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National Language as Value and Sense Criterion of National Identity of the Ukrainian People

Problem setting. Language is a powerful and necessary tool for education and cultural progress of the nation, the powerful channel to broadcast the information, knowledge, experience and spiritual values to the generations. Language is the primary need of the nation and its privilege, an eternal right of the nation to its own distinguishing feature. National identity is a natural and inalienable factor in the historical existence of any nation. And it is determined only by two valuable criteria – the language of the people and their culture. The existence of the nation and people is caused by spiritual potential of the phenomenon of language and culture; it is powered and configured by them.

Strengthening of the political consciousness of the state is possible only through language. As the national and cultural values, religious practices and folk traditions during the historical period of their formation are entirely determined by the national differences and their specifics. A common space of being for any nation has been created for centuries by its speech potential that is transmitted in a family from generation to generation.

Recent research and publications analysis. Traditionally, the language issue in the history of Ukrainian science and culture receives considerable attention. Among the researchers of the phenomenon of language one should name O.Potebnia, I.Franko, M.Hrushevskiyi, I. Ohienko, A.Krymskiy, S.Yefremov, M.Yevshan, D.Chyzhevskiyi, Yu.Shevelov (Sherekh), Ya.Rudnytskyi. Among the prominent modern scholars one should mention M.Zarytskyi, M.Popovych, P.Kononenko, V.Lyzanchuk, A.Pohribyi, O.Zabuzhko, V.Krysachenko, V.Moskaliuk, O.Ponomariv. Significant contribution to the study of the problems of the Ukrainian language and speech was made by the scholars working on the theoretical field of public policy and public administration: V.Karlova, O.Kuts, I.Lopushynskiyi, L.Masenko, Yu.Ohulchanskyyi, I.Plotnytska, V.Radchuk, M.Striha, O.Taranenko, O.Tkachenko, Yu.Cherednyko.

The paper objective is a “problem area” of intersection of national and universal, authentic and global, identity and assimilation.

The paper main body. The paper investigates the field of free circulation of the Ukrainian language in historical retrospective. It draws academic parallels on the phenomenon of cultural self-consciousness of the nation and its language component as the most powerful sources of national identity. It uses considerable theoretical potential of heritage of the outstanding Ukrainian scholars, in particular the papers of the philosopher of the language, psycholinguist of the global level, theoretician linguist from Kharkiv Oleksander Potebnia. It is noted a necessity of a balanced position to the issue of the national language in Ukraine as one of the most important components of the overall national security.

Conclusions of the research. Unprocessed legislative policy on bilingualism in Ukraine in a tragic for the people and the state time is dangerous from the point of loss of the national identity and national territorial integrity. Unreasonable slogans of the politicians who speculate on the issue of the status of the second national language given to the Russian language can cause (and today, unfortunately, it is the reality of life) a split in the country and its further federalization. At the same time the Ukrainians traditionally has been and remain the “titular ethnos” on their historic

territory, mononation, as more than 60% of the population consider themselves Ukrainian. Although the process of transformation of the territory into the state, and of the population into the political nation continues, without cultural ethnical and social background, without calculated and wise laws in the field of public administration it is unlikely to be successful. And so, unfortunately, the theme of the Ukrainian language will not lose its topicality for us as it is in most democratic countries.

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Evaluation of Management Efficiency in a Medical Institution on the Bases of Mathematical Modelling of the Costs of Medical Service

Problem setting. Development of the information technologies and methods of mathematical modelling make it possible to look for new areas and opportunities for their use. Studying of the possibilities for using of mathematical models in public health at different levels of its operation will let to optimize existing processes in medicine: from treatment of the patients to public health system reform.

