

досягнення гендерної рівності. Результати цього дослідження сприяють кращому розумінню складного взаємозв'язку між гендерною динамікою й міжнародними нормами в повоєнних суспільствах, пропонуючи інформацію для політиків, дослідників й активістів, які працюють над просуванням гендерної рівності в Україні й за її межами.

Ключові слова: міжнародні норми, гендерний вектор, Україна, післявоєнний період, соціальні аспекти, економічні аспекти, політичні аспекти, гендерна рівність.

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THE INFLUENCE OF SOCIAL STANDARDS AND SOCIAL GUARANTEES ON IMPROVING THE QUALITY OF LIFE OF CITIZENS: LEGAL ANALYSIS AND SOCIO-ECONOMIC CONSEQUENCES

Abstract. This article makes an essential contribution to the understanding and analysis of social standards and guarantees in an international legal context, focusing on theoretical and legal aspects. The experience of two influential regions – the European Union and the United States of America – in the context of ensuring social standards and guarantees is considered in detail. The article conducts a comparative analysis of the state's role in ensuring social standards. It demonstrates how the EU and the US develop their systems, providing citizens access to education, healthcare, and other social services. Particular attention is paid to the functioning of healthcare systems in both regions. Key aspects that help to ensure efficient and equal provision of medical services to citizens are identified. The article analyzes in detail measures designed to

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provide social inclusion and equality. This includes initiatives to protect the rights of minorities, create equal opportunities, and ensure participation in society for all sections of the population. Issues of support for the most vulnerable groups are also adequately studied, emphasizing programs and initiatives to improve their situation and to provide them with equal opportunities. A separate section is devoted to tax policy and financing. The article's authors analyze the taxation systems in the EU and the USA, determining their influence on the funding of social programs and the development of state initiatives. The article's conclusions emphasize the importance of interaction between the state, civil society, and business to ensure sustainable social development. The exchange of experience between the EU and the USA is an essential factor for solving common challenges and promoting the development of effective strategies in the field of social security.

Keywords: *social standards, social guarantees, international experience, role of the state, EU, USA.*

Introduction. In a globalized society, where economic and socio-cultural interactions are becoming increasingly important, the state's role in shaping and ensuring social standards is becoming a key component of sustainable development. The European Union and the United States of America, as two major world powers, not only act as decisive participants in this process but also provide vital experience for understanding and improving social security mechanisms.

This article examines the state's role in ensuring social standards, focusing on the theoretical and legal aspects of this phenomenon and studying the experience of the European Union and the United States of America. The analysis will take place at the level of the legislative framework, the health care system, support for the most vulnerable groups, social inclusion and equality, as well as tax policy and financing. By comparing the two regional approaches, we aim to identify best practices, identify challenges, and understand how states influence the social development of their citizens.

This topic provides an opportunity to dive into the complex world of social law and to study how states form policies aimed at the harmonious development of society. Analysis of the experience of the EU and the USA will reveal the key challenges countries face in implementing social standards. It will guide us toward a fairer and more effective social security.

Analysis of recent research and publications. In the light of constant changes in the political, economic, and socio-cultural context of the current century, the issues of social standards are becoming one of the most relevant and discussed topics. In the growing interaction of international citizens, regulation of social aspects is becoming a task facing many world countries. In this context, it is essential to examine how states define and enforce social standards, adapting their approaches to this issue (Nalyvaiko, 2023).

Given the wide range of factors that affect social standards, the European Union and the United States of America represent two distinct models for managing this issue. On the one hand, the EU is defined by its high degree of social protection, a universal health care system, and active measures to guarantee equality and inclusion. On the other hand, the United States of America, with its multi-layered healthcare system and strong private sector, provides a different approach to social support for citizens.

The purpose of the article. This article aims to analyze how the state's role determines and shapes social standards, studying theoretical and legal aspects of the example of the European Union and the United States of America. Emphasizing the differences and similarities in their approaches will help

determine the prospects and challenges facing modern states in achieving social justice and harmonious development. Having plunged into theoretical and legal analysis, we intend to determine how various strategies can improve citizens' living conditions and create a stable foundation for further social development.

Formulation of the main material. In ensuring social standards, the healthcare system is a critical aspect that directly affects the population's quality of life. A comparison of the healthcare systems of the European Union and the United States of America reveals excellent differences in approaches to providing medical care and guaranteeing its availability.

