



Česká republika



National Action Plan for Positive Ageing for the Period 2013–2017



Updated version as of 31/12/2014

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PREAMBULE

The population ageing concerns all areas of the life of a society and is reflected in a broad spectrum of political measures. Policies responding to ageing of the population may only be effective if they are based on a comprehensive approach, coordination of all adopted measures and shall be compliant with the long-term outlook for the maximum use of the potential of older workers and seniors. Our common goal is to create individual policies able to flexibly respond to the ongoing and expected demographic changes in compliance with challenges that arise from the population ageing.

Demographic ageing of the population, which in different extents affects all countries of the world, has become one of the most discussed issues of the recent years. According to the prediction of the Czech Statistical Office of 2013, the population of the Czech Republic will be ageing considerably during the 1st half of this century. Although the projection in the Czech Republic estimates a slight increase in the fertility rate until 2050, improvement of the mortality relations and maintaining the positive balance of foreign migration, the total number of inhabitants of the Czech Republic shall decrease¹. The representation of people in basic age categories shall be characteristic for a slight decrease in the share of people under 15 years, considerable lowering of the share of the so-called economically active people² and on the contrary by an increase in the group of people older than 65 years³, which shall be a reflection of an overall improvement of mortality relations and diverse number of individual generations born during 20th and 21st centuries. The highest number of inhabitants **at the age of 65+ is estimated in the 2050's, when it could double** when compared with the present state.

Life expectancy is extended due to advanced healthcare, healthy food, supporting infrastructure, economy, a higher quality of the environment. However, another indicator shows the life quality – **the healthy life expectancy – the life expectancy lived in health**. Therefore, prevention, support of a healthy life style and healthy environment are more important. Therefore, it is necessary to support healthy and active ageing.

As a result of demographic changes and ageing of the population the share of people who possess valuable life experience from the practical life, expertise and orientation in the performed profession, opinion stability, higher responsibility, reliability and generally higher maturity is increasing. Therefore, older people represent a benefit for the society with respect to the performance of highly specialised professional activities within some professions and also when handing over their experience and knowledge to the younger generation. Demographic ageing may also represent a challenge for the society how to utilise most effectively knowledge and the potential of the increasing number of older people.

¹ The international migration cannot compensate the natural decrease of people (The Projection of the Population of the Czech Republic until 2100).

² From 68.4% as of 01/01/2013 to 54.6% share of people in the group of 15 to 64 years as of 01/01/2051 according to the medium variant of the Projection 2013.

³ From 16.8 % as of 01/01/2013 to 32.5 % share of people in the group of 15 to 64 years as of 01/01/2051 according to the medium variant of the Projection 2013.

ACKNOWLEDGEMENT

Front page photograph taken by **Dr. Tamara Tošnerová**.

We would like to thank the author of the photograph for kindly allowing us to reproduce it.

The photograph is titled „**How to enjoy old age**“ and it was selected as the best photograph at Government Council for Older Persons and Population Ageing Awards (2013).

On the other hand, the mentioned challenges related to the increased demands for the social security system, particularly the social security insurance system and the provision of social and medical care, are related to population ageing. With respect to the fact that such systems were created under quite different demographic and economic conditions, it will be necessary to adjust them to the present social development.

The role of a family and coexistence of generations shall have an irreplaceable meaning in solving problems connected with the ageing of the population in the future and in the implementation of the ageing policy in our society. Therefore, it is important to strengthen the role of a family and emphasise its significance for a healthy development of the society.

The National Action Plan for positive ageing for the period of 2013 to 2017 (hereinafter only “the National Action Plan”) is not based on the generally applicable definitions, because it considers the ageing of the population as a life-long process and the measures are not distinguished by age groups. We work with the term senior and an older worker in the document. For the purposes of this document, a senior is a person who has reached the age required for the old-age retirement under Section 29(1) of the Pension Insurance Act, irrespective of whether he/she receives the pension or not. On the contrary, an older worker identifies a person over 50 years who has not reached the age required for the old-age retirement under Section 29(1) of the Pension Insurance Act.