Recent research and publications analysis. The issues of efficiency evaluation methods and building of integrated parameter are among the areas of research that are widely covered in the papers of economists and practitioners of different periods of time. Among the modern national researchers one can name: O. Vakulchuk, A. Voloshenko, V. Horlachuk, L. Drahun, K. Kosiachenko, N. Malinin, A. Makhort, S. Pokropyvnyi, S. Pryima, I. Rozhkova, N. Rushchyshyn, V. Samuliak, R. Feschur, I. Yanenkova [1-9], who complement and refine the methodology for efficiency calculation, including an integrated one, adapting them to current economic conditions.

The paper objective is to analyze the existing approaches to the formation of an integrated efficiency indicator of public health services and the development of the basis of a mathematical model for the evaluation of the cost of medical services as a tool for evaluation of the effectiveness of the medical institution management.

The paper main body. The paper analyzes the existing approaches to formation of the efficiency integral index of the medical service provision. It studies the possibilities to use mathematical models in public health as an instrument for evaluation of management efficiency in a medical institution. It is determined that on the basis of the use of the mathematical model in the process of costs evaluation of a medical service it is possible to evaluate the management efficiency in a medical institution. This, in turn, will allow to optimize the existing processes in medicine: from the treatment of patients to reformation of the public health system.

Conclusions of the research. After the analysis of the impact of cost elements to the cost of services, we can conclude, how some elements of economic costs affect the cost of services. If the highest percentage in the cost structure is occupied by the cost of drugs and medical products to provide services, it indicates the need to examine this component cost.

Studying of the labour costs for personnel directly involved in services provision, can allow to optimize its number and composition. Cost analysis of the cost structure of labour medical personnel not directly involved in the provision of services, also leads to its optimization. If the highest percentage in the cost structure is occupied by administrative costs, it indicates that they should be reduced. Generally, the

problem of studying the cost of medical services will become urgent when the budget model in medicine will be changed into the market model. Today the establishment of cost for public health services in all medical institutions of the state should be started. This is due to fact that the calculation of needs to finance the sector requires two components: the cost of medical services (data about the initial cost of medical services) and other component – the number of people who need treatment. But there is one important point: medical services are included into social services, that is, those that are good for the community and for the country. As a community is the owner of the public health institutes (municipal or state public health institutes), the price of their services should not consider profit.

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Improvement of Human Resources Provision in Public Administration of Public Health in Ukraine

Problem setting. Effective human resources policy in the public health system is one of the most important components of sector reform, as only trained professionals can efficiently carry out reforms in the public health system according to the current challenges on the path to European integration of Ukraine.

In addition, an important component of the effective human resources reform process is in a fundamental change in senior executive training for public health – through the introduction of modern approaches, of the European programs of educational process. Now the main directions for work of medical human resources are to provide necessary for the state scientifically proved reasonable amounts of training, ensure that adequate numbers of doctors and younger medical staff of public health institutes.

Recent research and publications analysis. The issue of improvement of human resources in public authorities has become the subject of interest for many national and foreign researchers. Among them one should name K.Vaschenko [1], N.Honcharuk [2], N.Hrytsiak [3], Yu.Kovbasiuk [1], V.Luhovyi [4], N.Nyzhnyk [5], V.Oluiko [6], O.Obolenskyi [7], V.Soroko [8] and others.

Peculiarities of human resources provision in public health were studied by T.Avramenko, [9] M.Bilynska [10; 11], D.Karamyshev [12], V.Kniazevych [13], Ya.Radysh [11], I.Rozhkova [11; 14], I.Solonenko [15] etc.

The paper objective is to study theoretical principles, methodical processes and practical measures to improve human resources provision of public administration in public health of Ukraine in restructuring the industry.

The paper main body. The article studies the theoretical principles and examines the methodical principles and practical measures on improvement of human resources provision in public administration of public health in Ukraine under the conditions of the reforms. The article deals with the directions for improvement of human resources policy in public health system. It determines the need for adoption of the National Concept for new national public health system to provide an effective human resources policy in public health sphere.

It is proved that an important component of effective human resources reform process is in improvement of the work with senior executives of public health by introducing of modern forms of their training. The article studies the amendments to the regulatory and legal framework regarding the Master's degree training in public administration to improve the quality of the senior executives in public health administration.

