

# Good human health as a goal of sustainable development of the society: managerial and legal aspect of implementation in Ukraine

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**ABSTRACT**

The article examines the category of health as a social value and social benefit, the achievement of which is one of the key priorities of modern Ukrainian society. The paper proves that the category of good health is a goal of sustainable development within the 15 goals of sustainable development formulated by the UN for Ukraine. The article examines the managerial and legal aspect of the formation of public demand for good health as a form of individual and social comfort of Ukrainians. The paper formulates the leading mechanisms for promoting good health as a goal of sustainable development for representatives of different age groups, taking into account gender and age components. The article examines the regional specifics of health and the possibility of implementing management and legal technologies to ensure good health of Ukrainians as a goal of sustainable development of modern Ukrainian society. The paper considers the main problems of achieving sustainable development in Ukraine by increasing the effective functioning of medicine and improving the health of ordinary Ukrainians. The main tasks for achieving the goal of UN sustainable development №3 "Strong health and well-being" are considered. The article considers administrative and legal mechanisms in the field of reducing mortality in road accidents, reducing the number of people suffering from smoking, alcohol, drugs and psychotropic drugs. An important role in the article is given to the issue of measures to reduce mortality of children under 5 years and mothers in labor.

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## 1. INTRODUCTION

According to various estimates, the population of Ukraine has decreased from 52 to 38 million since the restoration of Ukrainian independence since 1991. One of the main factors in achieving these catastrophic figures is a significant decline in the health of the average Ukrainian. time of restoration of Ukrainian independence. At the same time, despite the socio-economic problems, the significant impact on the depopulation of Ukrainians was caused by socio-cultural factors, in particular the popularization of practices of excessive use of alcohol, drugs, psychotropic substances, risky sexual behavior, etc. These socio-cultural deviations are the result of a lack of awareness of the importance of good health as an important component of the social comfort of a particular person and the key to a high standard of living in society. That is why promoting the importance of good health is one of the elements of the policy of depopulation of Ukrainians and ensuring sustainable development of the Ukrainian state in the future. To achieve this goal, it is necessary to formulate a national idea in connection with improving the health of all age groups, regardless of the sex of all Ukrainians, with a certain legal framework and management mechanisms. These mechanisms should promote positive and constructive trends in the development of modern Ukrainian society. In the future, the positive aspects of the Ukrainian model of ensuring a high level of good health as a goal of sustainable development could be used by other states.

The methodological basis of the study were demographic studies of the Ukrainian population [3], a study of the prevalence of chronic diseases in the United States [5], [6], statistical and sociological studies of Ukrainian scientists on current health issues Ukrainians [9], [10], analysis of the peculiarities of achieving sustainable development in Ukraine by UN experts [12] and study of the experience of reforming the reform of medicine in Japan in the late twentieth century Naoki Ikegami.

## 2. The aim of the study

To find out the administrative and legal technologies of modern Ukrainian society's orientation to good health as a goal of sustainable development.

## 3. Results

The demographic problems of modern Ukrainian society have long roots. Due to the lack of statehood for many centuries, Ukrainians did not have a strategy to preserve the population both in the territory of compact residence of Ukrainians and in exile. Due to the fact that the Ukrainian population was not a priority category for either the Russian or Austro-Hungarian empires, which included Ukrainian lands for the last few centuries, the number of Ukrainians decreased during social cataclysms and military conflicts. Particularly significant are the demographic losses of Ukrainians in the Second World War, which were large both in terms of population decline and in its qualitative composition [1]. During the period from January 1941 to January 1, 1945, the population of the Ukrainian Soviet Socialist Republic decreased from 40 million 967 thousand to 27 million 383 thousand [2]. As we can see, the losses of the Ukrainian population during the Second World War are comparable to the losses during the thirty years of Ukrainian independence. Despite the fact that most of the years of Ukrainian independence passed without military cataclysms and in a favorable economic situation for most of the Ukrainian economy. In our opinion, it is the lack of guidelines for socio-economic development against the background of the decline of moral and ethical values. The current demographic situation in Ukraine is specific and requires an immediate response

