

## **Abstract**

The main goal of this work was to investigate behavior and attitude of Czech smokers towards e-cigarettes, smokeless tobacco and reduction of number of cigarettes by means of questionnaire inquiry. These Harm Reduction methods are favorable for smokers who at present are not able or willing to quit smoking as prevalence of smoking and mortality resulting from diseases connected to smoking are high. Theoretical part concerns basic notions and terminology of tobacco, epidemiology of tobacco usage, legislative measures and above all the less risky alternatives of tobacco usage together with their most current research.

Practical part firstly describes methods of data collection and analysis coming from quantitative research based on questionnaires as well as results of the analysis. Target group were smokers aged 15 and more, living in the area of Czech Republic. Total amount of respondents was 302. Data were collected through internet portal [vypln.to.cz](http://vypln.to.cz) as and personally by questioning random people and firms in Prague and then processed through statistical program R and Microsoft Excel. Methods are those of descriptive statistics. The first part of results introduces prevalence data which are almost identical to those of Český zdravotní ústav (2012). Then several pairs of variables were chosen and their relationship examined. Among the most important results are those that the respondents relatively very often disagreed or partly disagreed with the suggestion that e-cigarette can help a subject to quit smoking. This was most often the case of people with University education and those who have not tried e-cigarette. The need for e-cigarette was present for strong, 21 and more cigarettes per day, smokers. People who have already tried e-cigarette agreed with e-cigarette as a being help more often.

The thesis implies that Czech smokers do not use Harm Reduction methods intensively. It would be interesting to investigate their opinion on the issue whether those methods are equally or less harmful. There are not many research papers on this topic in Czech language and awareness is probably rather low. There is a possibility of incorporating physicians and medical workers who could, in spite of patients unwillingness to quit smoking, spread the methods of Harm Reduction.

### **Key words:**

harm reduction – tobacco – smoking – electronic cigarettes – smokeless tobacco - reduction