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**A MODERN VIEW ON THE RELEVANCE OF SOCIAL MEDIA ART
THERAPY IN THE COMPLEX TREATMENT OF TENSION HEADACHE**

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Abstract: In this article, an analysis of the method of social media art therapy in the correction of psycho-emotional state and neuroendocrine adaptation in people of different ages and people with disabilities with a tension headache is performed. Today, society has suffered extraordinary losses for the COVID-19 pandemic that has engulfed the entire world, and especially Europe. The long-term war in the east of Ukraine has become an extraordinary tragedy with hard consequences for its borders. These and other crises in each person's life lead to an overload of thoughts about the existent and possible losses, which is one of the causes of tension cephalgia. The expediency of using social media art therapy sessions in people with episodic and chronic tension headache is substantiated. The use of social media material significantly reduces the level of reactive and personal anxiety, depression and has a depressing effect on the activity of the sympathoadrenal system, which plays an important role in the pathogenesis of tension headache.

Keywords: social media therapy, tension cephalgia, anxiety, depression, Spielberg test, Beck test, quarantine, coronavirus, pandemic, adrenaline, norepinephrine, sympathoadrenal system.

In modern society humanity is continuously suffering losses. The cause is natural disasters, terrorism, personal crises, without which no one can manage. Influenced by events in life and information around the suffering of many people, the average person may be overwhelmed by the thought of a possible loss. Particularly during the COVID-19 pandemic, in terms of quarantine and under the influence of the media, people are mentally pressured, through deprivation of normal life and fear of contagion coronavirus infection and death.

Since 2014, there has been a war in eastern Ukraine, which has also affected the mental health of the population. The war has taken 13,000 lives and changed the lives of millions. There's a new numerical category of people - hundreds of thousands of ATO veterans. More than a million people have left their homes and become displaced.

According to O. Shevchenko's definition, any situation, real, potential or conscious, in which an object of value to a person changes or becomes inaccessible is a loss. Each of us is a continuing loss. The loss of one person may be insensitive and inconspicuous to others, especially concerning psychological loss. Loss creates anxiety and feelings of vulnerability. The vulnerability can be the beginning of a crisis. O. Shevchenko identifies some categories of losses that can cause crises:

1. Losses related to life situations and their experiences: divorce, breakup, the breakup of friendship, change of job, school, place of residence, loss of work, various natural disasters, robbery, assault, violence.

2. Losses associated with the disease:

- satisfactory health;
- physical functions;
- parts of the body or part of the body system; self-perception as a whole, integrated personality; independence;
- control over their environment, regime (routine).

3. Losses associated with the death:

- Death of native people or friend

The prevalence of headache increases markedly with age and in the adolescent period is approximately 70% [6]. Headaches are difficult for people, affecting their mood, behavior, performance, training. Anxiety thoughts "around" own pain and its foci increase pain perception, which in turn leads to the continuous activity of the sympathoadrenal system with all the following consequences. The use of properly selected social media material allows for effective correction of emotional and other psychological disorders, today available data on the efficacy and feasibility of using social media therapy in young people with tension headache, that were published in the articles «Social media therapy as a method of influencing indicators of neuroendocrine adaptation in young people with tension headache», «The role of social media therapy in the correction of psycho-emotional state in young people with tension headache» in the VI International Scientific and Practical Conference «Perspectives of world science and education», what was held in Osaka, Japan, February 26-28, 2020. And in inventions Natalia Gastruk (Doctor of Medicine, Professor) "Method of correction of psychosomatic disorders in young people at risk" (Patent number: 93681, published: 10/10/2014), "Method of correction of psychosomatic disorders in children" (Patent number: 82755, published: 08/12/2013), "Method of correction of psychosomatic disorders in the military with post-traumatic syndrome" (patent number: 114901, published: 03/27/2017).

Aim. Comparative performance characteristics of the use of different techniques of social media art therapy for the correction of psycho-emotional state and neuroendocrine adaptation in people of different age categories and in people with disabilities suffering from a tension headache.

Objectives of the study:

1. To study the influence of social medical art therapeutical techniques on indicators of neuroendocrine adaptation and psycho-emotional state in people with tension headache.

2. To compare the influence of social medical art therapeutical techniques in people of different age groups and people with disabilities in stressful situations and during periods of rest suffering from a tension headache.

The object of the study is social media art therapy as a means of non-pharmacological correction of psycho-emotional state and neuroendocrine adaptation in people of different ages and people with disabilities with tension headache are performed.

The subject of the study is the level of anxiety, depression in people of different ages and people with disabilities tension headache and their changes after the course of sessions of social media psychotherapy.

Section 1. Current concepts of tension headache in people and their non-pharmacological correction (literature review)

1.1. Tension headache in people: prevalence, developmental factors, diagnosis, and psychotherapeutic intervention.

According to modern ideas (need for reference? who says that), tension headache in people is a psychosomatic discomfort in the formation of which many factors are involved. The prevalence of tension headache gradually increases with age [7]. An episodic variant predominates in the structure of headache, but chronicity is possible with age.

Etiology and pathogenesis of tension headache. Learning, social status, professional activity, physical abilities in certain congenital and acquired pathological conditions occupy an important place among the factors of development of tension headache. Today the pressing issue of tension headache in stressful situations, in connection with the current war in eastern Ukraine since 2014, which has a great psychological impact not only on fighters and recruits, but also for the whole country, and with the existing COVID-19 pandemic and the introduction of worldwide quarantine.

