists who can use the results of this research for better and more up-to-date recommendations for the middle-aged Iranian society. In addition, healthcare services can use the information obtained to improve activity care programs and prevent related problems. The middle-aged Iranian community also used the results of this research as a guide to choose the best methods and physical activities during the activity period and strengthen their health. Also, organizations and institutions related to women's and children's health can use these results to promote awareness and education about healthy lifestyles during working hours so that the society as a whole can benefit from

this information. Therefore, the main goal of this research is to investigate the lived experience of middle-aged Iranian society with an active lifestyle.

It is probably not far from reality to reach completely practical results in this direction. Probably, the possible results of this research and the model that will be presented for an active lifestyle for the Iranian society, because the government, the government and the parliament pay special attention to sports, can be of interest to organizations in charge of citizens' health, such as the Ministry of Health, the Ministry of Sports, municipalities and Be part of the Ministry of Science and Education. Probably, these stakeholders can implement the practical and possible suggestions of this research and take a firm step in realizing the institutionalization of an active lifestyle, in the direction of the health of the people of Iran. Based on this, the current research admits that a suitable model for an active lifestyle in Iran can be developed. Therefore, the main goal of the current research is to present the active lifestyle model of the Iranian society.

Materials and Methods:

This research is a type of qualitative research. There are different research methods in the qualitative approach. The approach used depends on the purpose and nature of the study (Plonsey, Barr, & Bioelectricity, 2007). Since the present study is related to model generation, the grounded theory approach is considered as the most appropriate option.

In this research, for the purpose of modeling, the constructivist approach was used in the basic theory or data foundation presented by Charmaz (2006). This plan refers to the view of Charmaz (2000), which is a kind of philosophical position. Constructivist-based theory leads researchers to focus on what is happening in the research context, reiterates that researchers are a part of it, be flexible and follow empirical events (Charmaz, 2019). In

the constructivist approach, there is more emphasis that the researcher should be an explorer (Charmaz, 2006).

The participants in this research included experts in sports sciences, medical sciences and development in Iran, who were selected based on the indicators specified in the inclusion criteria section in Table 1. In order to conduct

in-depth and semi-structured interviews, purposive or targeted sampling and snowball sampling technique were used for sampling. The participants in the research reached 23 people using the theoretical saturation index. The characteristics and demographic characteristics of the participants, the selection criteria of the participants and the topics in the interviews are shown in Table 1.

Table 1. Demographic characteristics, characteristics of participants and inclusion criteria

Demographic characteristics										
number of people	Location	number of people	age	number of people	education	number of people	Field of Study	number of people	Activity	
6	Isfahan	7	35-45	2	BA	12	Sport science	14	University	
5	Tehran	10	46-55	5	MA	7	Medical science	7	Operational	
3	Giulan	6	Upper 55	16	Ph.D	4	other	2	other	
2	Mazandaran	The topics in the interviews				Criteria for selecting participants				
2	Azərbayjan	1- Lifestyles		4- development		Sports 1- People familiar with active lifestyle literature with sports				
2	Yazd	2- Sociology		5- Public sports		2- Having at least 2 scientific articles or a book				
3	other	3- Active life		6- Health-oriented		3- In the field of active lifestyle and physical activity				

In this study, the data were coded and analyzed based on grounded theory and a constructivist approach (Charmaz, 2006). The four overlapping processes in the constructivist analysis of database theory are: primary coding, focused coding, axial coding and theoretical coding (Charmaz, 2006). Three rounds of coding or more provide the possibility of increasing the level of abstraction and ultimately lead to the presentation of a theoretical model (King & Snowden, 2020).