Conclusions of the research. Human resources provision of public administration in public health should be based on determining of the needs in senior executives in Ukraine, and to identify general and specific competencies for public service positions in the public health sector.

In order to improve the quality of the senior executives of public administration in public health, the requirements for senior executives must contain an appropriate training and a Master's degree in public administration. For this the changes to the order of the Ministry of Health of Ukraine as of 29 March 2002 Number 117 "Handbook of Qualifying Characteristics of Professions of the Employees, NUMBER 78 Public Health" by imposing requirements to the educational level of the heads of the public health institutes, including second higher education (Master's degree), the specialty "Public Administration in Public Health".

To strengthen the human resources provision for public administration in public health it is necessary to introduce an effective mechanism to involve civil society and the academic community to decisions making process to proof professional competence of the senior executives in public health.

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Geospatial Analysis in Public Health: Assessment of the Availability of Primary Medical Aid

Problem setting. Worldwide the organizations related to public health more and more rely on the decisions obtained by the technology of geographic information systems (GIS), which increases efficiency in this sphere, its modernization and transfer to the modern level of services for population, satisfaction of the needs of the state and society. Public health is defined as one of the main spares that need geospatial support of managerial decisions (along with economic, ecological, social, defence and scientific areas). This spatial dependence from health-related factors is one of the reasons for the widespread use of GIS in public health.

Effectiveness evaluation in the national public health system is topical considering active reforming process undertaken to improve public health and ensure access of all citizens to medical services of a good quality.

Recent research and publications analysis. Separate issues of use of modern information and communication technologies to create new mechanisms of public administration in public health were researched by O.Baluieva, A.Vladzomyrskyi, R.Larina, V.Lobas [3; 5]. Ways for informational support of the healthcare industry were studied by O.Mintser, V.Ponomarenko, O.Maiov [6, 12]. The issues of the public health effectiveness, monitoring of the quality of medical care were researched by N.Hoida, L.Matiuha, V.Liehan and others [1, 4].

The paper objective is to study the possibility of using GIS technologies in decision-making processes in public health; to assess the expediency of GIS analysis tools in the studying of the availability of primary health care on the example of Sokalskyi raion, Lviv oblast.

The paper main body. The article studies the possibilities of using GIS technologies in decision-making process in public health. The software ArcGIS for Desktop (ESRI), application ArcMap, was used to complete the task. It was considered the capabilities of geospatial analysis to assess public health at the local level. The GIS analysis effectively identifies problem areas with limited access of the population to primary health care (case study: Sokalskyi raion in Lviv oblast). It is proved that geospatial analysis is a useful tool for problem solving on formation of an optimal network of primary health care through restructuring and conversion of existing facilities in ambulatories of general practice / family medicine.

Conclusions of the research. The research singled out the tasks that can be quickly solved using GIS technology (geospatial analysis) in the public health sector: to identify spatial relations between the objects and distinguish events and trends that are hidden during the usual data analysis; to identify the number of population that falls into the range of service of the public health institution; to examine the changes in time and space within the administrative-territorial unit.

On the example of Sokalskyi raion in Lviv oblast it was studied the expediency of GIS analysis to assess the availability of medical care at the local level. It was analyzed the network of public health facilities of the district and the service area, covered by each medical institution. It was identified the areas with limited access of the population to the primary health care and certain settlements where the local authorities have to decide the issues of the creation of a feldsher-midwife station / feldsher's station or an outpatient clinic. It was revealed that the existing network of clinics makes it difficult to cover the entire population of the area with primary health care, for 5% of the rural population of the district there is no adequate access to primary health care, and 48% of the rural population of the district are 40% less likely to seek medical help because of the remoteness of medical institutions.

So, the results of the research show that the GIS analysis tools should be used in development, implementation and evaluation of managerial solutions.

