

Abstract

This thesis investigates approaches to public health in the Czech Republic and compares them to approaches in Norway. The theoretical part outlines key concepts in the field of health, public health, health policy and prevention and explores their diverse interpretation on the level of professional discourse. The empirical part provides a comparative analysis of the development and current state of health systems in both countries, health status of their populations, a general comparison of the approaches to prevention and health policy, as well as an analysis of a concrete example – fight against smoking as a major health risk factor. The aim of the thesis is not only to compare approaches to public health in both countries, but also to understand the complex relationships between the compared cases and the context. Based on this analysis, examples of good practice are identified, and recommendations are formulated which could stimulate further research or serve as a basis for the development of new health policies, prevention programs and campaigns.

key words: health, public health, prevention, health policy, health system, health literacy, comparative analysis