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## **REPRODUCTIVE BEHAVIOR MANAGEMENT: REGIONAL DEMOGRAPHIC POLICY EXPERIENCE**

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**Abstract.** The reproductive attitudes of the Vologda Oblast population are characterized by few children and, therefore, even if all the necessary conditions are created, their implementation will not fundamentally improve the birth rate. In this regard, it is fundamentally important to study the current demographic policy at the regional level, identification of its advantages and disadvantages. The purpose of this article was to assess to analyze of regional demographic policy measures in the field of regulating reproductive behavior and increasing fertility. The information base was the legislative and regulatory acts governing population policy and scientific literature on the topic of research. The author analyzes the range of demographic policies implemented in the region, differentiated by level of financing, form of impact, focus and their potential recipients. It has been established that in the current system of supporting families with children in the form of assistance such measures prevail such as regular benefits to families with children, free provision of services (or full payment), lump-sum payments, with a targeted focus – measures aimed at improving the material conditions of families with children, according to the category of recipients – measures to support large families. Both “strengths” and “weaknesses” of the regional demographic policy are revealed. Based on the analysis recommendations are made regarding improving the demographic policy both at the regional and federal levels.

**Keywords:** reproductive behavior management; regional demographic policy; support measures; Vologda Oblast population; birth rate.

**JEL codes:** J 13; J 18.

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