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Tax Evasion as a Major Factor of the Shadow Economy

Problem setting. Tax evasion is a type of economic crime. Unpaid taxes narrow income base of the state and municipal budgets, which exacerbates the problem of shortage of funds in the state. Existence of this phenomenon causes great harm to society, disrupting normal relations of the state with business and citizens. Proclaimed measures for combat with the shadow economy do not give the desired effect for various reasons, including the high capacity of shadow economy to reproduce.

Recent research and publications analysis. The causes and forms of tax evasion are researched by lawyers and economists. Among national scholars one should mention I.Viltsaniuk [4], P.Chyrukhina [4], V.Lysenko [5], O.Zadorozhnii [5], K.Matviichuk [6], I.Minin [8], I. Redko [10], O.Sharikov [11] and others. Today the issue of delimitation in tax evasion and tax avoidance requires methodological, scientific and applied analysis of the legal issues to reduce the tax liabilities of the taxpayers. Despite the intensive study of the issues of tax evasion, this phenomenon is very common, not only in transition countries but also in developed countries. This is largely due to the fact that improvements of the ways of optimization advances the changes in the mechanisms of taxation, is a kind of financial advisory for private and corporate clients.

The paper objective is to determine the nature of tax evasion by business entities and population as well as development of an approach to public policy in this field.

The paper main body. Detection and punishment of tax evasion must be accompanied by analysis of legal schemes for avoidance of taxpaying, in order of official registration of businesses, employment and full tax payment to be more beneficial and honourable in society than the shadow economy. The main reasons for preservation and continuous adaptation of tax optimization schemes are general state of the economy, corruption and regulatory risks in business, desire of entrepreneurs and households to increase their disposal of net income, insufficient skills of specialists who are able to identify tax evasion. It is considered the interrelations

between the terms of “tax optimization”, “tax evasion”, and “tax avoidance”. Tax evasion is a serious obstacle to Ukraine’s progress in the EU integration, as national enterprises may gain unjustified competitive advantage. The adequate reaction of the government to tax evasion requires timely identification of the cases related to transfer pricing framework, lending secured by rights on deposits and so on. The measures at the national level should address primary reasons of tax evasion and improve tax compliance, not excluding the tax amnesty at the initial stage of reform, it is essential to create tax evasion unprofitable and unworthy.

Conclusions of the research. The states should jointly reduce the extent of tax evasion and tax avoidance. They should raise costs for economic agents to maintain shadow business and illegal employment through revitalization of the tax authorities in partnership with law enforcement agencies not only for small but also for medium and large businesses to reduce the expediency of the offenses and semi-legal schemes of taxes minimization. An important success factor is the lustration from corruption and responsibility of the administrators of the public funds for effective spending of the budget to the taxpayers. It is necessary to strengthen the educational work among business representatives and the general public on the necessity of registration and tax payment.

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Mechanisms of Money Laundering Using Illegal Money Transfers

Problem setting. Large volumes of money transfers are made outside of official oversight system, creating a threat of money laundering and terrorism financing (ML / TF). In addition to migrant workers, individuals and legal entities want to avoid paying taxes and customs, using informal channels of money transfers, including the “hawala” system and its analogues. Difficulty in definition of the phenomenon is in the fact that remittances such as “hawala” are held in some countries by officially registered parties, but usually refer to the shadow economy. Such systems have an opaque structure and national (ethnic, confessional, regional) specificity. This phenomenon creates a problem not only for the transition countries but also for developed countries as they are the host countries for migrants and political refugees. Therefore, development of public policies is needed to address the conditions for use of such schemes for ML / TF.

Recent research and publications analysis. The remittances market actively develops worldwide, particularly due to increased labour mobility and development of international trade. National experts pay more attention to private remittances due to labour migration [2; 4], as in some transition countries volume of cross-border transfers of labour migrants exceeds 40% of GDP, but the counteraction to the use of informal money transfer schemes for money laundering and terrorist financing remains understudied. Schemes of alternative money transfers constantly develop and are distributed as a part of the shadow economy. Money transfer systems, according to FATF, are the third most popular mechanism for money laundering after banking system and cash transactions [15]. Informal money transfer schemes are the subject of the research by the World Bank [12], FATF [8], MONEYVAL [14], the central banks [10] and the International Organization for Migration [12]. It is worth to mention the researches of V. Kutsenko [2], O. Pidkhomnyi [6] and N. Pobulavets [7].