The reliability, accuracy, and transparency of qualitative data analysis in grounded theory can be beneficial when multiple analysts bring together different perspectives and work together to create a common code framework based on a consensual and consistent interpretation. (Díaz et al., 2023). Therefore, in

this study, in order to confirm the results and strength, accuracy of the research, and to legitimize and validate the findings and analyzes, the method of Guba & Lincoln (1994) with the name of reliability, which is related to qualitative studies, was used. Was used Therefore, the four indicators of acceptability, trust, verifiability and transferability were used for the consistency and strength of qualitative data. Based on this, in order to check the acceptability of the data, in addition to the main researcher, the members of the research team also participated actively in the stages of data collection, analysis and interpretation. Also, long-term involvement with the participants helped to gain their trust, better understanding of their experiences, and ultimately increase the validity and acceptability of the data. The

researcher used the method of continuous comparative analysis for the purpose of reliability (stability). In this way, the codes were reviewed several times in terms of similarities and differences. To determine the verifiability of the member review method (Andrew, Pedersen) & McEvoy, 2019) was used. In this way, the codings and the final model were given to three of the participants and they applied their opinions and finally the

overall research model was approved. An effort was also made to check the transferability. So that the participants have more diversity, this process continued until data saturation.

Results

In this study, the interviews were analyzed based on the constructivist approach of foundational data theory. An example of the data analysis method is shown in Table 2.

Table 2. Coding in the constructivist approach

An example of primary, focused and axial coding				
The text of the interview	Basic coding Propositions and labeling (basic concepts)		Centralized coding	Axial coding
Due to the direct effect that lifestyle has on people's health, it is important to know the types of healthy lifestyle and follow it. The choice between healthy and unhealthy lifestyles originates from people's interests, ideas, culture and experience. And it has a deep connection with its attitude towards life. That's why sometimes we see a culture that guides people towards a healthy diet and lifestyle or, on the contrary, keeps them away from such correct standards. Formulating a healthy lifestyle that covers all aspects of human life and prepares him for a good life and constructive social activity requires extensive science and knowledge. The World Health Organization always introduces interesting criteria for a healthy life; But it must be accepted that the characteristics they mention are different for each country, with another country or other territories. Maybe in Iran, relative prosperity can be satisfactory, or maybe for some people in the society, only a healthy and active lifestyle is desired and can be a way forward.	- The effect of lifestyle on health - Knowing the types of healthy styles - The attitude of people in society - Affecting all aspects of life - good life - Social constructive activity - The need for extensive knowledge - Different criteria - Different criteria in different geographical areas - Relative prosperity - Healthy and active life	- Follow the active style - Meaning of good life based on people's attitude - Social activity - Need new sciences - Different criteria in different regions - Prosperity based on active life	- Active style based on people's attitude - Useful activity based on scientific background - Different measures of well-being in different places	- Ecosystems

The factors identified from the interviews were classified into nine main categories. Thus, after

about 295 sentences implemented from the interviews, after removing duplicates, 142

primary concepts and categories were identified and marked by the researchers in the initial coding; then, in the focused coding, 35 codes were obtained and finally presented in nine central codes. Based on the procedures

presented in the methodology section and also the provided coding sample, the main and subcategories of the model are presented as described in Table 3.

Table 3. Main and subcategories of active lifestyle model of Iranian society

Subcategories	Main categories
Motivation - thinking - preparation - implementation - maintenance	Behavior change
Movement literacy - Endurance demands - Balance demand - Physical load - Nutrition	Body movement and awareness
Physical activity - the effect of knowledge - implementation methods	Basic knowledge of physical activity
Motor abilities - skill abilities	Basic abilities and skills
Self-efficacy - specific task - specific behavior - motivational-mental-emotional structure	Desires and motivations
Education - higher education - health and treatment - official educational institutions	Education
Active style based on people's attitude - useful activity based on scientific background - different measures of well-being in different places	Ecosystems
vision - mission - short term - medium term - long term	planning
Motor competence - control competence - self-regulation competence	Individual competence

After analyzing the categories related to the active lifestyle of the Iranian society, the final model of the research was presented in such a way that first, a behavior change should be created in people who do not believe in physical activity and sports; The way to change the behavior of a believer in physical activity was determined; Then, the basis of the axes that lead to behavior change were also identified; After that, it was determined that the main stakeholders should redesign their vision and

mission for the issue of the active lifestyle of the Iranian society and provide short, medium and long-term planning for different ecosystems in Iran; Finally, individual qualifications that can lead to the institutionalization of health-controlling physical activity were presented. If this model is guided correctly, it may be acknowledged that it will lead to the choice of an active lifestyle by Iranians. Figure 1 shows the active lifestyle model of Iranian society.

