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**THE ROLE OF THE FAMILY, EDUCATIONAL INSTITUTIONS AND PRIMARY HEALTH CARE IN THE ORGANIZATION OF RATIONAL NUTRITION AND THE PREVENTION OF OVERWEIGHT IN CHILDREN AND ADOLESCENTS**

The importance of involving the entire family in a weight loss program is beyond doubt. Parents need to be taught the basics of healthy parenting, especially with regard to diet. Practice shows that transferring a child to dietary nutrition, when the whole family continues to adhere to other nutritional rules, is ineffective. It is important to instill healthy habits in children while avoiding overly restrictive diets. These habits will help children and teens continue to maintain a normal weight despite hormonal changes, rapid growth, and social influences that often lead to overeating. It is also important not to use food as a reward or punishment. The main direction in the upbringing of the child should be to encourage his conscious attitude to the problem of maintaining a normal body weight. Thus, recommendations for the prevention of obesity in children and adolescents in the family are, for infants and young children: exclusive breastfeeding up to 6 months, avoiding the addition of sugar and starch when feeding infant, do not insist that the child eat everything, what is on the plate, to ensure the supply of all the micronutrients necessary for optimal development. For children and teenagers: provide a healthy breakfast before leaving for school; provide healthy food such as whole grains, vegetables, fruits in school cafeterias, promote the consumption of fruits and vegetables, limit the intake of high-calorie, low-nutrient foods such as sugary soft drinks, organize family lunches and dinners, and limit exposure to advertising, for example, limiting television viewing, teaching children how to resist temptations and exposure to advertising, providing information to build healthy food choices. The peculiarities of children's nutrition during their stay at school are an important measure for the prevention of many diseases, including overweight. In this regard, the prevention of overweight and obesity is considered one of the most important areas of work of school institutions. Thus, the recommendations for ensuring healthy eating in schools are limiting the consumption of high-calorie foods with a low content of micronutrient nutrients, limiting the consumption of sugary soft drinks, organizing health education so that students can acquire the knowledge, attitudes, beliefs and skills necessary to make informed decisions, healthy behaviors and health-friendly environments, providing information and skills to make healthy food choices, ensuring greater access to healthy foods in schools through school food programs, for example, discounted breakfasts, lunches and/or snacks, installing vending machines only when selling healthy foods such as water, dairy products, juices, fruits and vegetables, sandwiches and low-fat snacks, ensuring food compliance, provided in schools, nutrition standards, limiting the impact of television advertising, marketing of products that promote obesity, promoting school health services to promote the health and well-being of students and, if necessary, referring them to appropriate specialists, using school gardens and vegetable gardens to develop knowledge about the origin of food, involvement of parents. Prevention in primary health care is also of paramount importance and includes two main areas: educational, aimed at developing healthy lifestyle habits, and health, which involves assessing the level of health and developing individual health programs. The first direction of primary prevention is implemented in the children's polyclinic by conducting sanitary and educational work, which is based on raising the level of knowledge about factors harmful and dangerous to health and on the organization of rational nutrition, sanitary and hygienic education and upbringing, promotion of a healthy lifestyle, including in educational institutions and families, promoting the benefits of breastfeeding. The second direction of primary prevention, health assessment and development of individual health programs is implemented in the children's polyclinic by dynamic monitoring of the growth and development of the child during annual preventive examinations, counseling on the preservation and promotion of health, assessment of the functional and adaptive reserves of the child's body, prognosis the state of his health, the development of an individual program for maintaining a healthy lifestyle, including taking into account the identified characteristics, as well as through the provision of medical, social and psychological assistance to children and families with overweight and obese children. Of great importance at the present stage of providing medical care is the creation of a unified electronic register of dynamic observation groups for children and adolescents [1, p.129; 2, p.190; 3, p.175].

**Conclusion.** Measures to promote a balanced diet and prevent overweight in children and adolescents should be carried out at various levels. At the family level, there are nutritional recommendations for infants, young children and adolescents. Educational institutions should become focal points for the prevention of overweight. Activities carried out at the level of primary health care should include two main areas: educational and development of individual health programs.

**The list of sources:**

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