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An extended abstract of a paper on the subject of:

**INTRODUCTION OF FAMILY-ORIENTED MODEL OF BIRTHRATE GOVERNMENT SUPPORT AS A TOOL TO OVERCOME DEPOPULATION PROCESSES IN UKRAINE**

**Problem setting.** Modern demographic situation in Ukraine is considered a crises one what requires implementation of a set of activities to improve it.

One of the ways to overcome the demographic crises is to provide support to one of the main social institutions that is the family. It plays a key role in the population reproduction as well as in formation of an individual’s fundamental set of values at the primary level of his/her life what directly influences quantitative and qualitative population composition. Taking into consideration that the family fulfills a set of demographic functions it is possible to conclude that the changes in birth rate as well as human capital of the country depends on the level of development and conditions of the family functioning.

**Recent research and publications analysis.** The attention of many home and foreign researchers among whom are I. Kuras, E. Libanova, L. Nodzhak, S. Pyrizhkov, I. Prybytkova, A. Batterfield, F. Kaufmann, P. McDonald and many others has been drawn to the family functioning and to demographic problems analysis to overcome the demographic crises.

**Paper objective** is to ground the necessity for implementation of a family oriented model of state birth rate support as well as to describe its essence.

**Paper main body.** In order to overcome the depopulation processes in Ukraine it is suggested to implement a family oriented model of state birth rate support. The aim of its implementation is to provide different conditions for the family development.
The main social institutions – state, market and civil society – are suggested to be the subjects of the family support and development. It is necessary to change the configuration in the system of relations between the main social institutes through positioning family in the centre. It will allow achieving the maximum effect from their connections contributing to the birth rate increase subject to the concentration of the main social institutes` efforts on the family support and development. Efficiency of relationship between the family and other institutions needs to be advanced through implementation of organizational and legal, social and economic, informational and motivational, and medical and social mechanisms. It will help to provide the family with full support.

In the way to achieve the goal of the model it is necessary to take into account those processes and facts that limit sufficient development of the family as well as the level of state financial capacity to support it. Among such limitations can be mentioned economic development and public production cycle as well as social and economic conditions.

**Conclusions of the research.** In the framework of a family oriented model of state birth rate support the subjects of regulation provide full and goal oriented influence on the family with the help of a set of mechanisms which affect it directly. Besides the impact on outer factors by fostering positive and minimizing negative ones with the account of the necessary resources taking into account the economic restrictions must be considered. The result of the model implementation should be the birth rate increase through the raise of the family welfare and its authority, popularization of the family lifestyle among the public.