The paper objective is to analyze the causes and preconditions of the transboundary semi-legal and illegal schemes of money transfer for money laundering and finance of terrorism as well as justification of the adequate measures of the state at the national level.

The paper main body. Development of labour migration and foreign trade stimulate demand for services of payment systems, as well as due to traditions and other factors there still is a need of population and small traders in alternative remittance systems at transnational level. Along with it the terrorists and criminal circles become more active in the design of calculations and payment schemes which would allow to avoid state control. The use of alternative money remittance schemes for money laundering and financing reaches global level. The "hawala", which is considered the most popular scheme, has a long history and is widespread in Islamic countries or in the jurisdictions where Muslims live, but also similar schemes in China and Africa should be considered. Such schemes are used mostly by migrant workers, small traders, but also criminals and terrorists. The development of informal (alternative) money transfer systems is connected with the reasons of financial and criminal character as well as comfort. Therefore the state should adopt an integrated approach to such schemes, including sanctions as well as stimulate the development and popularization of official systems.

Conclusions of the research. In Ukraine more attention should be paid to the legalization of labour migrants. Public authorities should also work more on identification of money laundering signs, further limitation of cash in payments and differentiated approach to the clients' identification depending on the size of the sums transferred. Monitoring of Internet payment systems should be introduced. Synchronized actions of law enforcement bodies, public service of financial monitoring and regulatory/supervisory authorities are also very important.

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Adaptation of Lobbying Experience of the Developed Democracies in Ukraine

Problem setting. Ukrainian society today has contradictory views on the issues of public regulation of national lobbying. One of them is in the lack of need to make a special law on the regulation of lobbying; only some changes to the existing regulatory legal acts are needed to indirectly regulate lobbying activities. Foreign experience in lobbying shows that in the UK, Germany, the Netherlands, France and other countries there is no special lobbying legislation. But in such countries special mechanisms are functioning created after years of practice of interaction between the stakeholders from public authorities, judicial precedents and corporate ethical standards. However, even in these countries the issues of a special law on lobbying activities increase their topicality.

Recent research and publications analysis. The phenomenon of lobbying was studied by such theorists and practitioners of the European lobbying as J.Beyers, J.Berkhoud, P.Boyen, E.Broshayd, J.Greenwood, R.Eising, D.Ernshow, K.Karr, B.Kerremans, D.Coen, B.Kohler-Koch, K.Mahoney, D.Louri, and J.Richardson [1]. The analysis of the institutionalization of lobbying in the USA, Canada, UK, Germany, France and the European Union is reflected in the papers by R.Bekker, J.Berri, H.Vittkemper, B.Volp, J. Greenwood, R.Davidson and L.Milbright.

Legal basis of lobbying was researched by O.Diahiliev, O.Liubymov, V.Nesterovych, O.Odintsova and V.Fedorenko. Some institutional aspects of lobbying were studied by O.Grosfeld, O.Dluhopolskyi, O.Zvierev, O.Molodtsov and R.Matskevych etc.

The paper objective is in adaptation of the developed democracies' experience on lobbying in Ukraine (Great Britain, France and Germany).

The paper main body. The article studies the lobbying experience of the developed democracies and the terms of its implementation in Ukraine. Such key points of legal regulatory basis of lobbying in developed democracies are analyzed: social and political background for legalizing of lobbying; list of activities which can be referred to as lobbying activities; restrictions for particular groups of people as for the right to participate in lobbying; list of rights and responsibilities of lobbyists; forms of payment for lobbying; liability for law violation in the mentioned field. It is pointed out that the transparency of information on the lobbying activity to the public is the guarantee of congruence between lobbyists' activities and the law.

