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GOVERNANCE IN THE IMPLEMENTATION SYSTEM OF
DEMOGRAPHIC POLICY IN UKRAINE**

Annotation. *The article substantiates the need for state regulation of demographic processes, defines the essence of demographic policy, clarifies its main purpose, objectives and directions of implementation. The peculiarities of the economic and legal mechanism for public administration in the system of demographic policy implementation by Ukraine are revealed.*

Key words: *demographic policy; demographic development; economic and legal mechanism; public governance.*

Introduction

The demographic crisis in Ukraine is already a reality. For many reasons, hundreds of thousands of people have left the country in the last 5 years. Sociologists begin to worry, because besides the emigration there is a depopulation – Ukrainians mortality rates exceed their birth. There are many reasons: war, corruption, poverty. According to the UN report, by 2050 Ukraine will have the population a little more than 36 million [1].

In the context of the demographic crisis of Ukraine, the state regulation of demographic processes (in the system of development and demographic policy implementation) is of special importance. Therefore, it is established that, [2]:

- the state regulation of demographic development of a socially oriented society is achieved in the process of gradual transformation and improvement of all kinds of social relations, types and forms of public life activity, to which the socio-economic policy should be directed.

Hence it is obvious that demographic development should be seen not only as an integral part, but also as a strategic orientation of socio-economic and legal regulation. The problems of demographic development must be solved by the all types efforts of socio-economic policies (work and wages, employment, education and vocational training, health care, social security, etc.) [3–7].

The results of the analysis of scientific works and research show that the issues of forming and implementing demographic policy are the subject of analysis by V. Borisov, V. Vasylenko, O. Grishnova, A. Grinenko, I. Kuhta, E. Libanova, D. Lukyanenko, O. Malinovskaya, S. Mokienko, O. Osaulenko, V. Piskunova, V. Steshko, R. Skrynkovskyy, G. Starostenko, M. Tovt, P. Shevchuk, L. Chepelevskaya and others. However, the nature of demographic threats and the state mechanisms to minimize it remain insufficiently substantiated, which makes this study particularly relevant.

At the same time, it should be noted that the demographic situation of Ukraine in recent years requires organized, planned and systematic state regulation at both national and regional levels. This is possible only in terms of developing the unified state demographic policy and using the effective economic and legal mechanisms for its implementation. In this regard, the the article aims to substantiate the need of use the economic and legal mechanisms of public governance in implementation of demographic policy in Ukraine. In view of this, the purpose of the article is to substantiate the need to use the economic and legal mechanism of public administration in the system of demographic policy implementation of Ukraine.

Results of research

1. The essence of demographic policy, main purpose and objectives

The priority of human interests over all others is officially proclaimed by the world community. Thus, in the recommendations adopted at the United Nations Conference on Environment and Development (Rio de Janeiro, 1992) [8], the strategic goal of demographic development is to meet the needs and improve the quality of life of present generations without sacrificing the ability of future generations to meet their needs. Analyzing the world community recommendations, note that the emphasis here is primarily on the need to create such socio-economic and environmental conditions that would, first, permanently improve the population reproduction and, second, maximize the quality of the population. [2].

The need to manage the demographic development requires an appropriate demographic policy. This is due to the fact that [2, 6, 9]:

1) it is necessary to respond to the needs of society in terms of reproduction and settlement of the population in a territory, on a scale and in a proportion adapted to the expected socio-economic development;

2) demographic processes and their objective socio-economic determinants are linked directly to the sphere of social and individual consciousness, which manifests itself in the context of life activities and influences the demographic behavior. The role of governance in this case is to reduce the possible discrepancies between the purpose of individual demographic behavior and the goal of demographic development as a whole;

3) situational manifestations of demographic trends affecting the demographic situation at both national and regional levels require a targeted impact [9].

