**PRIORITY AREAS FOR PROVIDING A HEALTHY HABITAT**

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Significant role in the implementation of measures to ensure the environment, which will promote the healthy lifestyle of children, is played by the sanitary education of the population. The necessary information should be provided through the media, within the framework of education programs and sanitary education, and cover all groups of the population. Developing clear and accessible guidelines for adults and children to support normal body weight, motor activity, sleep patterns and the proper use of electronic devices, the mandatory inclusion of sanitary education in the curriculum of child care facilities, school interventions, and the creation of educational programs for individual and family levels will significantly increase the awareness of children and parents and give them the opportunity to make a healthier choice [1, p. 346]. To date, one of the unfavorable factors of the habitat is the marketing of harmful food products. High-calorie foods have replaced freshly processed foods and water at school and at home. The availability of high-calorie foods and sweet drinks and hidden incentives to increase the volume of shopping in advertising has contributed to the increase in calorie intake. In this regard, any effort to combat childhood obesity should include measures to reduce the marketing activity and its impact on children. The second major problem is the lack of conditions for exercise in educational institutions and public places, which exacerbates existing physical constraints among obese children [2, с. 295]. Based on this, appropriate administrative decisions on marketing activities should be adopted, and recommendations should be developed for all food and trade organizations and organizations involved in the area of food supply, trade, planning and arrangement of the territories concerned in order to ensure an environment conducive to healthy lifestyles [3, p. 180].

**References:**

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