Conclusions of the research. World practice has shown that, as a rule, two basic approaches to the legal regulation of lobbying activities are implemented. The first one involves the settlement of various partial issues related to lobbying activities (registration of the associations' representatives, groups and other associations that protect private, local or other interests, organization of public hearings of draft laws, etc.) with a few special legal acts. In the public mind the presence of the actual lobbying activity as positive activity can be recognized or denied. The second approach involves the desire to regulate lobbying activities by adopting of one relevant law. It should be noted that these two approaches are not necessarily mutually exclusive, they can complement each other.

Thus, the experience of legal regulation of lobbying at the European level is quite valuable for Ukraine, as the European integration processes force lobbyists to come from the national to the European level. But we cannot simply copy and use the experience of other democratic countries. A special model of legal regulation of lobbying activities in Ukraine should be applied.

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Theoretical and Methodological Aspects of the Mechanisms of Public Regulation of In-service Training for Public Servants and Local Self-Governing Officials

Problem setting. The efficiency of public administration reform and decentralization of power in Ukraine is largely dependent on the level of professionalism of human resources in the public authorities and local self-government bodies as well as their motivation to introduce changes, willingness to develop personal potential and contribute to the development of public authority in which they work. It is obvious that the existing system of in-service training of public servants and local self-government officials (hereinafter – the system of in-service training) does not meet the modern requirements and needs modernization. And it is not sufficient to consolidate the relevant issues in the strategy of human resources policy [1] and to adopt the regulations of the Cabinet of Ministers of Ukraine on approval of the new concept of reforms in the system of in-service training and an action plan for its implementation, as in 2011-2012 [2; 3]. Modernization is only possible through effective mechanisms of public regulation. Numerous researches in public administration proved that self-organization is common not only to fairly stable systems and is ineffective during the transformation processes, accompanied by qualitative change in the relationship between subjects and objects of public administration [4, p. 104].

Therefore, the further use of the existing approaches to the in-service training system will not ensure the professionalization and development of public service and service

in local self-government, so it is necessary to improve the existing and introduce the new effective mechanisms of public regulation and ensure the comprehensiveness of their actions, which will create conditions for further self-regulation of individual processes.

Recent research and publications analysis. The essence of the categories “public administration mechanism”, “mechanisms of public regulation” and the issues of their effectiveness in various fields were explored by such scholars as V.Averianov [5], O.Amosov [6], H.Atamanchuk [7], V.Bakumenko [8, 9], S.Dombrovska [10], V.Kniazyev [9], N.Meltiuhova [11], N.Nyzhnyk [12], L.Pryhodchenko [13], O.Radchenko [14], R.Rudnitska [15], O.Chechel [4], O.Fedorchak [16] and others. But the scholars do not gave a common approach to determine the nature, structure and classification of these mechanisms.

The paper objective is to explore theoretical and methodological aspects of the mechanisms of public regulation of in-service training, including the tasks and functions of public regulation, the nature, characteristics and classification of its mechanisms, stages and principles of their formation.

The paper main body. The article describes the tasks and functions of public regulation of the in-service training system for public servants and local self-government officials, the essence of its mechanism on the basis of organizational and functional approaches.

The mechanisms of public regulation of the in-service training system are classified, the content of the principles and stages of their formation are disclosed.

Conclusions of the research. The mechanism of public regulation of in-service training is an open system, the structure of which consists of subjects and objects, forms, methods, tools, processes and resources that in their interactions and relations provide the regulatory function of the state in the field of in-service training of public servants and local self-government officials for the purpose of professionalization of public service and local self-governance. Each mechanism has problematic, regulatory and evaluative dimensions. Effectiveness of the mechanisms of public regulation is achieved by compliance of the discussed in the paper stages and principles of their formation, availability of the necessary resources, control and clear responsibility for their use.