Let's consider the definition (essence, content) of demographic policy. Thus, according to the authors of the economic encyclopedia [10], the demographic policy is a system of generally accepted at the administrative level and conceptually objective means by which the state and its social institutions, provide the achievement of established qualitative and quantitative goals of demographic development that meet the perspective socio-economic guidelines development of the state as a whole [10, p. 306–307].

According to O. Gavrilenko [9], demographic policy is an activity of public administration and social institutions aimed to form stable quantitative and qualitative parameters of population reproduction. In order to overcome the negative demographic trends in Ukraine, we need an active demographic policy, which is a part of the social economic policy of the society in all.

The demographic policy consists of the following 3 elements (aspects): 1) influence on working conditions, i.e. determination of working age limit, length of working day, occupational safety and so on – (first aspect); 2) improvement of living conditions of all

society's layers - increase of wages and income level, improvement of living conditions, provision of healthcare, etc. – (2nd aspect); 3) measures to ensure that society influences the processes of natural progress of the population – (3rd aspect)[3].

In the context of this, it has been found that the most complete is the definition of sociologists [2]: demographic policy is a system of universally recognized ideas at the level of management, conceptually necessary means by which the state and its social institutions, adhering to principles corresponding to given historical conditions, assume the achievement of the established qualitative and quantitative goals of both demographic development and goals of socio-economic development of the country as a whole [11].

The subject of demographic policy is the state, represented by public authorities. Demographic policy focuses on the processes of fertility and mortality, living conditions and standards of living, marital relations, population migration processes, job creation and employment-related demographics [2].

In general, the main orientations of the State's population policy are the stimulation of the birth of a certain number of children, the strengthening of family ties and family relations, the reduction of diseases and mortality, the suspension depopulation and irregular migration, the creation of conditions conducive to the establishment of an effective structure of population and manpower, the reduction of the unemployment rate [12].

The main official document defining our country's attitude on the issues of demographic development is the Strategy of the state policy on healthy and active longevity of the population for the period up to 2022, approved by the decree # 10-p of the Cabinet of Ministers of Ukraine dated January 10, 2018 [13]. The strategy aims to identify priority directions for demographic progress, provide comprehensive measures to support the elderly, ensure their active participation in social development, improve the quality of life and protect the rights of seniors [13].

Hence, in support of the opinion of scientists [2, 6, 14] the demographic policy must be subordinated to the strategic goal of demographic development, which should correspond to the interests of national and demographic security of Ukraine, its new geopolitical realities, the promotion of its socio-economic, environmental and cultural development, respecting national values and priorities, on the one hand, and international norms, on the other.

Therefore, the strategic goal should be to maximize the demographic development by improving the conditions of population reproduction of ever higher quality, mobilizing all kinds of social life in country to achieve the gradual stabilization and population growth afterwards. In order to achieve the strategic goal of demographic development, its essential priorities must become [2, 15]:

- 1) fertility stabilization and bringing it in the long run to a level that provides a simple demographic reproduction;
- 2) improve public health, reduce mortality and increase the average life expectancy;
- 3) improvement of regulation of migration processes.
- 4) strengthening the institution of the family, marriage and family relations and improving living conditions, etc.

2. Main directions of implementation of the state demographic policy in Ukraine

Based on the above tasks, and supporting the opinion of A. Degtyar [2], it is believed that the effective implementation of the state demographic policy in Ukraine should contain such basic directions in the areas that are presented in Table. 1.

