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**PUBLIC POLICY ON CHILDREN'S RIGHTS: THE PRINCIPLES,  
OBJECTIVES AND MEANS OF IMPLEMENTING**

The article is devoted to the determination of principles, justification of objectives and means of implementation of public policies to protect children's rights. The author proceeds from the fact that the model of the state policy on protection of children's rights, which has been lately formed in Ukraine today, is not fully in line with the scale of challenges which the state and society face. Therefore, development of carefully researched and scientifically-based new approaches to the formation and implementation of such policies is of high importance.

It is proved that the state policy for the protection of children's rights should be implemented in the legislative, executive and judicial spheres in order to create the socio-economic, political, organizational, legal conditions and guarantees for the vital self-fulfillment, intellectual, moral, physical development of children, to realize their creative potential. The importance of a balanced combination of state, public interests and the rights of the individual in shaping and implementing such policy is emphasized.

Sustained development and security of Ukraine, the achievement of national competitiveness in all areas of life largely depends on the attitude of the young generation of public policies that not only declared, but consistently implemented.

Unsolved aspects of the problem is the first key principles of formation and implementation of public policies to protect children's rights.

The article is singling out the principles, rationale and objectives determine the means of implementing the state policy in the field of children's rights.

Identifying new approaches and trends to improve the practice of public administration to implement communication in the formation and implementation of policies to protect the rights of children in Ukraine are pressing for the modernization of public-management system. In this way laid the solid foundation for achieving its effectiveness and transparency, education of new civil society.

Principles, objectives and modalities of public policy in this area is dedicated article that identified approaches to communication in the implementation of the state policy on children's rights in our country formulated concrete proposals acceptable to their performance

in the modern world. Emphasizes the importance of a balanced combination of state, public interests and rights of the individual in shaping this policy. This public policy that covers all aspects and areas of human activity, must be based on the principles and laws of systemic transformation of society, be clearly determined priorities.

The experience of recent decades proves that political and economic progress achieved those states that pay more attention to children and sustainable development demonstrate precisely those societies that revised system of traditional views on the new generation of the system of relations between generations and their importance for the political and socio-economic development. It should adopt the practice of developed democracies shows that a number of models mandatory participation of all stakeholders in the decision-making of public importance. This is the so-called program participation (participations programs).

Enforcement of these principles involves solving a number of problems and use relevant means of implementation, which should ensure the unity of the legal, institutional, human, scientific, analytical, informational and methodological, logistical, financial and economic actions, consistency and effectiveness of government policies children's rights in Ukraine.

Areas for further research are seen us in the development of mechanisms of state control in the socialization of children deprived of parental education and care, prevention of violence and antisocial behavior.