what motivates the workers. We have done a survey among workers and found out about it but also among the heads to know which style of motivation they often use.

Results and discussion. Resulting from our conversations with the heads of pharmacies, we found out that good staff management begins with a good set of staff. Each manager needs to establish recruitment criteria in order to have the staff that will best help him achieve his goals.

This goal can be achieved only with a well-established structure, in which every employee of the pharmacy knows his responsibilities. In this way, everyone will work freely and efficiently for the success and development of the pharmacy. It is important that the staff give themselves 100 percent. To do this, it is necessary that the pharmacy manager creates the most favorable conditions in which each employee will strive to work effectively. For this, there are different methods of motivation:

- Material motivation (money, bonuses, presents, gift certificates, vouchers for the period of holidays).
- Non-material motivation - it is praise, compliment, photo on the honor roll, stand "Best employee of the month", etc. All that has a beneficial effect on the emotional and mental state of the staff but is not expressed in monetary terms.

In result of the survey among the workers, we found out that more than 60 percent of them were more motivated by a good salary, bonuses than by compliments. The material motivation happened to be the most effective method of motivation to them.

Similarly, most of the heads also use the material motivation more than any other method when they want the employees not to lose their motivation. It's primarily because for most of them they use an authoritarian style of management what makes them not to be so in touch with all the employees.

When the personnel are in a good state, when they are well paid, it will positively affect their work. They will be able to produce more results and do more exploits and that will be helpful for the population coming to this pharmacy and also for the prosperity and development of the pharmacy.

Conclusion. Pharmacy is a hope for the society. Therefore, it is necessary that it functions properly to provide good quality services to the society. And all this is possible only if the staff is under an excellent management.

STUDYING THE ROLE OF PHARMACISTS IN PROMOTING THE RATIONAL USE OF ANTIBIOTICS

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Introduction. An unjustified taking of antibiotic accelerates the development of resistance to antimicrobial drugs and it is one of the greatest threats to the health of people around the world. Infections resistant to antimicrobial drugs can lead to longer hospitalization, increased medical costs and the death of a large number of patients.

Aim. The aim of this work was to determine the role of the pharmacists in implementing the policy of rational use of antimicrobial drugs.

Materials and methods. The materials of the World Health Organization (WHO) and foreign scientific publications were analyzed. The method of questionnaire survey of pharmacists in Ukraine was used.

Results and discussion. Based on research in 44 countries in Europe, WHO reveal that more than 40% of all prescribed antimicrobial recipes are unjustified and do not meet the goals of treatment. WHO determined the role of pharmacist in the process of rational use of antibiotics. A number of requirements have been met, in which the pharmacist will prevent the inappropriate use of antimicrobial drugs, among them: proper counseling of patients and their relatives when selling antibiotics, necessarily providing them with instructions for the use of these drugs; explanation to patients the particular importance of compliance with the prescribed course of antibiotic treatment, the inadmissibility of premature discontinuation of treatment or reduction of the recommended dose; recommendation to patients to consult doctors to replenish

the stock of antimicrobials in a timely manner in order to continue the course of the prescribed treatment; if the patient applied for primary consultation at a pharmacy, then pharmacist should recommend other treatments for non-severe diseases; participation actively in taking measures for hygienic and infectious control in medical institutions; monitoring the stocks of antibiotics and monitor their use by the patient.

A questionnaire survey of Ukrainian pharmaceutical workers showed that 76.19% of respondents refused pharmacy visitors to release antibiotics without a doctor's appointment. This confirms the importance of the pharmacist in promoting the rational use of both antibiotics and medicines in general.

Conclusions. The problem of rational use of antibiotics in Ukraine and in the world requires more active participation of pharmacists. A pharmacist should raise awareness of consumers and asses the risks associated with antibiotic resistance.

THE REASERCH OF THE COMPOSITION OF THE DIETARY SUPPLEMENTS PRESENTED AT THE BELARUSIAN MARKET

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Introduction. Dietary supplements are wildly popular. The public has a legitimate desire for good health, and the supplement industry has a strong desire for good sales. New trademarks are constantly appearing on the pharmaceutical market, and existing ones are increasing sales volumes. At present it is not comparable in volume to the market of medicines, but still becomes more attractive for pharmaceutical companies due to less time-consuming and less lengthy registration and pricing procedures.

Aim. To analyze the impact of components on the quality of dietary supplement presented at the Belarusian market and to find out how young people usually choose dietary supplements.

Materials and methods. The main method of this study was the interview of young people who study in higher educational institutions of the Republic of Belarus. We conducted the research to find out how many young people use dietary supplements. The figures were impressive: 41% among men and 53% among women. Also we found out the purpose of dietary supplements use: 32.6% from 500 testees use it to enrich the diet with certain substances, 18.3% for disease prevention and 16.8% for the optimization of metabolism. Maintenance of the functions of organs and systems of organs within physiological norms (15.4%) and increasing adaptive abilities of the organism (9.4%) are also important. Some students use dietary supplements for the treatment of diseases (3.9%) or for detoxification of the body (3.6%). Besides, we made the review of the composition of the dietary supplements components of domestic and foreign manufacturers sold in the indigenous market based on the results of this study.

Results of the research. Dietary supplements are the concentrates of natural or identical to natural biologically active substances, intended for direct ingestion and/or introduction into the composition of food products for the purpose of enriching the diet with individual food and biologically active substances or their complexes. If the support of physiological functions is realized within the limits of physiological norms - it is a dietary supplement, if it goes out of the frame norms – it is a medicine.

We interviewed 500 young people in order to find out their preferences when choosing dietary supplements according to the following criteria:

1. Which manufacturer do you prefer:
   - foreign producer - 78.9%;
   - to the domestic manufacturer - 20.2%.
2. Depending on the composition, you prefer:
   - synthetic ones - 56.2%;
   - preparations made from vegetable raw materials - 43.8%.
3. Depending on the purpose more often you use dietary supplements acting on (answers in % of young people): the nervous system - 29.5%; skin, hair, nails - 20.1%; digestive organs - 17,6%; cardiovascular system -10.2%; endocrine system - 6.8%; urinary system - 6.4%; musculoskeletal system - 4.8%; respiratory system - 2,6%; reproductive system - 2.1%.