from both government agencies and society as a whole. According to O. Rudnytsky, "Today in Ukraine a special phase of demographic transition has formed with the type of population reproduction typical of countries in a state of long war: ultra-low birth rate, excessively high mortality, high level of depopulation" [3]. The solution of this problem does not have a well-established technological algorithm and therefore requires non-standard solutions. In our opinion, one of such non-standard steps is the recognition of good health standards as a priority of national development and a goal of sustainable development. In this case, we adjust the social course of the Ukrainian state towards the improvement of medical and social standards of the country and promote the preservation of good health as a priority for the development of the personality of the average Ukrainian. The implementation of these priorities of state development of Ukraine should lead to an improvement in the quality of life by improving the health of Ukrainians and increasing the quantitative indicators of overall life expectancy in the country.

The preamble to the states that "health is not only the absence of disease or infirmity, but the state of complete physical, mental and social well-being" [4]. Achieving high performance in these physical and mental health and social well-being or comfort is a difficult task. The main problem in achieving these indicators is that they are multifaceted and may not be directly related.

Studies by Tara O'Neill Hayes and Serena Gillian show that nearly 30 million Americans live with five or more chronic diseases. This figure is at 9.5% of the total US population. Given the large number of migrants living in the United States who do not have access to quality health care, it can be assumed that this figure is higher. Research by, Teague Ruder, and Melissa Bauman shows that about 60 percent of adults in the United States suffer from at least one chronic disease, while 42 percent suffer from multiple conditions. [6] Correlating with the fact that the United States is a country that holds the undisputed leadership in economic indicators and is a hegemon in the creation and dissemination of national socio-cultural values in the world, it can be concluded that high economic and social development can coexist with ill health in large numbers among ordinary citizens. However, this shows that raising the living standards and social living standards of Ukrainians will not automatically improve their health, and even due to the peculiarities of the post-industrial economy and their impact on the transformation of social processes may even contribute to their deterioration.

Due to the lack of correlation between high rates of economic and socio-cultural development with the level of health, we decided to rely on the indicator of social comfort. Argues that this indicator is a subjective indicator that reflects the level of personal satisfaction with their own standard of living and is correlated and is a clarification of the level of social well-being [7]. That is why in the framework of work to promote a healthy lifestyle as a life force should appeal to the fact that this lifestyle should help to increase the level of social comfort and is an important component. Bad habits are an important part of lowering your health. A study by conducted and published in 1989 in Canada, shows a clear pattern, people who abuse alcohol and smoke are much more likely to complain about their own health [8]. Bad habits significantly affect the health of Ukrainians due to the fact that alcohol consumption in Ukraine has a historical condition and the case of state restrictions stimulates mass production of surrogate alcohol at home. The peculiarities of the development of the industrial economy led to the spread of smoking among workers who worked in industrial enterprises, and the first years of independence spread this bad habit among women. In the same years, due to the decline of the moral condition of most Ukrainians, the practice of drug use, which is not typical for Ukraine, spread. Abstinence from alcohol and drugs is one of the main priorities for achieving the goal of sustainable development and requires a large-scale state anti-alcohol and anti-drug campaign. They do not contribute to the good health of Ukrainians and road accidents, which are usually caused by people in a state of alcohol or drug intoxication. "In 2020, there were 168,107 road accidents in Ukraine. Of

these, 26,140 accidents - with injuries, in which 3541 people died and 31,974 people were injured "[9]. A shift in this area is the installation of a large number of video cameras on Ukrainian roads, which record violations of the rules of the road, in particular speeding. Moreover, in recent years the country has significantly increased the amount of fines for speeding. However, so far these measures have not led to a significant effect and the number of accidents is constantly increasing every year, which requires a comprehensive approach to solving this problem.