Table 1

Main directions of implementation of the state demographic policy in Ukraine

Fields of state demographic policy	Main directions of implementation of the state demographic policy in Ukraine by fields
1. Birth growing and family consolidation	<ol style="list-style-type: none"> 1) setting up of favorable social and psychological climate in society for family formation and positive attitude of citizens to family values; 2) raising parents responsible for the birth of a healthy baby through compulsory medical and genetic counseling for persons going to marry and comply with all medical prescriptions; 3) promoting conditions for female that allow them to combine maternal functions harmoniously with professional responsibilities; 4) stepping up state aid for women and families with children, especially the needy ones; 5) improving the quality, increase of forms and kinds of health care for female of reproductive age, ensuring their labor protection, securing life and health, maternity and childhood health care by developing and implementing effective health programs and other social projects; 6) ensuring a family-friendly income and housing costs proportion, payment, rent and rental rates; 7) loans and preferential subsidies for families with children who are building private house or to buy a home; 8) active publicity through the media of family values, conscious attitudes toward family responsibilities; 9) organization of the network of preschool educational institutions, promotion of the newest organizational forms of the educational process, improvement of the quality on educational services.
2. Strengthening health, increasing life expectancy and reducing mortality	<ol style="list-style-type: none"> 1) creation of conditions for ensuring access for all layers of population to the means of preservation and improvement of health, quality medical and sanatorium and resort services; 2) forming social awareness regarding a healthy lifestyle, personal motivation to maintain and improve health state;

	<p>3) implementation of modern standards of quality of health care to the population regardless of the location of residence and financial resources of the family ;</p> <p>4) restructuring of the medical care system, taking into account the current structure of causes of death;</p> <p>5) strengthening the health care material base, providing it with skilled personnel in a timely manner;</p> <p>6) educational and educational activities on disseminating knowledge about disease prevention and health promotion, prevention and eradication of harmful habits. It should target both the general population and its particular categories, especially risk groups;</p> <p>7) ensuring safe working conditions, preventing accidents, poisonings and injuries;</p> <p>8) promoting the development of mass physical culture and sports.</p>
<p>3. Regulating migration processes</p>	<p>1) optimization of territorial, interstate and interregional displacement of the population, taking into account the scale, intensity and directions, based on the combination of state and personal interests of citizens;</p> <p>2) efficiency rise of internal migration processes (especially from rural area to urban and from urban area to rural), rationalization of directions of migration flows taking into account interests of socio-economic development of the country and its regions;</p> <p>3) facilitating due to the employment of Ukrainian citizens abroad in the domestic labor market and protecting it from the uncontrolled influx of foreign labor;</p> <p>4) protecting the rights and interests of migrants, including displaced persons and refugees;</p> <p>5) increasing opportunities of legal employment abroad for Ukrainian citizens and ensuring their social protection.</p>

Source: is based on [2]

3. Components of the economic and legal mechanism of public administration in the system of demographic policy in Ukraine

According to the results of the research mentioned in the article, it is found out that the influence of the state on the objects of demographic policy can be made through the economic and legal mechanism of public administration in the implementation system of demographic policy in Ukraine and has main components that determine its features [2, 6, 16]:

1) legal mechanism – designed to create uniform legislative and administrative standards of conduct (legislative acts on marriage and divorce, the situation of children in families, maternity and childhood protection, social protection of the disabled, employment conditions and working conditions of working mothers, minimum age of commencement of

work and mature to marriage, the rights of mothers and children in the event of divorce, internal and external migration, etc.);

2) economic mechanism – involves providing direct financial assistance (child support, one-off childbirth allowance, paid maternity leave, post-natal leave, preferential loans for young families), subsidies from the state budget or local budgets (babysitting, provision of vacancies kindergartens on preferential terms, etc.), indirect cash benefits (discounts and benefits mainly to large families when receiving housing, setting a lower rent), tax benefits to large families, and families raising children with disabilities.

Conclusions

Thus, according to the research of scientific works [1–16], it can be proved that the need to manage demographic development in Ukraine requires an appropriate demographic policy, which is conditioned by the necessity to meet the public needs for reproduction of the population and its location in the territory and in the scale and proportions that correspond prospects for socio-economic development. The implementation of demographic policy requires a clear definition of its implementation directions in the fields of fertility and family strengthening, health promotion, increase the life expectancy and reduction of mortality, regulation of migration processes. The influence of the state on the objects of demographic policy can be made through the economic and legal mechanism of public administration in the system of implementation of demographic policy in Ukraine. The direction of further research is to study the best international experience on forming and implementing demographic policy in order to be applied in Ukraine.

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