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Modern Directions for Formation and Implementation of Socially-Oriented Service Policy

Problem setting. Reforms in the social and economic spheres that unfold in modern Ukraine need strategically directed restructuring of governmental institutions and programs. National science of public administration, relying on foreign practical and theoretical data can provide more efficient and successful processes of formation and implementation of public policy of the European type. In the European Union the guiding principle at all levels of public administration is in service orientation i.e. focus on provision of qualitative services to citizens. The reverse side of this process is in consideration and evaluation of the community that pays for everything (mostly in the form of taxes) and receives social benefits from qualitative services from the state. Focus of most public authorities in the European countries is on the needs of their citizens and on the improvement of public services. It became possible as a result of administrative modernization policy.

Recent research and publications analysis. The issue of service policy nowadays is presented the most conceptually in the papers of foreign scholars: L.Ashburner, A.Pettigrew, L.Fitzgerald, E.Ferlie [1], G.Bouckaert, C.Politt [2] and others. Very professionally the issues of service policy are represented in the publications of the Institute for Government (Great Britain) [3].

In national public administration the most prominent papers in the field belong to A.O.Chemerys, M.D.Lesechko, A.V.Lipentsev, A.O.Kaliaiev [4], O.Yu.Obolenskyi, V.M.Soroko [5], A.V. Vyshnevskyi, O.H. Rogozhyn, Yu.A. Pryvalov [6], Yu.O.Kuts, S.V.Krasnopiorov, O.K.Chaplyhin, O.V.Reshevets, L.V.Pertsev [7].

The paper objective is in thematization of modern problems in formation and realization of socially-oriented service policy that is revealed through the implementation of such research tasks:

- to conceptualize the standards of service policy;
- to reveal theoretical and practical criteria and indicators of social orientation of service policy;
- to identify direct and indirect indicators of social orientation of service policy.

The paper main body. The article analyzes the modern trends in formation and implementation of socially-oriented service policy. Formation and implementation of service policy includes explanation of the service state concept that is determined by the main directions in the activity of public authorities: meeting the legitimate needs of citizens, protection of their rights and freedoms, social security.

It is proved that social sector should determine the direction of a service policy in the reform processes in Ukraine. Meeting of the legal needs of the citizens through the provision of public services in democratic countries is recognized as a social value. That is why the service policy of the state should be socially oriented, suit the quality standards and be supported by effective measures of administrative modernization system of public administration.

Conclusions of the research. Theoretical analysis of the basic directions of formation and implementation of service policy shows that the paradigm of service state is determined by the following areas of public administration: meeting of the legal needs of the citizens, protection of their rights and freedoms, social security. The last direction should not systematically prevent the major one, not to distort the system of public administration and market economy.

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Public Policy of Changes in Public Health in Ukraine: Regional Dimension

Problem setting. Medical issue today is extremely urgent and painful for the Ukrainian society. The constitutional right of every citizen to social security, including health care and proper medical care, should be implemented as a priority in Ukraine,

because the healthy gene pool of the nation is the foundation for development and prosperity of the state in general. Therefore, improvement of health care is the duty and mission of public authorities at all levels.

It should be noted that the problems in medicine are typical not only to Ukraine – changes in public health are a very difficult process for all countries of the world. Even in such countries as the USA, Germany, Spain and France transformational processes were held with certain difficulties and lack of understanding from the community. However, this process in our country is extremely complex – after more than 20 years of the announced by government reforms in medical sphere brought no real changes for the better.

Recent research and publications analysis. Separate aspects of modern public health policy in Ukraine were thoroughly studied in academic papers of such known Ukrainian scholars as M.Bilynska [3], L.Zhalilo [3], D.Karamyshev [3], Ya.Radyshev [3], I.Rozhkova [3] and others.

The basic conceptual principles of development, activity and management of public health were revealed by such foreign scholars as M.McKee [4], E.Mossialos [5], S.Tomson [5], L.Georgieva [6], R.Salchev [6] and others.