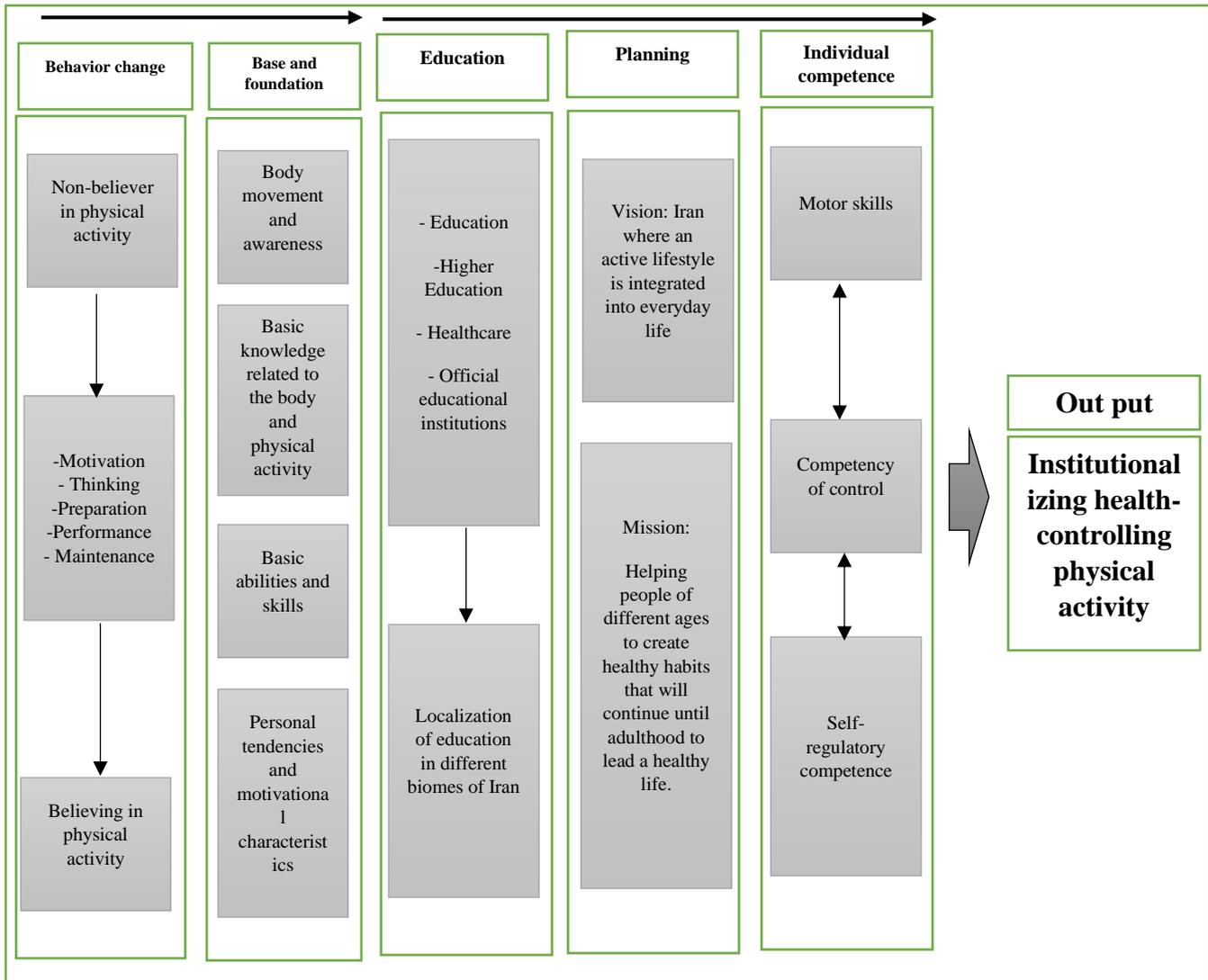


Figure 1. The construction model of the active lifestyle model of the Iranian society

Discussion

In this research, by presenting a model based on constructivism, it was tried to help people of different ages to create healthy habits that will continue until adulthood and they can have a long, healthy and happy life. The desired model consists of 9 main axes. In the following, by interpreting different axes, we try to provide practical suggestions based on these findings.

