**Pomohaibo Kаterina Georgievna**

**Rishu Kamboj**

**FACTORS CONDITIONING THE IMPLEMENTATION OF PREVENTIVE MEASURES FOR OVERWEIGHT AND OBESITY AT THE INDIVIDUAL AND POPULATION LEVEL**

Overweight and obesity, and the associated noncommunicable diseases, can be significantly prevented. Creating a supportive environment and environment, raising public awareness play an important role in shaping food preferences, choosing healthier foods, regularly engaging in physical activity, thereby preventing obesity.

However, a responsible attitude to their own health can only give full results when people are able to provide themselves with a balanced diet and lead a healthy lifestyle. People need support from a range of interrelated community sources, of which the following are important. Making changes — for example, meal times, the range of foods purchased, the recipes used, the activities — need family support [1, c.117]. This, in turn, requires support from local structures such as kindergartens, schools, workplaces (for example, to ensure that the school has a healthy diet and physical activity policy or that these policies take into account the views of students). Interventions in settings such as schools and kindergartens should be carried out in conjunction with food services, dietary and health education programs, physical education, play and sports activities, and should encourage participants to be involved in policy formulation. Micro interventions tend to have little effect if they are not supported by macro interventions, such as labeling, pricing and product availability. It follows from this that cultural norms, professional skills and traditional practices of institutions and local communities should contribute to better health [2, c.89]. The community must provide an enabling environment, such as a program of measures to ensure the safety and security of streets and recreational areas, and must make healthy foods available to the public. Municipal and local governments should support community policies - for example, with regard to the safety and security of streets, recreational facilities, improved food security through appropriate infrastructure, taxes and subsidies - that is, in everything that will contribute to the formation of healthy behavior. This, in turn, requires national and international bodies to develop standards and provide services that improve public health, and businesses should continually promote healthy preferences. Such action will require that the obesity reduction strategy is adequately resourced and fully implemented, with monitoring and control measures in place, legislative and regulatory support. At the same time, other aspects of public policy, for example, in the field of trade and investment or agricultural support, should not conflict with these measures [3, c.2535].

Thus, comprehensive activities in almost all areas, including social security, education, agriculture, food processing, transport, trade, planning, development and tax policies to prevent obesity should be implemented interconnected and consistently.

**The list of sources:**

1. Салтанов С. Д. Современные аспекты диагностики, лечения и профилактики ожирения у детей / С. Д. Салтанова // Здоровье ребенка. – 2017. – т. 12, № 6. – С. 115–122.

2. Public opinion on food-related obesity prevention policy initiatives / B. Morley, J. Martin, P. Niven, M. Wakefield // Health Promotion J. Aus 2012; 23 : 86–91.

3. Strengthening of accountability systems to create healthy food environments and reduce global obesity / B. Swinburn, V. Kraak, H. Rutter, S. Vandevijvere, T. Lobstein, G. Sacks et al. // Lancet. 2015; 385 : 2534–45.