

The thesis deals with the problem of general public's attitude to own health. Its aim consists in mapping the motivation towards one's own health, finding out the factors influencing human health and revealing the causes of passive attitude in relation to gender in smaller as well as larger groups of population. The theoretical part deals with the definition of health and introduces the basic overviews of theories related to health. Furthermore it provides the determinants with a significant impact on health – prevention and support of health. Special attention is paid to the quality of life and motivation, which are closely related to care for health. To examine the research issue quantitative method was selected. Necessary data was collected by a questionnaire enquiry. After the analysis of individual questions and complex evaluation, it could be concluded that although it is health problems which constitute the main incentive for a change of the life style of respondents, the main factors refraining people from care of their own health still consist in lack of motivation and willpower. The importance of the thesis consists in the awareness of the responsibility for our own health as well as the consequences of negligence towards the care for own health. Prevention is the prerequisite of maintaining healthy life.