One of the main axes of the current model is behavior change. Changing human behavior towards a healthy lifestyle (Klasnja, Consolvo, McDonald, Landay & Pratt, 2009) depends on self-management strategies and sustainable

behaviors. However, creating sustainable and long-term behavioral changes is still an open challenge. Although it is well documented that physical activity can prevent various health problems (World Health Organization, 2018) and despite people desire to be healthy and fit, sedentary lifestyles and unhealthy eating habits still lead to serious health disorders.

In several applied fields, such as sports behavior, the design of persuasive technologies can be guided by relevant psychological and social theories, which can suggest specific behavioral and cognitive strategies to promote the initiation of an active lifestyle and its maintenance over time. For example, goal

setting theory (Locke & Latham, 2002) describes the impact of different types of goals and the characteristics they should have in order to be more effective and motivating for people. The theory of self-presentation in everyday life (Goffman, 1959) focuses on how people try to manage their impressions on others in everyday social interactions and thus can provide guidelines for the public presentation of personal information. Cognitive dissonance theory (Festinger, 1957) deals with what happens when people's behaviors and attitudes are inconsistent and can be useful for developing strategies to bring about behavioral change.

An effective behavior change can be achieved by providing personalized feedback to people with different motivational levels or at different stages of the behavior change process. It seems that such a change in behavior can be observed in people who do not believe in physical activity and sports to people who believe in physical activity. It is suggested that changing the behavior of people who do not believe in sports should be conceptualized as a longitudinal process in different stages. It is also suggested that those in charge consider changing the behavior of people who do not believe in sports as a gradual process; In a gradual process, motivation begins (without the intention to change) and progresses to increasing levels of internal regulation and finally to intrinsic motivation.

Another part of the model refers to the basis of things that can differentiate between people who do not believe in physical activity and those who believe in physical activity. The four main axes of the current model, namely movement and body awareness, basic knowledge of physical activity, basic ability and skills, and personal inclinations and motivational characteristics, if they are taken into consideration by everyone, will speed up moving towards an active lifestyle. As it is clear in the current model, the way to achieve

these four main axes has been determined. The current model has suggested that these four axes can be presented to audiences of different ages through the main guardians of education, that is, education, higher education, health and treatment, or in general, all formal education institutions, and lead to raising the level their awareness and a sustainable behavior change. It is suggested that compulsory courses with titles appropriate to the four main axes mentioned should be presented in schools and universities. It is also suggested to use subcategories corresponding to each main axis for the chapters of these courses. For example, for a lesson titled movement and body awareness, the general headings of movement literacy, endurance demands, balance demand, physical load and nutrition can be used. These topics can be presented at different levels during the study period in different schools and universities.

Another main focus of this model is ecosystems. This main axis refers to different biodiversity in different places of Iran, based on different cultures. It is even possible to provide a geographical classification based on this. The current model indicates that in order to compile the active lifestyle model of the Iranian society, it is impossible not to consider their different biomes and different cultures and only present a general model; Rather, he has suggested that the main guardians of education, to institutionalize the axes of movement and body awareness, basic knowledge of physical activity, ability and basic skills, and personal desires and motivational characteristics, considered the ecosystem of each region. Therefore, in accordance with the proposal of providing lessons in accordance with these axes in the previous section, it can be suggested that these lessons be compiled in different ecosystems based on the cultural and social patterns of those regions. Although in general, it is suggested that the strategy of "indigenization of education in different ecosystems" in the issue of formulating an active lifestyle model of the Iranian society,

should be taken into consideration by the statesmen, especially the trustees related to education.

Another main axis of the current model refers to the vision, mission, short, medium and long-term goals of the main custodians of education in Iran in relation to the issue of developing an active lifestyle model of the Iranian society. It seems that in order to achieve this important goal, the organizations in charge of education can put this item on their agenda and achieve an active lifestyle for the Iranian society as one of their main goals and become a part of their organization's mission. It is suggested that these organizations, in their vision statement and mission statement in their new planning, pay special attention to institutionalizing the active lifestyle in Iran and redesign their strategic plan in this direction. It is also suggested that for the perspective and mission of these organizations, using up-to-date methods of strategic foresight, consider very important trends such as femininity, negative population growth and new technologies. Finally, it is suggested that the main custodians of education, for re-planning in connection with institutionalizing the active lifestyle in the Iranian society, consider different ecosystems and use local specialists and experts of those regions for planning and presenting strategies.

