

## **ABSTRACT**

My bachelor's work engages in finding out the level of interest of parents of elementary school children in the Prague 15 city district about internet-based prevention. This web contained program Prevention Smart Parents which included 10 chapters with information about prevention and how to apply this information in daily life. In the theoretic part I clarify terms which are connected with the name of the work mainly terms like primary prevention, risk behaviour and evaluation. This part contains also information about prevention in schools, prevention in families and preventive programs for parents.

The main goal of whole work was to find the effectiveness of whole campaign which was realized at schools in Prague 15 city district. The secondary goal was to find the level of interest of parents in preventive website. The research was made thanks to questionnaires.

As the most important result of whole work I consider detection of effectiveness of campaign. This effectiveness was very low- according to answers in questionnaires only 17 % of parents visited the website. And according to counter on website it was only 5 %. Next important results are the level of interest in website and satisfaction of parents with it. The level of the interest was below-average. But parents who visited the website were satisfied with the content and they will recommend this website to other parents. In every school except one which published the leaflet on its website was picked out 30% of questionnaires top.

Main discoveries for future researches are good cooperation with schools in this district and using of the websites of schools to publish materials. The results of my work will be delivered to schools for the orientation of principals and maybe for the future use.

## **KEY WORDS**

Primary prevention, risk behaviour, evaluation, family, school prevention