

Abstract

INTRODUCTION: Alcohol is a psychoactive substance, that has many negative effects on Czech society and its physical and mental health. Society's awareness of the effects of alcohol consumption in the Czech Republic is insufficient. Labeling of alcoholic beverages is one of the tools, that could contribute to better awareness and act as a preventive measure.

AIMS: The aim of the work was to find a positive or negative consensus of experts in the Czech Republic regarding statements and recommendations for the labeling of alcoholic beverages and their potential implementation in the Czech Republic, and thus to analyze their opinions on alcohol labeling.

RESEARCH QUESTIONS: The research questions deal with the opinions of experts on the labeling of alcoholic beverages and their classification into area of agreement, contradictions and neutral area.

METHODS: A modified Delphi method was used for data collection. There were 2 rounds of questioning. The area of agreement, the greatest disagreements and the neutral area were identified.

RESEARCH SAMPLE: Purposive sampling was used to select the research file. An expert panel (addiction specialists and representatives of the public administration) of 44 respondents who meet the criteria set by the researcher was assembled (relevant job position, minimum period of experience, self-assessment as an expert, willingness to participate in a two-round interview). The experts were contacted via e-mail addresses.

RESULTS: In the 2nd round of questioning, positive agreement was found for 23 statements/recommendations (100 %) for the labeling of alcoholic beverages, 100% consensus was found for 12 of them (52 %). In round 2, 100 % of statements/recommendations were included in the agreement area, no recommendations were included in the neutral area and the disagreement area.

CONCLUSION: According to experts in the Czech Republic, the labeling of alcoholic beverages is an effective tool for disseminating information and awareness about the risks associated with alcohol consumption. Experts agree on the need for adjustments in the area of labeling and the introduction of warnings about the risks of consumption on the labels of alcohol containers. Agreement was recorded for most of the proposals presented. This work can serve as starting material for further situation mapping and research in the field of alcohol labeling.

KEY WORDS: alcohol, alcohol labeling, Czech Republic, international comparison