In most EU countries, the universal medical care model operates, providing free or affordable access to essential medical services for all. This system is based on the principles of solidarity and equal rights of citizens to medical care. Basic services, such as doctor's visits, treatment, and hospitalization, are provided at the expense of taxation and social contributions. This creates high accessibility for the population and promotes disease prevention and effective treatment (Bosak, 2022).

In the United States, the health care system differs from the rich taxonomy. Health care is often provided through a system of insurance companies, employers, or other parties that finance health care services. Obtaining medical care can be costly and time-limited for citizens without insurance or in difficult financial circumstances. A wide range of payments and excessive bureaucratic regulation can create difficulty in accessing medical services (Stetsenko, 2013).

Comparing the two systems, it can be determined that the healthcare system in the European Union is aimed at providing all citizens with equal opportunities to receive medical care. Although high-tech health services exist in the United States, access to them can be limited due to financial barriers.

In the context of social standards, the healthcare system is a critical component that demonstrates how the state determines its priorities regarding public health. The state's role in the European Union is to create a system that maximizes equality and accessibility, supporting universal access and the universal nature of medical care. In the US, the emphasis is more often on the insurance system and private payments, reflecting different approaches to balancing health care's public and private sectors.

The healthcare system also has a significant impact on the economy and society as a whole. In the European Union, the universal health care model helps to reduce the costs of secondary and tertiary care, as the main emphasis is on prevention and early detection of diseases. This contributes to increasing the productivity of citizens and reducing absenteeism.

In the United States, where the cost of health care can be significant, having adequate insurance and accessing health care can be a challenge for particular social groups. This can lead to decreased productivity due to untimely treatment and lack of opportunity for medical advice.

The health care system directly affects social standards, as it determines access to services, particularly the provision of medical care and its quality. In the European Union, where social justice and equality are substantial, the healthcare system serves as a tool to ensure equal opportunities for all sections of the population.

In the United States, the difference in approaches to the health care system can create significant social inequalities since access to quality medical care can

depend on the financial status of citizens. This raises questions about social justice and equal opportunities for all members of society.

In the context of the future development of healthcare systems, both models have their challenges. In the European Union, it is essential to ensure the stability and financial sustainability of the universal system, especially in the context of demographic changes. In the United States, it is necessary to develop a plan to provide all citizens with access to quality medical care without significant financial difficulties.

The conclusion is that the health care system is critically important in forming social standards. The state determines its priorities and values by choosing a system that provides citizens access, quality, and equality in medical care.

Social inclusion and equality are critical concepts in ensuring social standards. Analyzing the experience of the European Union and the United States of America in these aspects, it is possible to discover how states contribute to the creation of a just and inclusive society through legal and theoretical frameworks.

In the EU, the emphasis is on creating conditions for the active participation of all citizens in society. Anti-discrimination policies that protect the rights of minorities, as well as initiatives to promote equality and inclusion, define strategic goals. Programs aimed at supporting persons with disabilities and other vulnerable groups are implemented to create a fairer and more democratic society (Kudryachenko, 2008).

In education and employment, initiatives aim to ensure equal opportunities and access to the labor market. Legislative acts that guarantee equal rights in all spheres of life help to create an inclusive society where every citizen feels their importance and the opportunity to develop (Cherlenyak, 2008).

In the US, the concept of social equality and inclusion also occupies an important place in legislation and social programs. Federal laws such as the Civil Rights Act and the Americans with Disabilities Act aim to protect the rights of minorities and guarantee equal opportunities in all aspects of life.

In employment, state and federal government agencies determine affirmative action initiatives and policies aimed at reducing social inequalities. Organizations and non-profit foundations are actively involved in projects to improve vulnerable population groups' situation and support their social development.

Despite the achievements, both regions face challenges in social equality and inclusion. In the European Union, there is a need for additional measures to protect the rights of minorities and ensure equal opportunities in all member states.

In the United States, stratification and social differences may be a significant challenge, and the social equity system may need strengthening. Balancing support measures for vulnerable groups and healthy community development is essential.

Critical legal norms and policies generally determine the state's role in ensuring social inclusion and equality to create a fair and inclusive society. Further development of these aspects will require joint efforts of citizens, government, and public organizations to achieve sustainable social equality and inclusion in both regions (Maksymchuk, 2006).