The National Action Plan has been jointly developed by a number of participants, especially representatives of the non-profit sector, government, private companies and firms, academic sphere, other sectors as well as representatives of seniors themselves. Their goal was to define the basic priorities for the following period, specific targets, measures along with a time schedule and determination of responsibilities.

The underlying study is an integral part of the National Action Plan, which substantiates the importance of the proposed measures on the basis of statistical data, international research studies and trends and the present situation of the Czech Republic and professional literature.

The measures of the National Action may be fulfilled both by supporting the development of new technologies, including their reflection in the life of seniors, and activities that increase the life quality and social participation of seniors via research and experimental development of new solutions, products and services, including their ongoing evaluation.

The National Action Plan was approved by the resolution of the Government of the Czech Republic on 13 February 2013 No. 108 and was one of the major outputs of the European Year for Active Ageing and Solidarity between Generations, which was announced in 2012 by the European Parliament and Council upon the European Commission’s proposal. In accordance with the aforesaid resolution, “the Report on the Fulfilment of the National Action Plan” is submitted by the Ministry of Labour and Social Affairs for approval by the Government every year, on the basis of reference documents submitted by the individual departments – coordinators of the relevant measures.

The Report on the Fulfilment of the National Action Plan for 2013 was approved by Resolution No. 584 of the Government of the Czech Republic of 14 July 2014 and contained not only the evaluation of the fulfilment of the measures of the National Action Plan by the individual coordinators but also,

with a view to more effective implementation of the policy of the ageing of the population, a task has been assigned **“to update the measures of the National Action Plan and implement specific steps to the accomplishment of its goals, including the allocation of financial resources and staffing of the programme of the preparation for ageing”**.

On the basis of the foregoing, a consolidated wording of the National Action Plan was prepared, which is submitted in its full wording and with a change in the format with numbering of the included measures so as to make this document and proposed measures more comprehensible.

INTRODUCTION

The share of older persons in the population of the Czech Republic shall continue to increase dramatically. The consequences of the number and share of people at the senior age at the macro level concern all spheres of the social and economic development. People live to a higher age. The extending length of a human life is a result of the increase in the quality of a human life and the living standard and the overall improvement of the state of health of the population. Living longer is a comprehensive process, which is reflected both in the life of individual seniors and in the whole society, it affects relations between generations and includes all areas of life.

A gender dimension is also an important part of the strategic approach to the ageing of the population, which helps to make it possible to take account of different needs of men and women in the ageing population and respond to such specificities by appropriate measures. Economic inequalities between men and women during their participation on the labour market are reflected in the retirement age as well. Higher involvement of women in the care for children and household and differences in remuneration of men and women during their productive age lead to lower pensions of women at the old age⁴. As a result of a longer life expectancy and lower pensions, women-seniors have to live with lower income for a longer period than men-seniors. As a result of these facts, women are endangered by poverty and social exclusion in a considerably higher level than men, especially women at the age 65+.

