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**Modern approaches to reducing alcohol consumption at the regional level: experience of the Republic of Buryatia (based on sociological research)****Elena Yu. Bashkueva**Buryat Scientific Center SB RAS, Ulan-Ude, Russia,  
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**Abstract.** *The article presents an assessment of modern approaches to reducing alcohol consumption, introduced in practice in the Republic of Buryatia, based on the materials of the expert survey and SWOT-analysis. The survey involved employees of the Ministry of Health of the Republic of Buryatia and doctors-prophylactologists, psychiatrists-narcologists of subordinate organizations: the State Autonomous Institution «Republican Narcological Dispensary», the State Budgetary Institution «Center of Public Health and Medical Prevention named after V.R. Boyanova» (N =20, 2022). The projects implemented by preventive medicine physicians of the State Budgetary Institution «Center of Public Health and Medical Prevention named after V.R. Boyanova» and «The Republican Narcological Dispensary», including «Auto Sobriety». The effectiveness of introduction of sobriety territories in the municipalities of the region was assessed. Positive results of everyday life in «sober villages» are revealed. SWOT-analysis of the regional policy in terms of reducing the level of alcohol consumption among the population is presented. It is suggested to strengthen interdepartmental cooperation and to introduce constant monitoring and analysis of situation, using modern sociological methods and involving independent researchers.*

**Keywords:** *alcoholization, alcohol, sobriety, territories of sobriety, expert survey, preventive medicine doctors, expert, regional policy, the Republic of Buryatia*

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