

Abstract

This thesis on the topic of health promotion programs in primary schools in the South Bohemian Region deals with projects that focus on the health of pupils attending primary school. The aim of the study was to find out what is the attitude of directors selected primary schools in the South Region to programs promoting health. Another objective was to evaluate the attitudes and assessment of Directors to use the effectiveness of these programs.

The research is divided into theoretical and practical part, the theoretical focuses on the basic concepts, such as e.g. health, healthy lifestyles, health promotion programs, prevention, health determinants like. In other parts of the work are described individual health promotion programs, which schools are offered in the South Bohemian region, which surveyed schools also utilize. In the practical part is based on research, which is divided into two blocks. The first block is focused on the director of elementary schools and one block refers to providers of health promotion programs.

In connection with the set goals, it was found that the level of implementation varies widely because headmasters somewhere implementation have been very sophisticated and large number of programs elsewhere is only a few programs and implementation lags. Following the partial objective, it was found that looking at the effectiveness varies, but in general the directors and not seeing direct results consider themselves to provide information to children and alerts about problems and risks as a great benefit.