

**STRATEGIC DIRECTIONS OF SOCIAL POLICY IMPLEMENTATION IN UKRAINE****Smaglo O.***Candidate of economics**Associate Professor of Department of Finances**Vinnitsia Institute of Trade and Economics of KNUTE***Abstract**

The article examines the state and prospects of social policy development in Ukraine. The article analyzes new trends in social policy in the modern world. The essence of social policy as an activity of the state and other public institutions in the social sphere is considered. The article reveals the principles, priorities and goals of social policy. The modern tendencies in realization of social policy are investigated, the basic problems of its realization are defined. The priority of social policy as a factor in increasing the economic growth of the national economy is substantiated.

The main attention is paid to the study, analysis and generalization of the experience of social state policy in Ukraine, as well as its priorities and goals. The influence of social policy of other countries on the development of domestic policy in the social sphere is analyzed. The experience of developed countries shows that in the conditions of innovative development the increase of social and individual wealth, as well as the development of society itself is impossible without an active, systematic social policy. The relevance of this topic is that improving the quality of life of the population is an urgent need of modern Ukraine, due to the need to consolidate society, unite efforts of all its strata to achieve social development goals with a focus on achieving high social standards and norms. It is necessary to critically rethink the world experience of forming a new socio-economic space in accordance with national needs and demands, providing for the replacement of old ways of solving social problems with fundamentally new, more effective ones. The main directions of social policy at both state and regional levels are part of the ideology of state building, which aims to ensure human rights and freedoms, integration of society around the national idea, reproduction of social values, social partnership, development of democratic institutions of self-government in society. strategies to stop the trend of moral and spiritual degradation of society. Priority is given to economic development to the detriment of the goals of human development, which in turn has a negative impact on the socio-economic development of the country.

**Keywords:** decentralization, economic growth, socio-economic development, social policy, social sphere, standard of living, social life.

Formulation of the problem. The development of large socio-economic territorial complexes of the subnational level must always be coordinated with the policy of the state implemented by public authorities in various spheres of social life: economic, scientific and technical, social, humanitarian and environmental protection. As in any social state [10] in Ukraine, the most attention is paid to the implementation of social policy, the implementation of which is aimed at the employment of those capable and wants to work, protect the rights and freedoms of man, creating available health and education systems, development. Systems of social support of low-income population, struggle against poverty, crime, prevention of social conflicts, etc. It is undeniable that social policy should be based on knowledge of social development laws, identifying in all spheres of public life of deep trends, which determine the processes of self-realization of a person of their own social potential, affect its social security, as well as the feasibility of the purposeful influence of subjects of the regulatory substances. activity [10]. Such subjects primarily include public authorities (public administration and local self-government), which at present are in the stage of reform on the principles of decentralization. In a socio-oriented market economy, the establishment of justice principles is carried out through the implementation of social policy measures.

Social policy is the activities of state and public institutions, social groups and individuals (social policy

subjects) aimed at realizing the social needs of a person that ensure its livelihoods and development as a social being based on the principle of social justice for unconditional compliance with its civil rights, and freedom. In concrete definition, social policy is a complex of socio-economic measures of the state, local authorities, enterprises, organizations aimed at protecting the population from unemployment, rising prices, depreciation of labor savings. Its goal - to provide a decent standard of living, which is expressed in a certain number of consumer goods and services, starting with the "primary", satisfying the needs of workers in food, clothing, means of movement, health support and ending with the most complicated needs, to Based with the pleasure of spiritual, moral, aesthetic requests. [5].

The main in social policy is the duty of the state to guarantee legislative, socially and economically normal for this historical period, which ensure independent life, freedom to choose life path, sphere of activity, responsibility for their actions, "fee" for the level of personal well-being and position in the society. Social policy should be built on the basis of mutual responsibility and mutual responsibilities of the state and the population. In the conditions of unstable development of the economy, it should be adequate to the state of development of the economy, contribute to stabilizing production and provide minimally necessary standard standards of the population. The general strategic goal of modern social policy is to improve the

quality of life of the population. The activities of the entire system of public administration should be directed to its implementation. The organization of vital activity of the population is closely linked to the problem of the work of the bodies of all levels of management, and first of all local self-government bodies, so the results of studies of quality of life give an opportunity to provide management decisions specific spatial-temporal parameters.[1].An important mechanism for the formation of social policy is to determine measures to improve the quality of accepted managerial decisions, ensuring the implementation of Ukraine's legislation with a high level of organization of work of power structures. To ensure this direction, a scientific analytical approach to the adoption of managerial decisions should be used to compile schemes of reduction of bureaucratic mechanisms that ensure the implementation of the decisions taken, to take care of the technical support of all executive bodies (e-mail, facsimile communication, computer equipment).

