

Bachelor thesis „Health promotion strategies as a reflection of determinants of health in contemporary world“ deals with the issue of high prevalence of chronic diseases caused by the change of social structure during the transformation from traditional to modern society and epidemiological transition which occurred as a result. These problems together with theoretical health determinants research initiated the establishment of theoretical and practical discipline called health promotion (“new public health”) which is supposed to work together with the existing medical-oriented discipline of ‘old’ public health in the health care system. The main contribution of theoretical research was the finding that the healthcare system effects health of the population just by 15 %, while lifestyle and environmental conditions are the most important determinants of health. Social and economic conditions work as contextual health determinants. They influence health and the other determinants through a broad social context. The aim of health promotion is to address these social and economic factors in order to improve the health status of population and reduce inequalities in health. The thesis explores health promotion programs and strategies on the international (WHO), European (EU) and national (Czech) level and evaluates the extent to which the theoretical findings are reflected in the programs as well as the success of agenda setting and implementation of health promotion into public policy.