The paper objective is to analyze public policy of changes in public health in Ukraine on the regional level, and on this basis to offer suggestions for areas of improvement of public administration in public health sector in terms of system changes on the example of the Bakhmatsky raion of the Chernihiv oblast.

The paper main body. The article analyzes modern public policy in public health in the conditions of system changes in Ukraine, particularly in creation of proper conditions for effective work of medical sector. The analysis was carried out on separate levels of provision of medical care, namely: primary and secondary (specialized) medical care according to such functional blocks: human resources, material, technical, financial provision; the structural organization and interaction. As a basis the general statistical data were taken in particular data on the population of raion and oblast, statistics on citizens' requests for medical help at primary and secondary level.

According to the results of the analysis the evidence-based offers were developed on the directions for improvement of a public policy in health care under the conditions of system changes in Ukraine on the example of the Bakhmatskyi raion of the Chernihiv oblast.

Conclusions of the research. The most important changes in the public health system of Ukraine should be oriented on strengthening of the role of primary level of health care. Primary care has to assume 80% of population's appeals. A family doctor is the main point of the medical help, the first doctor with whom the patient contacts. Such doctor determines the best further route for the patients which will let to optimize – usually reduce – costs of treatment and improve its results.

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Role of Civil Protection in National Security of Ukraine in Modern Conditions

Problem setting. Among the threats to sustainable development in Ukraine not the place is occupied by the emergencies of various kinds of natural disasters, man-made disasters, terrorist acts and sabotage, regional conflicts with military force. Their neglect in modern conditions challenges not only the economic growth and social welfare, but also provision of national security.

Therefore, the protection of the population, territory, environment and property from emergencies via prevention of such situations, minimization and liquidation of their consequences, help to the victims in peacetime and in times of crisis belong to the basic functions of the state and according to the law [2] are called civil protection.

Recent research and publications analysis. Research of public administration in the field of civil protection in modern trends of national security does not remain unnoticed by the scholars, including, in particular, S.Andreiev [1; 10], H.Sytnyk [10], O.Trush [11] and others.

However, the events that took place in Ukraine in the past two years since the annexation by the Russian Federation of the Autonomous Republic of Crimea, the beginning of the antiterrorist operation in Eastern Ukraine, ratification by Ukraine of the Association Agreement between Ukraine and the EU as well as adoption of the reform program "Strategy – 2020" led in particular to revision of the legislation on the role and place of civil protection in insurance of national security in Ukraine.

The paper objective is to study the reasons and to analyze the changes in the legislation of Ukraine that happened in 2014-2015 to determine the evolution of the role and place of civil protection in insurance of national security in the modern world.

The paper main body. The article offers a study of evolution of the role played by civil protection in insurance of Ukraine's national security today. It analyzed the legislative changes which took place in Ukraine after occupation of the Autonomous Republic of Crimea by the Russian Federation, launch of the anti-terrorist operation in Eastern Ukraine, Ukrainian ratification of the Ukraine-European Union Association Agreement and approval of the reform program "Strategy 2020".

The key points of the Ukraine-European Union Association Agreement and the Strategy for Sustainable Development "Ukraine 2020" are determined which became a background for introduction of legislative changes on definition of the role of civil protection in ensuring of the country's national security. They also define the main real and potential threats to Ukraine's national security, stability in the society in the field of civil protection and the key directions of public policy on the national security of Ukraine in the field of civil defence protection.

Conclusions of the research. The events that took place in Ukraine and the world in 2014-2015 led to reconsideration of the role of civil protection in insurance of the national security in the modern world. In particular, it has led to the recognition of civil protection divisions and units as the subjects of the national security. At the level of the laws the main directions of public policy on national security in civil protection are defined. It is also provided the cases of involvement of civil protection forces and means into the anti-terrorist operations on their locations. In the decree of the President of Ukraine on imposing of martial law it was determined the tasks of the subjects that provide civil protection in a special period. In addition, the "Strategy – 2020" includes a number of reforms to improve the efficiency of civil protection (including public administration in this field) in the context of national security.