

This work focuses on concepts of family policy on a regional level. Regions are the connecting link between the county level and the state level and have numerous instruments to support families or other social groups within their territory. While on the county level family policy doesn't get much attention, mostly due to lower personal, administrative or financial capacity, regions prepare detailed and wide concepts of family and social policy, in which they outline goals and aspirations, as well as instruments and ways in which to achieve them during a predetermined period. These instruments aim at different target populations. This work will be primarily focusing on the research of these target populations, which will then be analysed through the theory of social constructions of target populations, which was initially developed in 1993 by professors Anne Schneider and Helen Ingram. This theory dwells deeper when it comes to definitions of target populations and divides populations according to their definition, which can be positive or negative, and by their political power, which can be strong or weak. Looking at the numbers of instruments, their character and searching for a reason for this state of affairs, as well as applying the theory of social constructions of target populations, will lead to the obtainment of knowledge about why certain groups receive substantial support, or why other groups receive only token support or none at all.