

## **Abstract**

### **Background**

Smoking is a leading cause of illnesses and deaths worldwide. Most smokers want to quit, but cessation can be a rather challenging task. In Czechia, approximately two million people smoke. Among the possibilities of medical treatment, there are also alternative methods that lack an adequate number of studies in the professional sphere which would somehow prove their effectiveness and give them credibility.

### **Objectives**

The main goal of this bachelor's thesis is to map the usage of one of these alternative treatment methods, bioresonance, in Czechia and to examine its substance.

### **Methods**

The mysteryshopping method was used for the research, which involved phone calls made under fixed conditions. The file used for research was chosen using the full sample method.

### **Results**

There are 88 facilities in Czechia which offer the bioresonance treatment method to cure nicotine dependency. They are located throughout all of the country's regions. Most of the providers offer no form of counseling during the therapy's duration. During the mysteryshopping, only one of the examined providers provided a brief professional intervention regarding the cessation of smoking. None of them was able to scientifically prove their claims about the method's effectiveness. The most common reply to a question about the method's alleged success rate was a deliberate disregard for the question followed by attempts to change the topic of the conversation.

### **Conclusion**

While trying to get rid of their bothersome nicotine addiction, smokers can encounter the bioresonance treatment method which advertises its surprising success rate. However, the bioresonance remains, despite all of its attempts to become a sophisticated method, alternative and scientifically unfounded; its application during attempts to quit smoking cannot be recommended as a successful treatment method. The increased popularity of this method, among laymen and professionals alike, is caused by insufficient knowledgeableness. The goal of this thesis is to provide true, unbiased information.

Keywords: bioresonance – tobacco – smoking cessation – alternative methods – addiction