WORKING OUT OF THE HIGHLIGHTS OF THE STRATEGY FOR THE BIRTH RATE INCREASE IN UKRAINE

Problem setting. The necessity of working out the strategy for the birth rate increase in Ukraine, a set of measures and mechanisms for its implementation is conditioned by the need to overcome depopulation processes as a result of demographic crises deepening in order to prevent a threat to Ukraine`s national security in the social and economic area.

Fertility is one of the main demographic indicators that influence the population, its sex-age structure, labour potential of the country. The fall in birth rate is one of the fundamental causes of the aggravation of the demographic crises.

Recent research and publications analysis. The study of functioning of the family as well as analysis of demographic problems in the process of preventing demographic crises has long been the subject of research by such scholars as I. Kuras, E. Libanova, S. Pyrizhkov, I. Prybytkova, V. Skurativsky, A. Butterfield, P. MacDonald and many others. Scientific works by G. Atamanchuk, V. Bakumenko. A. Degtyar, V. Elagina, D. Karamysheva, G. Odintsova, N. Nyzhnyk and others contain theoretical and methodological basis for the theory of public administration which underlies the development of mechanisms of state support for the family.

Paper objective is to work out the highlights of the Strategy for birth rate increase in Ukraine and to outline the expected results.

Paper main body. Overcoming demographic crisis is a complex and long process. Taking into consideration the demographic component in policy-making and policy implementation will slow down the process of reducing the birth rate.
Public authorities in order to increase the birth rate should conduct continuous monitoring of the results of decisions in the field of population policy.

Family-oriented approach should become a key one during implementation of population policy to ensure a higher fertility rate, as the family is the main social institute for reproduction of the population.

The strategy is aimed at overcoming the negative factors of influence on the fertility rate by providing the necessary conditions for the family to perform its reproductive function in a proper way.

The process of fertility rate increase should be aimed at achieving demographic development through defining certain priorities, among which are to provide comprehensive support for the family; raise the role and value of the family in society; improve reproductive health of the population; involve a wide range of actors in solving demographic problems; increase the activity of the family in the implementation of the activities for the regulation of demographic processes.

Mechanisms for implementing the strategy should include organizational and legal, socio-economic, informational and motivational, and medical and social.

The strategy implementation is expected to change the main qualitative and quantitative indicators of the family living standards.

**Conclusions of the research.** To improve the conceptual approaches to formation and implementation of state population policy the main components of the strategy for birth rate increase in Ukraine has been grounded. The strategy defines organizational, legal, and economic grounds for population policy in the sphere of family support. The strategy is aimed at overcoming negative factors of impact on fertility level by ensuring the necessary conditions for the development of the family for the proper performance of the reproductive function by solving a set of tasks through the improvement of the mechanisms of state support for the family in the medium-term perspective.