

## **ABSTRACT**

The Diploma thesis focusing on the topic „School and community health promotion projects” with a focused on primary schools on the Pilsen region. The main aim of the study is to get a grasp of the offer of health promotion projects on primary schools. Furthermore, to find out the attitude of principals to these projects, what motivates them to participate in and how primary schools are supported in this area. A partial goal of this thesis is to create an overview of the offered projects which should help the principals of primary schools with the selection of the convenient one.

The theoretical part of the thesis is based on the specialized literature, the information available on the official websites of each project, legislation and strategic documents related to primary schools which were valid at the time of creating this Diploma thesis. It deals with the definition of basic concepts related to the issue of health and health promotion and also presents individual projects promoting health. The practical part is drawn up on the basis of interviews with the principals of the selected primary schools. These interviews are the analyzed using open coding and thereafter interpreted.

## **KEY WORDS**

health promotion, health, prevention, health education, projects, primary schools, Pilsen region