

## Abstract

This thesis is a case study focused on a relationship between public policy to prevent childhood obesity and the role of the food production and marketing in the Czech Republic. The emphasis is especially given to the institutional framework of food marketed and produced for children and its social consequences, because childhood obesity is one of them. The results from the analysis are then confronted with views and opinions of children and their parents, with how they feel about food advertising. *Conclusion:* advertising and production of food designated for children is not regulated in the Czech Republic. On governmental level only basic standards and rules are given and self-regulation is given precedence. Parents are aware of the huge influence of advertising on their children and that is why they are not satisfied with the current situation. They would appreciate stronger legislative regulation of marketing and production of food for children.