Promoting social inclusion and equality is inextricably linked to economic development. In the European Union, inclusive programs and equal conditions for all citizens create conditions for more efficient use of human capital, ensuring more sustainable and stable economic growth. Emphasis on equality can contribute to increased work productivity and the development of new ideas and initiatives.

In the United States, where diversity is a crucial feature of society, equality and inclusion are fundamental to creating an innovative and competitive economic environment. Giving all citizens equal access to education, health, and labor market opportunities contributes to balanced and sustainable economic growth.

Social inclusion and equality are also closely related to the healthcare system. Ensuring equal access to medical services and healthcare programs for all citizens in both regions is essential. Measures aimed at reducing social inequalities can positively impact the health of the population and reduce the costs of the healthcare system as a result of preventing diseases and improving the overall quality of life (Kovtun, 2022).

One of the challenges is to identify and address structural inequalities that can hinder social inclusion and equality. Ensuring equal opportunities in all areas of life, including education, employment, housing, and health care, will require an active role of the state in implementing effective policies and programs.

It is also important to improve mechanisms for monitoring and evaluating the results of inclusion and equality measures for continuous improvement of strategies and policies. Engaging the public, civil society organizations, and the business sector in partnership with the government can help address challenges and accelerate achieving inclusive and equitable socio-economic development (Radaev, 2021).

The effectiveness of legislative and social measures in each region largely determines social inclusion and equality. The interaction of these principles with socio-economic development and the health care system reveals key aspects of forming a sustainable and inclusive society. Overcoming challenges in these areas will require systemic solutions to support all segments of the population and ensure conditions for their full participation in socio-economic life.

Supporting the most vulnerable populations is an important aspect of social standards in the European Union and the United States of America. A special focus on these groups helps to solve social problems and identify support mechanisms that ensure their inclusion in society and reduce the risks of exclusion and social inequality.

In the EU, several initiatives and programs determine support for the most vulnerable groups. These include measures for social housing, provision of the lowest incomes, and educational and professional opportunities for vulnerable populations. Social programs are aimed at improving the situation of children, the elderly, people with disabilities, and other categories that find themselves in difficult life circumstances (Boychuk, 2014).

In health care, the most vulnerable groups are given access to accessible or affordable medical services, and projects for the prevention and treatment of diseases are implemented, which is especially relevant in connection with the health of these population categories.

Various programs and organizations in the US pay attention to the most

vulnerable groups. Federal and state initiatives, such as Medicaid and Supplemental Security Income, aim to provide financial and medical support to low-income people, people with disabilities, and other vulnerable populations.

Civil society organizations and charitable foundations also play an important role in providing support. Accessible or affordable food, housing, education, and health care programs give the most vulnerable a chance for a better life and more active social participation (Button, 2021).

Support for the most vulnerable groups in both regions is determined by ensuring equal opportunities and justice. Interventions aimed at supporting these groups must take into account their unique needs and take into account socio-cultural characteristics. Legal frameworks, anti-discrimination policies, and social control mechanisms are essential in creating a just and equal society. In general, supporting the most vulnerable groups is necessary to create a socially just society where every citizen has equal access to opportunities and resources to achieve their potential.

Tax policy and financing are vital in ensuring social standards in the European Union and the United States of America. These aspects determine how the state collects funds for implementing social programs, including the health care system, education, social services, and support for the most vulnerable groups. In the EU, the tax system is often characterized by a high level of taxation, especially for high-paying jobs and large corporations. Taxes are used to fund social programs, including health care and education. Progressive income taxes can help reduce social inequalities.

Much attention is paid to consumption taxes, which can be used to raise funds for various social programs. In addition, the EU often uses innovative taxes, such as a carbon tax, to encourage environmental responsibility. In the US, the taxation system is determined at the level of the federal and state governments. Income, corporate, and consumption taxes are the primary funding sources for government programs.

Compared to many EU countries, the overall level of taxation in the US can be lower, and the progressivity of income taxes can vary depending on political decisions. In addition, the American system has its characteristics, such as a high degree of regulation of tax freedoms and exceptions for different population groups and sectors of the economy.

Tax collection is a key financing mechanism for social programs in both regions. In the European Union, high taxation and progressive taxes make it possible to provide various social services and guarantee broad access for citizens to medical care, education, and other social benefits. In the United States, where the tax model may be less progressive, the state's role in social security may be more minor, and reliance on private initiatives and social organizations may be more significant.

