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## **GERONTOLOGICAL EDUCATION PROGRAMS AS A WAY OF LEISURE TIME MANAGEMENT FOR THE ELDERLY**

Relevance of the investigated problem is the following: presently elderly people in our country became the most socially unprotected category of society. The level of poverty grows every month and the profits of elderly citizens remain practically at the same level. In every country the aims of adult education are: providing of scientific base of continuous education and studies and flexibility in time management to combine education and work during life; assistance in combination of continuous studies with labour activity; account of vital experience of the adult. Education of elderly people must find the place in the regional educational management in the context of social, cultural and economic development of Ukraine, because personal development is the priority in our country.

The researches conducted in the different countries of the world for the last decade establish the problem of the global aging of population. It means that Ukraine remains one of the "oldest" countries of the world.

Education can become one of the main factors in creation of society that will let humanity to survive in

the world of globalization. There are the following technologies of social and educational support of elderly citizens: social help, rehabilitation, adaptation, prophylaxis, advising, therapy, gerontological education. The regional educational management as an instrument in the solving of such problems must take the proper place. Nowadays people need new management forms and methods. That is why it should be based on conception that includes the principle of equality of rights in partnership between members and rational cooperation of all subjects, which form the effective regional educational policies. The newest way of regional educational management development has to be focused both on solving classical problems and on gerontological education management.

The "third age university" became real embodiment of the idea of education for elderly people. Its aim is to increase their role in society. In Ukraine state social facilities already (since 2008) began the introduction of the Madrid International Plan of Action on Ageing in our country, taking part in the "third age university" proj-

ect. Overcoming pessimistic moods among elderly population became their aim. Such social and educational facilities operate on the public basis and should contribute to social adaptation of the seniors or people who will soon become them. Now the educational programs for the people of the “third age” become widespread in the world.

At the same time, territorial organization of educational man-

agement must take into account interests of subjects offering services at the educational market. With regard to gerontological education, the regional educational management must rely on conception of their proactive (based on the transmission of experience and knowledge of elderly people) and reactive (based on teaching by the young generation) socialization.