

Public Awareness of Dietary Supplement, Vitamins and Selected Micronutrients

Abstract

The thesis titled "Public Awareness of Dietary Supplements, Vitamins and Selected Micronutrients" examines the factors influencing the respondents' awareness of dietary supplements, vitamins, minerals and trace elements, as well as possible associations between financial income and the quantity of dietary supplements taken. Public awareness of dietary supplements is part of the topic of nutritional literacy and health literacy. This issue is becoming increasingly topical and is also part of the strategic framework for the development of health care in the Czech Republic 'Zdraví 2030'.

The theoretical and practical sections of the thesis are clearly divided into chapters and subchapters related to the issue. The results in the practical part are divided according to the research questions, which are detailed in the discussion.

For the thesis, quantitative research was chosen using an anonymous questionnaire survey in which a total of 164 respondents participated. Based on their responses, the respondents were grouped according to the parameters under study and the test score of each respondent was evaluated to determine the level of awareness.

The research shows a statistically significant association between the level of awareness and educational attainment of the respondents. It was also investigated what sources are most frequently used, how actively respondents seek information about dietary supplements, what their attitudes towards dietary supplements and their use are and what influences them most.

In fulfilling the sub-objective by researching the respondents' professional orientation and the obtained test scores, a statistically significant association was found for the group of respondents with a university degree with a bachelor's degree. The analysis of the amount of dietary supplements used in relation to the monthly financial income of the respondents showed a statistically significant association for the group of dietary supplements with zero or minor vitamins and micronutrients - or other dietary supplements, most often herbal.

To educate the respondents, a document was created with the correct answers and other information that related to the topic of the question. Educational material was distributed to respondents who expressed interest by filling in an email address.

Key words – awareness, public, food supplements, vitamins, micronutrients.