Despite the significant impact on disability and mortality from road accidents, most Ukrainians still die from various diseases. "According to the State Statistics Service of Ukraine, in January-September 2020, most people, namely 287,501, died from diseases of the circulatory system, this is 67% of the total number of deaths 58,516 died from tumors, 20,701 - from external causes" [ 10]. As we can see, statistics show that most Ukrainians die from strokes, cancer and external causes. However, the large number of deaths of Ukrainians from strokes and other circulatory diseases indicates that the country has an ineffective system for preventing chronic diseases. Since strokes are the result of uncontrolled high blood pressure. As practice shows, controlling blood pressure can avoid a significant number of potential strokes at any age. That is, a similar attitude to their own health in a large number of Ukrainians shows, however, that for them health is not a significant value, and the fact that public authorities directly responsible for health care do not pay enough attention to this problem indicates lack of priority in modern Ukrainian society to improve the health of Ukrainians as a goal of sustainable development. Sustainable development goals are one of the models of positive development of certain territories for a certain period of time. This concept is widely used by the UN and other related structures. Since the 90s of the twentieth century, this concept is actively used at the national level in many countries. Although there is an alternative point of view, represented by a group of scientists led by [11], who believe that it is better to use to assess the development of areas of the system of coefficients developed by their own methods. We believe that despite the controversial nature of the issue, it is better to rely on concepts that are understandable to the maximum number of both Ukrainian and scientists from other countries. That is why we use the concept of "sustainable development goals" in our work.

The concept of "sustainable development goals" since 1973 is a concept that is actively used in official UN documents at the beginning of the XXI century, this term is actively used in the context of the UN Millennium Development Goals. "In September 2015, as part of the 70th session of the UN General Assembly in New York, the UN Summit on Sustainable Development and the adoption of the Agenda for Development after 2015 was held, which approved new development guidelines." Within the framework of this session, 17 goals of sustainable development and 169 tasks were formulated, which were then adapted to the state of development of individual countries. Ukraine also received its plan for sustainable development.

The UN's Sustainable Development Goal 3 is formulated as "Strong Health and Prosperity" [12].

Within the framework of the specified purpose it is offered to carry out the following operational tasks:

1. Reform the health care financing system. One of the main problems of Ukrainian medicine is the low level of efficiency in the use of funds. Mainly, this problem is still relevant due to the fact that the country spends a significant amount of money to finance a large number of small provincial clinics, where due to lack of staff and professional equipment it is not possible to provide quality medical care. At the same time, attempts to reform this system are opposed by the public, who believe that the optimization of health care facilities will help reduce living standards in the community where the clinic is located. This

state of affairs is mainly due to distrust of state and local authorities and the perception of the medical institution as a sacred institution that provides a significant component of social comfort. According to the Japanese- American tandem of scientists was one of the positive aspects of reforming the financing of Japanese medicine during the transition from the German health insurance system to a similar national one [13]. The advantage of this transformation was that it took place gradually and did not have the effect of "shock changes". The experience of Ukraine shows that the excessive revolutionary nature of changes in the field of medicine does not allow to achieve positive changes in the system, so further reforms in the field of medical financing are necessary, but must take place in an evolutionary way. This is the only way to achieve sustainable health finance.

2. Reduce the prevalence of smoking among the population with the use of innovative means of informing about the negative consequences of smoking. As we have already mentioned, smoking together with alcohol and drug abuse are the important problems that Ukraine needs to solve, and this is already visible not only to Ukrainians, but also to international institutions, including the UN. The harmfulness of smoking for the human body is evidenced by a study conducted in India by a team of scientists led by. "Based on the results of our study, we conclude that there is a significant increase in the number of erythrocytes and leukocytes among smokers. Increasing the number of cells would increase blood viscosity, thus reducing the rate of bleeding predisposition to deep vein thrombosis, stroke and embolism "[14]. The solution to this problem should be comprehensive and primarily aimed at changing the behavior of young Ukrainians who do not yet have problems with smoking and alcohol and drug abuse. As experience shows, working with children and adolescents can give results in this field.

