

## Abstrakt

Risk drinking in all directions is confirmed by a set of solid scientific evidence. It has an impact on both the health of the individual and his social life and the people around him. Most of the effects are evident in people who drink often high doses of alcohol. An important factor is thus both the frequency and amount of alcohol consumed, which together form the pattern of alcohol use, which geographically and culturally different. Alcohol use is trying to regulate government through alcohol treatment measures, such as increasing the price of alcohol, strict rules regarding driving under the influence. The aim of this study was to explore the status and patterns of alcohol use on the territory of a small village Jindřichovice the Region, and to determine the short-term effects of a single dose of personal feedback ties on risk alcohol consumption on people living there. Studies show that personal feedback associated with short interventions are effective means for reducing alcohol use. Intervention was conducted controlled field study in a group of 111 people (63 men, 48 women) aged 20-76 years (mean 46 years), which were detected using a questionnaire quantities consumed each day in the previous week. Respondents were before the first polling randomly divided into 2 groups according to the type of intervention: the first group (CAGE and brief interventions) consisted of 68 people (35 men, 33 women), the second group (leaflet) consisted of 43 people (28 men, 15 women) . After 14 days, was carried out a second inquiry regarding the consumption of alcohol in the previous week with the same tool. It was monitored by the amount of pure alcohol consumed in alcoholic beverages and patterns of alcohol use. The analysis focused on changes in the indicators monitored in both groups. The results showed that the total amount of alcohol consumed before submitting short intervention was 20,924.04 g. Weekly average was 188.50 g, the daily average of 26.92 g. Most alcohol and most people drink Saturday least Tuesday. Applied amounts of alcohol decreased after the intervention of 555.32 grams of total value, average for the week of 183.50 g on the day of 26.21 g. A slight decrease in the amount of alcohol consumed, in both groups, in the group with personal feedback reduction was statistically significant. The interventions were effective for moderate drinkers and women. The best result achieved students and unemployed women in the group with personal feedback, where the decline was the amount of pure alcohol

at 77.7% compared to the initial state. It turned out that even minimal intervention type flyer may have an effect in changing the extent and patterns of alcohol use. Interventions type of brief intervention and personalized feedback should be exposed to as much of the Czech population consuming alcohol.

**Keywords**

alcohol use patterns, risk taking, screening, brief intervention, personal feedback