

Abstract

The subject of this bachelor thesis is public health campaigns and their influence on healthy behavioural change. It is focused on governmental campaigns created under the Ministry of Health of the Czech Republic in the period between 2012 and 2017. The objective of this thesis is to explore health campaigns' potential to improve the condition of public health and to open a discussion about fulfilling this potential in the Czech Republic.

The theoretical part of the thesis introduces the concept of institutional communication and clarifies its main purposes with regard to the public welfare. In connection with stated purposes, it explains how public campaigns might lead to improvement of public health. The description of the behavioural change process is embedded in the theory of planned behaviour.

The practical part of the thesis is dedicated to qualitative research, aiming to contribute to the understanding of the campaigns' perception. Special attention was devoted to their influence on behavioural change. Data from semi-structured interviews indicate, that campaigns give mostly negative impressions to recipients and their influence on healthy behaviour change is rather unlike.