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## **DETERMINANTS OF THE POPULATION WELFARE IN THE CONDITIONS OF WAR**

The well-being of the population is a criterion for the socio-economic development of any country, and it requires in-depth study in conditions of crisis and uncertainty. Improving the well-being of the population and bringing it closer to European standards of quality of life is a priority task of the state's social policy, the implementation of which requires ensuring high rates of socio-economic growth; development of an inclusive labor market, expansion of opportunities and provision of large-scale detinization of the economy; formation of an effective system of redistribution of national income; effectiveness of social guarantees [1].

In the scientific literature, a number of determinants of the well-being of the population are defined, because this concept includes various aspects and living conditions of people in the country. Makhovskyi D., while researching the determinants of the population's well-being, singled out such factors as an increase in the amount of assistance to families with children, pension provision, living wage and minimum wage [2].

The welfare of the population is related to the level of economic development in the country. High levels of economic development can provide access to jobs, incomes and other resources that improve people's living standards. Economic development is an important determinant of population well-being. But in the conditions of war due to economic instability, a significant decrease in economic activity and production

volumes, the growth of unemployment decreases access to basic needs, increases inequality, which generally causes a decrease in the standard of living and well-being of people in the country.

In general, the determinants of the population's well-being have significantly worsened under war conditions, and the population faces significant difficulties and stresses. Among the factors that affect the well-being of the population during the war period, we name the following:

- security, when there is a threat to the personal safety of people, causing fear, anxiety and stress. Lack of security undermines access to basic needs such as food, water and medical care.

- inaccessibility of basic services, which is caused by reduced access to basic services such as medical care, education and water, and leads to a decrease in the health status of the population and the level of education;

- migration pressure, resulting in a migration crisis, changes in the ethnic composition of the population, increased load on infrastructure and reduced access to basic services;

- deterioration of physical and mental health, because stress, anxiety, depression and damage to physical health lead to a decrease in the quality of life and increase the risk of death.

In our opinion, the ways to increase the welfare of the population in the conditions of crisis in the war and post-war periods are:

- ensuring access to basic needs through the introduction of special programs to support vulnerable segments of the population, such as the unemployed, the poor, young people, pensioners, etc.;

- small and medium-sized businesses, which are the main source of job creation and income, are supported by the provision of assistance and loans, tax reductions, export promotion, etc.;

- the development of infrastructure, which requires investment in such facilities as roads, bridges, airports, railways, etc., and will help provide jobs and increase the country's competitiveness;

- increasing investments to support the economy and create new jobs, by promoting the attractiveness of the investment climate by improving business regulation, reducing investment taxes, creating special economic zones, etc.;

- supporting digital transformation when most people work remotely. We are talking about the need for organizational and economic support and promotion of the development of digital technologies and infrastructure, as well as increasing the level of digital literacy, providing fast and reliable Internet.

In general, in the war and post-war periods, it is necessary to introduce social support programs, reduce taxes for vulnerable sections of the population, and ensure access to education and health care. Measures are needed to increase the health care budget, ensure proper financing of medical institutions, introduce new technologies and methods of treatment, and promote the development of the pharmaceutical industry. We will pay attention to the improvement of the social protection system, such as pension and social programs, which help people who are in a difficult life situation to ensure a minimum standard of living. In addition, the quality of the environment, affecting the health and well-being of the population, requires close attention from local self-government bodies and state administration.

In general, improving the well-being of the population in times of crisis requires a comprehensive approach and joint efforts of the state, citizens and businesses, promoting investments and creating jobs, ensuring access to basic needs, etc. In the conditions of macroeconomic instability and the spread of crisis tendencies in various spheres of social life in the war and post-war periods, the urgent need of Ukrainian society is the development and implementation of scientifically based state policy in the sphere of social and economic welfare of the population, determination of strategic priorities of the state policy of social protection and economic support of the population of Ukraine.

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