## Pomohaibo K.G.

## assistant professor of the department of Public health and Healthcare management

## Ettech Mary Enobong

## student of 6course, VI medical faculty, 4group

## Kharkov National Medical University

Kharkiv, Ukraine

**PREVENTION OF OBESITY IN THE FRAMEWORK OF CONTROL OF NON-INFECTIOUS DISEASES**

Obesity is a multifactorial disease and has a pronounced medical and social character, so it is impossible to stop the spread of the obesity epidemic with only one measure. Thus, there is a need for a comprehensive approach to changing the living environment of children, which is used in conjunction with other measures in the context of larger-scale efforts - in the fight against non-infectious diseases at the international level. Thus, it is advisable to solve the problem of the prevalence of childhood obesity at the state, regional and local levels, paying special attention to socially vulnerable groups of the population, taking into account the need to ensure equal rights. For this purpose, information is needed on the age-standardized BMI and the level of physical activity of children and adolescents belonging to different social and economic groups and living in different conditions and regions. The availability of such information will make it possible to characterize the current situation and determine further priorities in a set of measures. Thus, the environment conducive to the development of obesity is influenced by a number of factors, including technogenic (access to healthy food and the availability of opportunities for exercise), social (ideas about the norm in relation to body weight and appearance, traditional rules for feeding children, social restrictions on exercise) and family factors (parents' ideas about the rules of nutrition and their actions in organizing meals in the family, the financial situation of the family, the family's eating habits) [2, p.132]. Today, there is overwhelming evidence that childhood obesity is linked to the marketing of unhealthy foods and non-alcoholic beverages, so the impact of attractive ads on children and adolescents is of great concern. The availability of such foods and the hidden advertising incentives for increased purchases has contributed to an increase in caloric intake in many populations. The information provided on nutrient content is misleading and poorly understood by many consumers. This requires a distinction between healthy and unhealthy foods based on nutritional information from independent sources. Thus, efforts to tackle childhood obesity should include measures to reduce marketing activity and its impact on children, in line with the recommendations of the World Health Assembly. The second important problem is the lack of conditions for physical exercises in educational institutions and public places [1, p.42]. Therefore, the necessary measures on the part of local governments are to create conditions for increasing physical activity by arranging sports and playgrounds, pedestrian and bicycle paths, additional recreation areas, which will stimulate active movement.

**Conclusion.** Since, ultimately, people themselves determine their diet, it is necessary to create conditions for all members of society that encourage them to make better choices in the organization of nutrition, including when feeding infants and older children. This is possible only if there is a comprehensive awareness-raising work on nutrition and the provision of useful information to all members of society in an understandable form. Consideration should be given to the use of precautionary measures to protect adolescents from the effects of the marketing of unhealthy food and non-alcoholic beverages by reducing the advertising of such products in the places of presence of children and adolescents. In addition, a necessary measure is to create appropriate conditions to increase the physical activity of children and adolescents

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