

in workplaces and educational institutions to augment movement throughout the day. Sports Community Development: Support for and expansion of sports communities, fostering healthy habits [4]. Spain: Active promotion of the Mediterranean dietary pattern as a paradigm for healthful eating and cultural heritage. Local Agricultural Support. Informing the population about the connection between traditional cuisine, nutrients, and health, promoting salutary patterns [5]. Denmark: Regulatory Measures and Food Quality Control. Implementation of tax measures to reduce consumption of foods with high concentrations of saturated fats, sugar, and salt. Food Control in Public Settings. Active involvement of citizens in the public health policy-making process, ensuring transparency [6].

Conclusion. European countries use an interdisciplinary approach to obesity prevention. Effective obesity prevention demands a complex, individualized, and nation-specific strategy.

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THE ROLE OF AUGMENTED REALITY IN THE PATHOLOGICAL EDUCATION OF MEDICAL STUDENTS

Sultonova S. A., Ashurov S. R.

Tashkent medical academy

Introduction. The use of virtual and augmented reality (VR-virtual reality and AR-augmented reality) in the training of medical personnel is becoming an increasingly relevant and significant way of teaching. These technologies allow you to create realistic simulations of clinical situations, which creates a safe environment for the development of practical skills. Virtual and augmented reality help to increase the motivation of students, improve the visual and spatial perception of anatomical structures and clinical

scenarios, increasing the availability of clinical practice, and improve the quality of training, which makes their implementation in the educational process not only relevant, but also necessary.

Aim of the study. To show the need and develop recommendations for the introduction of virtual and augmented reality technologies in the educational process of training medical specialists to improve the quality of their practical training.

Materials and methods. Study of the areas of application of virtual and augmented reality technologies, analysis and identification of key applications. Studying these aspects will help not only to understand the current state of VR and AR application in various fields, but also to suggest specific ways to use them effectively in the training of medical professionals.

Results and discussion. The use of virtual and augmented reality technologies in medical education and rehabilitation has demonstrated significant positive results. In one of the experiments conducted in the United States, VR training showed its effectiveness in improving the communication skills of doctors and trainees with patients. In the initial setting, 8 out of 9 trainees and 7 out of 12 doctors incorrectly prescribed antibiotics despite inappropriate indications. After completing the VR training, all participants were able to convincingly explain to the patient the reasons for refusing to prescribe antibiotics, which confirms that VR training can increase confidence and improve communication skills in difficult situations. Augmented reality (AR) technology developed by AccuVein has introduced an innovative solution for visualizing veins under the skin, which significantly reduces the number of errors in the placement of IVs, intravenous administration of drugs and testing. The AR scanner helps to avoid problems with hard-to-reach veins and can

Conclusion. The introduction of VR and AR technologies in medical education significantly improves the quality of medical practice. VR training improves doctors' communication and decision-making skills. AR technologies improve the accuracy of medical procedures and staff training. These innovations have a positive impact on patient outcomes and the effectiveness of care.

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