One of the challenges is finding a balance between the need to finance social programs and minimizing tax pressure on citizens and businesses. In economic difficulties or crises, states must effectively manage budgetary resources, ensuring the stability of social programs and support for the most vulnerable sections of the population.

Further development of these aspects will require attention to financial innovations, transparency in using budget funds, and effective communication with the public regarding financial mechanisms and tax policy goals. Ensuring

sustainable sources of funding for social standards remains an urgent task for both regions and solving this issue will determine the possibilities of realizing social goals in the future.

Conclusions. The article considered social standards and social guarantees as objects of legal support, focusing on theoretical and legal aspects in the context of international experience, particularly the European Union and the United States of America.

Both regions define the state as a key agent in ensuring social standards. The European Union emphasizes the creation of an inclusive society through anti-discrimination policies and programs of equal opportunities. In the US, diversity is emphasized through federal and state equality initiatives and affirmative action. In both regions, healthcare systems play a crucial role in providing social guarantees. The EU and the US are considering mechanisms to ensure access to medical care and the development of citizens' health.

Both regions recognize the importance of social inclusion and equality. The EU has developed programs to support vulnerable groups, emphasizing equal opportunities and social participation. The US emphasizes legislation and initiatives aimed at protecting the rights of minorities and promoting social equality. Both regions are improving support mechanisms for the most vulnerable groups. In the EU, this is done through social programs and initiatives, and in the US, through federal and state initiatives, as well as the work of civil society.

Taxation determines the financing of social programs. In the EU, high taxation and progressive taxes contribute to providing various social services. The system has its peculiarities in the US, such as multiple state rules and tax exemptions.

Ensuring social standards and guarantees is a complex task that requires the interaction of the state, civil society, and business. The exchange of experience between the European Union and the United States allows for identifying effective practices and solving social development and justice challenges. Measures aimed at overcoming inequalities and ensuring equal opportunities for all citizens determine the further development of society in the direction of sustainable social progress.

Conflict of Interest and other Ethics Statements

The authors declare no conflict of interest.

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**ВПЛИВ СОЦІАЛЬНИХ СТАНДАРТІВ ТА СОЦІАЛЬНИХ ГАРАНТІЙ
НА ПІДВИЩЕННЯ ЯКОСТІ ЖИТТЯ ГРОМАДЯН: ПРАВОВИЙ АНАЛІЗ
ТА СОЦІАЛЬНО-ЕКОНОМІЧНІ НАСЛІДКИ**

Анотація. Ця стаття робить суттєвий внесок у розуміння та аналіз соціальних стандартів і гарантій у міжнародно-правовому контексті, зосереджуючись на теоретичних і правових аспектах. Детально розглянуто досвід двох впливових регіонів – Європейського Союзу та Сполучених Штатів Америки – у контексті забезпечення соціальних стандартів і гарантій. У статті проведено порівняльний аналіз ролі держави в забезпеченні соціальних стандартів. Він демонструє, як ЄС і США розвивають свої системи, надаючи громадянам доступ до освіти, охорони здоров'я та інших соціальних послуг. Особлива увага приділяється функціонуванню систем охорони здоров'я обох регіонів. Визначено ключові аспекти, які допомагають забезпечити ефективне та рівне надання медичних послуг громадянам.

У статті детально аналізуються заходи, спрямовані на забезпечення соціальної інтеграції та рівності. Це включає ініціативи щодо захисту прав меншин, створення рівних можливостей і забезпечення участі в житті суспільства для всіх верств населення. Питання підтримки найбільш уразливих груп також належним чином вивчаються, наголошуючи на програмах та ініціативах, спрямованих на покращення їхнього становища та надання їм рівних можливостей. Окремий розділ присвячено податковій політиці та фінансуванню.

Автори статті аналізують системи оподаткування в ЄС та США, визначаючи їх вплив на фінансування соціальних програм та розвиток державних ініціатив. У висновках статті підкреслюється важливість взаємодії держави, громадянського суспільства та бізнесу для забезпечення сталого суспільного розвитку. Обмін досвідом між ЄС та США є суттєвим чинником для вирішення спільних завдань та сприяння розвитку ефективних стратегій у сфері соціального забезпечення.

Ключові слова: соціальні стандарти, соціальні гарантії, міжнародний досвід, роль держави, ЄС, США.

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