

## **Abstract**

This diploma thesis deals with the attitudes of clients nutritional counseling company Diet Plan about overweight and obesity. The aim was to find out what are the reasons for preference nutritional counseling before medical facilities and experience of the medical facility. Furthermore how much weight had an education level of a consultant. As well, what is missing information for respondents needed to successfully reducing diet.

The result of qualitative research is that respondents think that there is not enough information leading to successful weight loss. This lack of information means, that respondents are not able to evaluate and correct their own eating mistakes. Despite the fact that the respondents perceive some form of education in issues of healthy lifestyle and losing weight, they still lack concretized recommendations. Respondents have had bad experiences and negative images of medical devices. They argue that doctors create a bad atmosphere, they are rude and not helping to weight loss. Indifference and bad conduct can evoke a sense of stigma. In their opinion, the doctor will also give a general and sometimes outdated advice. Respondents favored the nutritional counseling because they expected individual care and specific instructions leading to weight loss. An important factor in the selection of nutritional counseling was that the clients could find on their own references and decide voluntarily. Furthermore, they expected pleasant and motivating environment and client access which guarantee them kind treatment and professionalism. For these reasons, and also because getting rid of the stigma, clients are willing to pay for counseling services.

Education of consultant did not bring clear answers. For some respondents was enough initial evidence in the form of successful clients stories and they did not need educated specialist. For others, the question of education is crucial and led to the selection of device. Obesity and overweight especially are not perceived as a problem. On the contrary, overweight is a normal condition for the respondents. This can be observed as a large degree of danger, because in this case will be harder to fight against overweight.

**Key words:** Obesity, treatment, nutritional therapist, nutrition consultant, healthy lifestyle, medical facilities