

The aim of the bachelor thesis was to find out what attitudes 8 up to 9-year old - children have to health nourishment taking into consideration family habits, leisure time activities etc. The aim was also to find out whether they have a significant interest in buying various foods from vending machines. The thesis consists of a theoretical, practical and research part.

The observed group is comprised of pupils attending the third class at 11 elementary schools in Brno. Altogether 261 respondents took part in the research, which makes 9% out of the total number of children (2,835) attending the third classes at elementary schools in Brno. The research was carried out from December 2009 till the end of February 2010. Headmasters, teachers of the selected schools as well as respondents' parents took an active part in the realization of the research. In total, 1,800 questionnaires with 15 questions in each of them on average were available for an analysis.

Large number of acquired datas enabled elaboration of two separate studies. One study is focused on undifferentiated research and the other study compares differences between girls and boys. Their results do not show significantly bad attitudes of children to health nourishment and vending machines at schools. Although, some results are already implying that it is only a question of time for children to start to prefer unhealthy foods to healthy foods.

At the end of the thesis some basic recommendations are introduced, which might be used to reach at least partial success as to prevention of illnesses and support of children's health. They also give advice on education of the next generation regarding the right nourishment and life habits.