3. To ensure general high-quality immunization of the population with the use of innovative drugs. The problem of immunization in modern Ukraine is urgent because most people are not vaccinated during their lifetime after graduating from school and higher education. This condition is due to the fact that at this age they must show their own interest in vaccination. If a person does not show this interest in their own vaccination, it is likely that they will not be vaccinated for decades. Previously, the situation was better with immunization of children, but in the last two decades, the idea of non-vaccination has become popular among parents, leading to an outbreak of measles, diphtheria and other diseases that could be avoided by vaccination. The situation of ignoring during the COVID-19 pandemic worsened, when Ukrainians began to massively ignore the possibility of vaccination with internationally recognized vaccines. "More than half of adult Ukrainians do not plan to be vaccinated against COVID-19. According to a poll published on September 13 by the Ilko Kucheriv Democratic Initiatives Foundation, there are 56.5%." [15] The results of this study of the authoritative Ukrainian sociological center indicate the need not only to vaccinate Ukrainians with quality vaccines, but also to intensify education in the field of immunization among the general population.

4. Reduce the level of serious injuries and deaths due to road accidents, including through the use of innovative practices of resuscitation, treatment and rehabilitation of road accident victims. As we have already noted, the reduction of road accidents is a priority for the development of both Ukrainian medicine and society as a whole. At the same time, UN experts rightly noted that the number of road accident victims can be reduced by improving the quality of care for victims. All this can be prevented by purchasing quality medical equipment from medical institutions specializing in emergency care and updating them every 3-5 years.

5. Reduce by a quarter the premature mortality of the population, including through the introduction of innovative approaches to disease diagnosis. Due to gaps in the development of secondary health care in

the country there is almost no practice of routine diagnosis of workers in the non-industrial sector of the economy, which in turn contributes to the development of non-communicable diseases, including cancer. In most cases, Ukrainians are diagnosed with these diagnoses in the middle and late stages of the disease, which significantly increases both the severity of the disease and mortality. Therefore, the total conduct of professional examinations among employees of all sectors of the economy is a priority for Ukraine in the field of medicine.

6. Stop the epidemics of HIV / AIDS and tuberculosis, including through the use of innovative practices and treatments. "At least 1.5% of Ukrainians aged 15 to 24 are infected with HIV, and most of them come from vulnerable populations." That is, the prevalence of HIV among young people in Ukraine is one of the highest in Europe. Lack of prevention among young people will nullify all other positive trends in achieving health as a goal of sustainable development.

7. Minimize preventable mortality among children under 5 and reduce maternal mortality. Infant mortality rates in the first years of life and maternal mortality during childbirth and their consequences in Ukraine are relatively high compared to other European countries. Therefore, one of the priorities for the development of Ukrainian medicine is the creation of new and modernization of existing perinatal centers and maternity hospitals. Protection of childhood and motherhood is one of the main priorities of the modern Ukrainian state and has a relevant historical background. Therefore, today it is important to strengthen the system of reducing infant and maternal postpartum mortality rates through innovative equipment.

Ensuring the process of achieving good health of Ukrainians as a goal of sustainable development requires legal support. First, the national doctrine of achieving sustainable development of the UN, in particular the goals №3 "Strong health and well-being" should be enshrined in a separate resolution of the Cabinet of Ministers of Ukraine. The creation of this document will help accelerate the development of a specific plan to achieve certain elements of the plan to achieve the goal of sustainable development №3 "Strong health and well-being". In addition, the laws governing the health care and medical care system should be amended accordingly.

#### **4. CONCLUSION**

Modern Ukrainian society has been experiencing a systemic crisis of its own development for several decades, which is expressed in economic and social decline. And if reforms can increase the pace of economic development, which will automatically contribute to the restoration of social standards, the problem of declining health of Ukrainians and reducing their number due to early mortality is multidimensional and requires a comprehensive solution. One of the ways to solve this problem of sustainable development №3 for Ukraine is "Strong health and well-being" by implementing a number of important tasks in the field of medical management.

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