The last main axis of the present model is the axis of competence or individual competencies. This axis consists of three parts: motor competence, control competence and self-regulation competence. This part of the model refers to the fact that after people in the society are exposed to various educations related to physical activity and health and know its benefits through the plans, they can decide to continue such an active style for life. Choose or not so even if all the infrastructure and planning in this connection are intact, if the person does not have the necessary motivation and cannot match the mentioned individual competencies, it seems that such a model of active lifestyle

cannot be achieved. For that person, it was conceived. It can be acknowledged that there are many psychological components related to stimulating people to physical activity in society. Therefore, the current model has assigned the competence and competence of self-regulation to this matter.

The present model constitutes an integrated framework at the intersection of health literacy and physical literacy that assumes three related and equivalent sub-competencies for a healthy and physically active lifestyle: First, individuals need movement skills, which allow them to participate in sports sessions. Participate in scheduled and leisure-time physical activity (e.g., swimming) or master major challenges of daily living (e.g., climbing stairs or carrying a bag). Second, self-regulatory competence serves as a psychological component designed to ensure the regular performance of these activities. Third, control competence is required, which ensures that individuals do not simply apply any stimulus as frequently and intensively as possible. According to the complex needs of health, this component is aimed at allocating enough load to the body to promote physical health and mental well-being. According to the model, these three areas of competence, in turn, are the result of the integration and coupling of the basic elements of the model (body movement and awareness, basic abilities and skills, basic knowledge related to the body and physical activity, and personal inclinations and motivational characteristics. This assumption is consistent with the theoretical descriptions of competencies in general. For example, motor competence is formed by the interplay of basic motor abilities, basic motor skills, and healthy body awareness. Based on the merit of the control and the explanations presented in this connection, it is suggested to design a solid knowledge base in terms of the benefits related to health and physical activity and the appropriateness of certain methods and exercises to achieve these benefits. Finally, the

model mentions positive attitudes towards physical activity as well as high self-efficacy specific to physical activity as the basis of self-regulation competence. For example, good body awareness not only contributes to motor competence, but can also be used as a source of feedback to identify appropriate training load.

Conclusion

Finally, it can be acknowledged that the current model acknowledges that an active lifestyle for the Iranian society can be imagined based on this: first, a behavior change should be created in people who do not believe in physical activity and sports; Then, the four axes of body movement and awareness, basic ability and skills, basic knowledge related to the body and physical activity, and personal desires and motivational characteristics should be considered as the basis of the axes that lead to behavior change; After the formal education organizations, they can redesign their vision and mission for the active lifestyle issue of the Iranian society and provide short, medium and long-term planning for different ecosystems in Iran, finally triple individual competencies with titles Movement, self-regulation and control competencies that can lead to the institutionalization of health-controlling physical activity were presented. If this model is guided correctly, it may be acknowledged that it will lead to the choice of an active lifestyle by Iranians.

Based on what has been obtained and is clear, this model can be fruitful in a long-term period of time. Because in order to institutionalize an active lifestyle, basic and basic training should be considered, which is probably time-consuming. It may seem that this model applies to young people and people from the community who are exposed to formal education, but the rest of the community can be exposed to these educations by accessing online education. It seems that the Ministry of Sports and Youth and the federations of public sports

and physical fitness can be a good guardian for the education of the rest of the community who are not exposed to formal education and so-called older people. In this regard, it is suggested that these sports players create a separate online system for this purpose, centered on the Ministry of Sports and Youth, and set goals based on what was presented in the current model. One of the limitations of this research is the lack of identification of the main guardians of health based on physical activity, as different experts gave different opinions; therefore, in line with this limitation, it is suggested that in the future, a study will be conducted to analyze the key players in this field based on their goals and missions.

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