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**Criteria of family policy effectiveness in Russia and the EU-countries
(on the example of France and Germany)**

The transformation of modern family and the connected processes have forced researchers to revalue the state of this institute and to put forward assumptions of the further tendencies of its development. On this basis there are elaborated 2 family concepts: crisis family concept and modernization family concept.

The crisis concept, which is based in many aspects on the functional approach, estimates a family state as crisis (it can be shown in the decrease of birth rate, the growth of divorces, the development of alternative forms of family towards a monogamy) and suggests the state to develop the measures which can help to return a traditional, patriarchal family.

The modernization concept considers a family state as corresponding to the changed and changing conditions of the public life that finds, in particular, in conscious reduction of number of children. The task of state in this case consists in providing favorable conditions for fulfillment by a family of its functions.

In the carried out analysis the modernization concept is taken into account. Following this concept the family policy should be directed on the creation of favorable conditions for fulfillment of the functions by any type of family. On the basis of made cross-country analysis the basic priority directions of a modern family policy can be defined as following:

- improvement of child care system;
- expansion of the opportunities, allowing to combine family child care and employment;
- financial support is necessary in different life cycles;
- support of family as social institute, increase of value of family and family life style.

But besides the well thought-out directions of family policies there is a necessity to define what to consider as an effective family policy, and to develop criteria of its evaluation.

The majority of concepts of a family policy has for a purpose – an increase of birth rate, however its quantity indicators are not marked. For the comparison of effectiveness the total fertility rate are internationally used. But birth rate level does not depend on expenses for the family policy. There is no example of successful stimulation of the birth rate which has led to long-term (more than five years) increase of this indicator.

Besides the elaboration of the programs of family policy should be developed clear, transparent parameters of understanding that the purpose is reached. The concepts of family policy, the programs directed to the families and children, should include clear purposes, clear, transparent indicators with help of which it will be possible to understand that the purpose is reached, permanent evaluation of undertaken measures, analysis of actual situation, maintenance of the connections between theory and empirical researches.

The developed countries of the West Europe have good experiences of the family support and the estimation of undertaken measures effectiveness. France and Germany¹ have been chosen for the analysis of approaches to define the results of lead policy and to indicate the criteria of effectiveness.

Some following criteria of the effectiveness were found out after the cross-country analysis:

- balance between family and work (developed child care system, possibility to work partial working day / week and have flexible work timetable for women);
- maintenance, especially in Russia, of the educational potential of family, therefore the reduction of number of social orphans, neglected and homeless children, the decrease of quantity of offences and the crimes made by adolescents;
- in consequence of the changes occurred in family (distribution of the free unions and other forms of a joint life, growth of quantity of not registered marriages, increase of divorces), it seems acceptable to consider the number of the people lead the family way of life, no matter if their marriage is registered or not.

The conducted research is the first attempt to outline new for Russian family policy criteria of effectiveness analyzing family policy of Germany and France.

¹ The analysis of the family policy in Germany was made with the collaboration of Ekaterina Zorina (Saint-Petersburg State University).