Real social success is achieved only subject to compliance with the goals and tasks of the interests and expectations of the general population, public consensus on the basic principles of the development strategy and mechanisms for its implementation achieved on the basis of consolidation of the entire society. In a globalized economy, it is necessary to constantly update the existing models of social policy, taking into account historical traditions, socio-cultural identification of the population, as well as places in Ukraine in the world economy. In the process of analyzing the situation in society there is an opportunity and the need to formulate peculiar indicators, orientation to which makes it possible to clearly and qualitatively form a social policy of a particular region, identify its main strategic directions. These indicators include: physical condition and quality of life of the working age population; demographic ratio of working and non-working population; Opportunities (index) of the working part of the population to maintain the non-working part of the population; average salary level in Ukraine; level of latent unemployment (in general and with distribution by regions); The ratio of the subsistence minimum established by de jure and de facto (the more difference between them, the lower quality of life); The poverty level (the percentage of population affiliates to different levels of poverty is absolute, relative, potential). Social indicators determine the state of society, they are the most important benchmark in the formation of social policy and determining its main strategic directions. Receiving data focused on these indicators, and their further analysis will allow to predict the development of the socio-political situation in the country, taking into account the time factor, that is, to compile short-term, medium-term, long-term forecasts of the development of socio-political situation. This will make it possible to develop and begin the necessary measures in the socio-economic sphere, in order to prevent the growth of social tensions and political instability in society. The state of social tension in society is an important characteristic of the situation in

terms of determining the prospects for the development of social relations, the degree of possibility of social conflicts. The big problem of the present is a low standard of living of our citizens. [3]. It should be noted that a significant impact on the level of development and directions of social policy has a global global economic crisis, through which, above all, there were significant negative changes in the monetary, credit, fiscal, currency sphere in Ukraine. It is with the development of these areas with the establishment and development of the social policy of the state [8].

This gives an opportunity to argue that the failure of the state, in this case of Ukraine, to achieve all the strategic goals of its social policy occurs not only due to national reasons among which one of the main places occupies a problem of political instability. But despite obstacles, today the country sets themselves in the following strategic directions of social policy development:

- to increase attention to the demographic policy of the state, which will carry out the function of regulating the psychological propensity of people to one or another demographic behavior, which will require social protection and will help solve a number of social policy issues;

- creation of environmentally friendly living conditions;

- protection of citizens from inflation through timely income indexing;

- restriction of unemployment and stimulation of employment;

- repayment of wage arrears and social benefits;

- development of social infrastructure, creation of conditions for education, education, spiritual development of children, young, etc. [2].

The main directions of social policy in this area should be:

- ensuring social direction of state budget expenditures;

- rationalization of the structure of budget expenditures of all levels with the direction of budget funds for the implementation of priority social development measures; definition of the principles of financing state social programs, taking into account the peculiarities of national priorities in regional social programs and ensuring the mechanism of their implementation;

- formation of priorities and mechanisms of accumulation and spending of currency funds for the development of the social sphere;

- creation of conditions for expanding the construction of housing by raising funds and preferential lending;

- increase in the share of paid services in the social sphere with the provision of minimum guarantees of free medical and domestic services, education, etc.;

- development of an actual state mechanism for attracting financial resources to create new promising industries in areas of mass closure and liquidation of enterprises.

