

Abstract

The diploma thesis deals with alcohol users in a low-threshold contact center. It focuses on their characteristics and analysis of their needs. The theoretical part provides a comprehensive picture of the investigated issue, supported by domestic and foreign sources. The empirical part is based on descriptive statistics and qualitative data collection. The main goal of the thesis is to characterize alcohol users in a contact center and to explore their needs. The research group consisted of 16 respondents, of which 12 were clients of the contact center and 4 were employees. For the purposes of the research, the methods of descriptive statistics and semi-structured interview using grounded theory were chosen. The results interpret the answers to the research questions. The research investigation yielded characteristics of 4 categories of contact center clients - alcohol users. The service helps to fulfill needs in terms of personal hygiene, food, but also safety and trust. For some clients, quick availability of services and work while maintaining motivation for treatment is important. Help in the social field is also useful for clients - help with processing social benefits, documents, escorts to offices, help with finding housing, work, etc. The services are very attractive, especially for homeless clients. It has been verified that for alcohol users the center acts as a gateway to the care system at a time when other services are unavailable. In addition, it serves as a social network that keeps socially excluded clients from further social decline. An integral part of the work with alcohol users in the center is the minimization of risks, both from the point of view of alcohol consumption itself, and in the broad perspective of other risks associated with drinking - health, social, psychological. Through their activities, they thus help to protect public health in the broadest sense of the word.

Keywords: alcohol – low threshold contact center – harm reduction – needs analysis