

TITLE:

The development of health literacy through mother's centers

AUTHOR:

Renata Hromková

DEPARTMENT:

Department of Education

SUPERVISOR:

MUDr. Bc. Rostislav Čevela, Ph.D.

ABSTRACT:

The World Health Organization defines health literacy as "... the cognitive and social skills which determine the motivation and ability of people to access, understand and use health information to support their health." At present there is a great development of information in this area, but this information is often improper and contradictory. Maternity centers with their programs, which are suitable for the development of health literacy. Since 1992, when the birth of the first in our maternity center has been a great development of these organizations. Now, the covering organization of Mothers' Centers Network, which has a motto on its website: "The hand that moves the cradle moves the world.", Brings together more than 330 maternity centers. This password can be transformed in a plane Health Literacy "Healthy Family = healthy society". Clients maternity centers become often the women already pregnant and traffic concerns mainly families with young children through grandparents, which is a suitable environment for primary prevention in a holistic approach to health.

YMCA in the Czech Republic has in its emblem the red equilateral triangle , which symbolizes balance and harmonious development of the soul , spirit and body, which is

consistent with the definition of health by the WHO. The aim of this work is to develop suitable materials (handouts, brochures , DVDs etc.) According to the requirements of clients maternity centers and YMCA clients so that they are consistent with the views of experts in health literacy.

KEYWORDS

health literacy, parent center, health .