Tension headache is more common in people with certain types of personality [8] - cyclothymic, hypertensive, emotional, and exalted types of personality accentuate with the high activity level of the sympathoadrenal system. Today, it is

known that the factors of formation of tension headache cause functional disorders of the limbicoreticular complex, which leads to a change in equilibrium in nociceptive and antinociceptive systems, the development of anxiety syndrome with changes in the system of the trigeminal nerve. As a result, there is an increase in the tone of pericranial and mimic muscles, which is expressed by the clinical manifestation of tension headache.

Diagnosis of tension headache.

The diagnosis of different variants of headache is based on the diagnostic criteria adopted by the International Headache Society in 1988. [9]. There are episodic and chronic variants of the disease.

The diagnosis of chronic tension headache and episodic variant is the same as above, however, the average incidence of headache episodes is much higher: more than 15 "painful" days per month (or more than 180 days per year) with a disease duration of at least 6 months.

Non-pharmacological treatment for tension headache. In the treatment of tension headache in people, the following principles should be observed: 1) individuality; 2) validity; 3) comprehensiveness. Along with medication, quite effective in the treatment and prevention of tension headaches are psychotherapeutic methods.

1.2. The role of social media art therapy in the correction of people's emotional state.

Social Media Art Therapy is a social side of psychotherapy care, addressing patients' problems through the vast amount of social media material available on the Internet. The material is presented in the form of video, audio, blogs of other people. It can be motivating, distracting, reassuring.

In our previous researches, namely "Social media art therapy as a method of influencing indicators of neuroendocrine adaptation in young people with tension headache", "The role of social media therapy in the correction of psycho-emotional state in young people with tension headache" it was proved that the use of sessions of social media art therapy significantly reduces the level of hormones of the

sympathoadrenal system, and significantly reduces the level of reactive and personal anxiety, depression, in young people with chronic forms of tension cephalgia[1,2].

The relevance of social media art therapy is proved in the invention of Gastruk N.A. (Doctor of Medical Sciences, Professor), Gastruk A.V. (student) "Method of Correction of Psychosomatic Disorders in Adolescents at Risk" (patent number: 93681, published: 10.10.2014), which defines a method of correction of psychosomatic disorders in adolescents at risk, which involves engaging in a circle of painting with integrative receptive music, which characterized in, that the risk groups are determined by using the Beck test, and the level of psycho-emotional stress is determined by the skin-galvanic reaction (SGR), under the results, a course of complex art therapy is conducted, measurements are repeated [3]. Also the invention of Gastruk N.A. (Doctor of Medical Sciences, Professor), Gastruk A.V. (student) "Method for the correction of psychosomatic disorders in children" (patent number: 82755, published: 08/12/2013) is used, which shows a method of correction of psychosomatic disorders in children, which involves classes in weaving circles, both individually and by a group, that characterized in, that the level of anxiety is determined using a skin-galvanic reaction (SGR), the measurements are made in the range from 0 to 10 c.u., then prescribe the appropriate course of art therapy in the circle of weaving and, after the course of therapy, the measurements are repeated[4]. The invention of Gastruk N.A., Koroleva N.D. (assistant professor, associate professor, candidate of psychology, honored rationalizer of Ukraine), Gastruk A.V. "Method of Correction of Psychosomatic Disorders in the Military with Post-Traumatic Syndrome" (patent number: 114901, published: 27.03.2017), which describes a method of correction of psychosomatic disorders in the military with the post-traumatic syndrome, in which classes with a psychologist, namely painting in complex with classical psychotherapy, characterized in, that the level of psycho-emotional stress is determined by the skin-galvanic reaction (SGR), measurements are made in the range from 0 to 10 c.u., then analyze the results and prescribe the appropriate course psycho-correction or prevention, and after the course of treatment, measurements are repeated [5].

We have also developed a useful, related to medicine, a model for the adaptive capacity of military recruits, which also ensures the harmonization of emotional experiences and has a preventive effect on vegetative psychopathological conditions and psychosomatic syndromes. The useful model of the "Method of increasing the adaptive capacity of military recruits" is based on the most optimal way to improve the adaptive capacity and prevention of psychosomatic disorders of these recruits, which significantly reduces the time in the military and to implement the method of complex group psycho-correction. This task is carried out in a way, that involves classes with a psychologist in his spare time before the hang-up, namely painting, accompanied by integrative music therapy. The choice of the duration of the course of psycho-correction depends on the peculiarities of the recruits. The shortest program consists of 12 lessons, with a duration of 30 minutes. The level of psycho-emotional tension is defined as follows: use the definition of SGR, previously degrease the ring finger, fix the electrode on it. Ask 5-6 introductory questions, to adapt the subject, then the main - 21 questions. Assessment of the SGR level is carried out on an electronic monitor in conventional units at a value of direct electric current in the range of 10-50 mA. Measurements are made in the range from 0 to 10 c.u. Analyze answers by score and prescribe an appropriate course of psycho-correction or prevention. After the appropriate course, testing is repeated. The results of the therapy are evaluated.

Thus, social media art therapy is an important tool in influencing the neuroendocrine adaptation of people, and accordingly the mental state. As we have proven in the above studies and inventions. We can say that among the operational technologies, an important point is the free exchange of treatment and prevention methods, which we are working on.

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