

Title: The evaluation of primary prevention program Boys and Girls Plus

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Abstract:

The thesis evaluates the Boys and Girls Plus primary drug prevention programme that was carried out at elementary and secondary schools throughout the Czech Republic. The programme ran concurrently in eight European countries. The thesis processes, evaluates, and interprets the data collected by the project organizers for the Czech Republic.

The theoretical part of the thesis describes the Boys and Girls Plus project, its progress, and implementation. It also addresses the various approaches to the evaluation of primary prevention programmes and examines their effectiveness in practice.

The empirical part of the thesis evaluates the data collected from the project participants (over 600 pupils/students and 27 teachers). Students filled in attitude questionnaires both before and after the intervention and they also commented directly on the Boys and Girls Plus programme itself. Their answers were subject to quantitative processing. Teachers provided their feedback after the programme implementation; their responses were processed using a combination of qualitative and quantitative methods. The evaluation focuses in particular on the effectiveness of the programme with regard to the aims defined by its creators.

Keywords:

primary prevention, evaluation, effectiveness, addiction, drug use, adolescence, healthy lifestyle