Thus, the progressive and dynamic development of Ukraine, today, must focus on socialization of the economic system with the most complete, taking into

account the needs, interests of the population, its incentives to productive labor activity in order to realize its own professional qualification potential, comprehensive development, obtaining a decent remuneration for labor results. The priority of solving social tasks logically follows from the objective need to create conditions for dynamic, balanced socio-economic development of the regions of Ukraine, their optimal integration into the global economic space, which puts forward new requirements for the process of reproduction of the population, the formation of social and labor relations, the development of all spheres Life support of the population and its main component - labor force. In this regard, it is necessary to transform the functions of the state in the management of social development; The evolution of modern methods of state regulation should take place in the direction of increasing their flexibility, displacement of emphasis on regulatory and limiting measures for purely stimulating. The success of economic reforms in the crisis situation will depend on conducting effective social policy. [8]. After all, without improving the standard of living of people it is impossible to form a massive and, most importantly, reliable social base of economic development on the paths of market reforms. The social policy of the state should be active in nature, not to be reduced only to social protection measures at the expense of budget funds. The state should contribute to the expansion of the circle of persons capable of personal responsibility for the results of their own economic actions, that is, in other words, to contribute to reducing the number of social groups that require external care. The state social policy should not go beyond the provision of assistance only to those who really need it. People have always lived better when they rely on themselves and market than to the state. This indicates the experience of many countries that have managed to significantly raise a folk welfare bar exactly when politics began to activate the market forces and the dismissal of the state from economically unreasonable social functions. Moreover, all directions of social policy should be developed. In the formation of social policies, the quality of life and the level of human potential are very rarely taken into account.

The main directions of social policy in Ukraine at the present stage of development are:

- policies in the field of incomes, which provides for the establishment of social standards of life, living parameters, to ensure wage growth;
- employment and occupational safety policy, which provides for the legislative establishment of occupational safety, types and forms of social insurance, providing full productive employment, prevention of unemployment;
- social protection, which provides for the definition and establishment of parameters of pension provision and other types of social insurance, social assistance, social services, as well as social benefits and guarantees;
- demographic policy that involves stimulating reproductive population growth, state aid of the family, regulation of migration processes;

Policy of development of social sphere: cultural, linguistic, religious, youth, recreational policy, health care, in the field of education, science, etc.

The priority is the economic development to detrimental to the development of human potential, which in turn negatively affects the country's socio-economic development. [thirteen]. The state should pay more attention to the development of human potential of the country, direct efforts to improve the quality of education, cultural level of the country, advertise and promote a healthy lifestyle, but it should also be noted that in addition to state propaganda should be present and public mood. The society should consider this way of life acceptable and necessary for its existence. Many problems can not be solved purely economically, these are such problems as a problem of social inequality, poverty, improving the quality of life and others. Therefore, they have a socio-cultural component, and it is necessary to make an emphasis not only on the economy, but also on other basic resources of human development: culture, education, physical health. The main elements of living standards are: the level and structure of consumption of material goods (food and non-food products); The level of consumption of services of household service institutions, health care, education, culture, social SAR Especification, physical education; Level of housing. [12]. To determine the main directions, tasks and principles based on the implementation of social policy of Ukraine, it is necessary to guide the thesis laid in the Sustainable Development Strategy "Ukraine-2020" (document that defines the directions and priorities of Ukraine's development for the period until 2020. The strategy was developed on the initiative President of Ukraine Petro Poroshenko and presented to him on September 25, 2014. On January 12, 2015, President Petro Poroshenko signed a decree "On the Strategy of Sustainable Development" Ukraine - 2020 "[9]), which is a" ideological doctrine "of Ukraine's social policy realization for the next 4 years . The Sustainable Development Strategy of Ukraine is a software document for long-term action, which is based on the modern international principles of coexistence of humanity and the environment and which determines the purpose, tasks and priority directions of progressive development of Ukrainian society in the path to ensuring the balance of economic, social and environmental factors [9].

Conclusions from the study. Consequently, a priority direction of social policy is not so much expansion of social assistance and population support, but the development of human potential, improving the quality of human capital as the basis of economic growth and public dynamics for a long prospect. The directions of social policy both in the state and regional levels are an integral part of the state-building ideology, which is aimed at ensuring the rights and freedoms of man, integration of society around the national idea, reproduction of social values, social partnership, development of democratic institutions of self-government in society, the formation of a state strategy to stop the trend of moral and spiritual degradation of society [10].

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