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**THE IMPORTANCE OF AN INTEGRATED APPROACH IN THE FIGHT AGAINST OVERWEIGHT AND OBESITY**

Public health strategies for the prevention of obesity should strive to cover all major levels and approaches: individual; local communities; work in different target groups (such as children, adolescents, pregnant women and people with low income); work in different conditions (in the family, school, at work, as well as in the commercial sector and healthcare); different approaches (such as health education, community development, use of the media) [3].

Fighting obesity is a serious task that requires a good training of doctors, a considerable amount of time. Health care providers generally lack specific training in nutrition and physical activity or realistic weight loss goals, and obesity management tends to one hundred is carried out without taking into account a comprehensive program aimed at changing lifestyle. Lack of training and long-term programs for weight maintenance, poor understanding of the pathophysiology of weight control, and often a prejudice against obesity: that obese people can solve their problem on their own with appropriate self-control and willpower, complicate the fight against obesity.

Community-based interventions to prevent obesity may include: improving information on healthy eating options, such as improving access to large stores and supplying local stores, creating food cooperatives, cafes and gardening clubs; health promotion activities that improve knowledge and skills, such as group shopping tours or linar courses; increasing the number of pedestrian and cycle paths and improving their reliability and safety; local voucher schemes such as swimming pool vouchers

Obesity prevention strategies use the following approaches:education in the field of healthy eating; prescriptions to engage in aerobics or strength training; training on the principles of a healthy lifestyle; providing materials for self-help; dietary prescriptions; group exercises led by a trainer [2, c.2540].

The food industry can do a lot to promote healthy nutrition: by reducing the content of fat, sugar and salt in food; offering consumers the opportunity to choose healthy and nutritious foods that are commercially available and affordable; responsible for marketing; providing an opportunity to make healthy food choices nutrition and promoting regular physical activity at work location [1, c. 176].

The most rational avenues of prevention are those that address the risk factors for obesity throughout the life cycle. With such an integrated approach, significant success can be achieved. That is, the prevention of obesity should include support for a balanced diet and a healthy lifestyle for pregnant and lactating women, newborns, infants and young children, preschoolers, schoolchildren, adults and the elderly. At the same time, a significant role should be played by carrying out, on an ongoing basis, a set of targeted communication work to raise awareness of the general population about healthy eating and lifestyle, the dangers of obesity to health, and rational ways to prevent this disease.

Thus, a person can effectively fight obesity if he is well armed with modern information. Ultimately, a person's health is largely in his own hands.

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