

Abstract

This thesis deals with the health promotion policy of school-age children in the area of nutrition and physical activities, and identifies the most serious problems related to this field of health policy. It also focuses on the main problems associated with the lifestyle of school-age children in the Czech Republic. Proper eating habits and good relationship to physical activities are formed from an early age, so it is necessary in the terms of health promotion to focus mainly on children and their education to a healthy lifestyle. This creates possibilities to achieve an overall improvement in the health status of population. To fulfill the goals of this thesis, secondary data from documents that are related to the observed problem were used together with primary data from qualitative research, which was conducted by expert interviews. School-age children in the Czech Republic do not comply with the dietary guidelines or recommendations for physical activity processed by WHO. A related problem is obesity, which is caused by these factors. Health promotion policy responds to these problems by projects and health promotion programmes. Inadequate infrastructure, which does not allow its national exposure, insufficient funding, staffing and lack of skilled workers in this field were identified as the main problems associated with the health promotion policy of children. Health is not perceived in the whole range in the Czech Republic, there is the prevailing medical model of health. This is related to the discrepancy between health promotion policy in the Czech Republic and the principles advocated by World health organization and European Union. This thesis also deals with the legal framework of health promotion in the Czech environment and focuses on this field of health policy at an international level. The contribution of this thesis is providing a comprehensive view of the issue of health promotion in school-age children, which has not be given sufficient attention in the Czech Republic.