

Abstract

September 2012 had become known as a synonym for the methanol scandal in the Czech Republic during which over a hundred of individuals were hospitalized and several dozens of the patients died. This all occurred due to the ingestion of the adulterated alcohol. Whereas partial and time-limited prohibition which restricted the sales of alcoholic beverages with the alcohol content of 20 per cent and higher, was enforced in the Czech Republic from 14th to 27th September 2012. Due to further emerging poisonings in recent years is the topic of the methanol poisonings still relevant.

The aim of the diploma paper is to depict the harm reduction strategies targeted on reducing the risks of the methanol poisonings used by the vulnerable target group of the alcoholic beverages consumers. Further are being outlined the risk behavior patterns and strategies in the targeted group of participants. According to the above mentioned aims is relevant to investigate the process of compliance of the emergency measures focused on the end market with the alcohol. Data gathered in the interviews with the retailers will help to obtain the general overview of the situation and supply the information about the possible plunges of the prohibition implementation and the strategies of the demand reduction implementation.

The research was conducted by using the qualitative methods. Data collection was done by the semi-structured interviews. The gathered data were processed by the following methods: coding, categorization and interception of the patterns. Those methods were used in order to answer the research questions and finding new information. The research sample consisted of 160 participants, 107 consumers of alcoholic beverages (82 men and 25 women) and 53 retailers of alcoholic beverages (29 men, 24 women). 35% of participants took part in the research in Northern Bohemia (Děčín, Ústí nad Labem), 30% of participants in Central Bohemia (Praha, Říčany u Prahy) and 35% in Moravia (Havířov, Přerov and Zlín).

The protective measures used by the consumers of the alcoholic beverages which were traced were following: change in the patterns of the alcohol use (e.g. abstinence, compensation drinking of beer and wine), as well as drinking from an open/a certified bottle, and avoiding the unknown and unauthorized sale sources. As risk behavior associated with the methanol poisoning threat has been traced an attempt to buy or otherwise obtain beverages with alcohol content of 20% and higher (e.g. purchasing from a dealer) and then their drinking.

Key words: prohibition – alcohol – patterns of use – retail sale – methanol poisoning