(in particular, pregnant women) and their families are important for their implementation. The priorities for the implementation of demographic policy should be a sustainable increase in life expectancy; reduction of mortality in all age categories of children.

ANALYSIS OF APPROACHES IN MEDICAL LITERACY ASSESSMENT

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Introduction. Today, the population has wide access to medical information, with which people make diagnoses and choose their own medicines. According to the Ministry of Health of Ukraine, almost 70% of the population self-medicates without seeking medical help.

The pharmaceutical sector of the healthcare sector generates a large amount of information about medicines and other pharmaceutical products, about methods of prevention and treatment of diseases, about methods of self-diagnosis and self-treatment, which creates the need to increase health literacy.

Aim. The aim of the study was to analyze global approaches to assessing the level of medical literacy in the world.

Materials and methods. The materials of the research were publications in scientific periodicals, materials of official websites of world organizations and databases. During the research the methods of content analysis, system-analytical, generalization method were used.

Results and discussion. An analysis of the literature revealed that in world practice, the concept of medical literacy is becoming more relevant every year. It has been established that the concept of "medical literacy" was first defined by Scott Simonds in his article "Health education as social policy" in 1974. According to the Health Promotion Glossary, the term "medical literacy" is defined as cognitive and social skills that determine people's motivation and ability to access, understand and use information in a way that promotes and maintains health. .

According to the results of the study, more than 10 tests are currently recommended for use. For example, in the framework of the European project "Health Literacy" a study of medical literacy was conducted using tests REALM (Rapid Estimate of Adult Literacy in Medicine) and TOFHLA (Test of Functional Health Literacy in Adults). The main indicator of population literacy in these tests is the understanding of medical texts, doctor's instructions for taking drugs.

It is determined that the shortest test is NVS (New Vital Sign), which consists of three questions. Tests such as the Health Literacy Survey - Europe (HLS-EU), the Health Education Impact Questionnaire (heiQ), and the Health Literacy Questionnaire are effective tools for assessing understanding of medical information. It is worth noting the RALPH (The Recognition and Addressing of Limited Pharmaceutical Literacy) test, which consists of questions directly related to the use of drugs, understanding of the instructions, regimen and duration of treatment, which is very useful for determining literacy in pharmaceutical aspects.

Conclusions. Thus, to date, there are a large number of scales and tools for determining medical literacy and its components, but this is not enough to determine the most accurate level of literacy around the world. Researchers from around the world continue to develop a short-lived, objective and accurate method of assessing medical literacy. To obtain the most effective and perfect assessment tool, it is important to study the already known assessment methods, their integration into the practical activities of health professionals.

It can be concluded that the problem of determining the level of medical literacy and developing approaches to its improvement is relevant both among the health care industry and among patients. Because it is health awareness that has a major impact on well-being, lifestyle and beliefs about treatment. Thus, it is currently very important to create a universal method for assessing the medical literacy of the population and raising medical awareness.

METTLER TOLEDO IS THE WORLD'S LEADING MANUFACTURER OF WEIGHING EQUIPMENT AND ANALYTICAL INSTRUMENTS. THE SUCCESS STORY

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Introduction. Erhard Mettler (1917–2000) was born in St. Gallen, a small town in northeastern Switzerland. After careful training in precision mechanics he founded his own company, Mettler Instrumente AG, in 1945 in the town of Küsnacht, near Zurich. There he developed and for the first time in the world mastered the production of original scales with one balance pan. Mettler scales introduced in 1946 provided faster weighing, were more convenient and accurate even in a wider range of weighing attachments compared to traditional equal-shoulder scales with two balance pans. Soon, Fisher Scientific Corporation (USA) launched a marketing campaign for Mettler to advertise new devices, and gradually the new type of scales replaced the old ones, and became a model of the most accurate and reliable scales among laboratory workers.

Aim. The aim of our work was to analyze the successful historical path of one of the leading multinational corporations – Mettler Toledo, which for more than seventy years of its existence has always been at the forefront of scientific progress and innovation and has rightfully become a world leader in the production of analytical scales, devices and high-precision laboratory equipment.

Materials and methods. The materials of periodicals, scientific reference literature and electronic publications available to us were studied, and we were convinced of the high world ratings of Mettler Toledo for many years of its existence.

Results and discussion. The dynamic history of the development of Mettler company, which 45 years later became a huge multinational corporation Mettler Toledo, in the production of scales and laboratory equipment was impressive.

In 1952, the first Mettler microbalance appeared at the market with a discreteness of up to a millionth of a gram, and two years later – to a ten millionth of a gram. The first precision mechanical scales for weighing up to 0.1 g or 0.01 g appeared at the market in 1954, as well as the Mettler Instruments Corporation (MICO) opened in Highstown (USA). In the following years, other foreign branches were opened, for example, in 1957 in the city of Giessen (Germany).

In the late 50s, the Joint-Stock Company Dr. Ernst Ruest AG was formed; it was later called Mettler Optik AG. High-precision scales with dashed divisions for mechanical scales were made here. Since 1962 Mettler scales have been produced with these scales.

In 1964, the Corporation introduced a TA1 thermoanalytic device with the ability to perform thermogravimetric analysis (TG), differential thermogravimetric analysis (DTG) and differential thermoanalysis (DTA). In the mid-60s, the company's production facilities were developing in the towns of Uznach (installation of precision scales), Stäfa (FP devices for determining the melting point) and Greifensee near Zurich. The first electronic precision PE scales with an external control