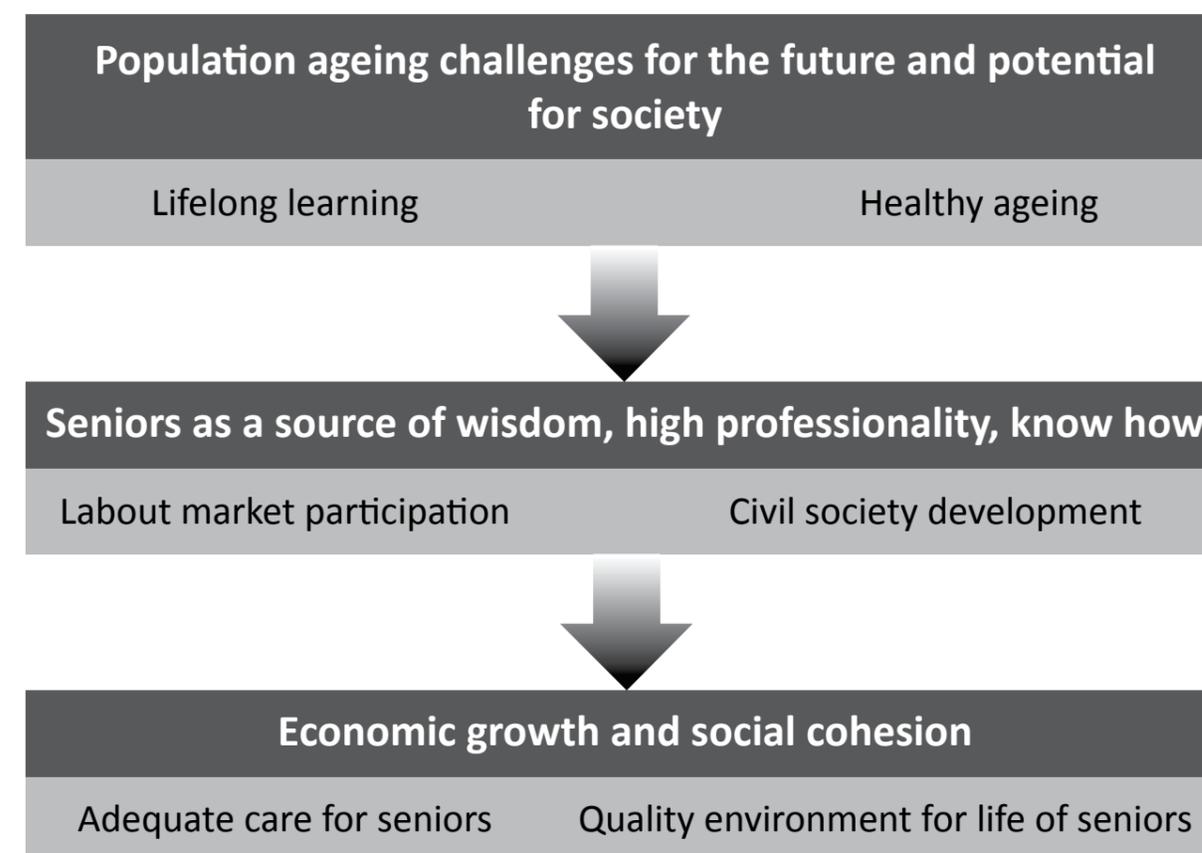
On the other hand, on average, men live to a lower age than women, which may be attributed besides others to their worse state of health connected with their life cycle, which tends to be different from the life cycle of women. Therefore, different needs of women and men need to be specifically taken into account and on the basis of available findings the relevant problematic areas need to be addressed.

Securing the respect and protection of human rights of seniors is the fundamental framework of the Action Plan. Due to their vulnerability especially at an advanced age, the right to respect, the right to respectful treatment and dignified conditions in any environment, the right to a dignified life and participation in the society need to be ensured. Measures specified in this document lead to the situation when older workers and seniors could fully exercise their political and civil rights but also they could fulfil their social, cultural and other rights.

For the perfect utilisation of the potential of the growing number of seniors, two basic areas need to be addressed – health and lifelong learning. The participation on the labour market, active share in the development of the civil society (by volunteering or within the family) and the support of the dialogue between generations derive from them.

With the advancing demographic ageing, seniors are becoming a more heterogeneous group, particularly with respect to the functional fitness and self-sufficiency. It may not be assumed that

everybody will be active on the labour market and within the civil society or family. Therefore, ensuring dignified and appropriate care belongs among the duties of each society, which represents the level of development of the specific country and social responsibility.



⁴ As of 31/12/2013, the average pension of men was CZK 12,150, whereas the average pension of women amounted to CZK 9,955 (source: Czech Social Security Administration).

A. IMPLEMENTATION OF THE POLICY OF THE PREPARATION FOR AGEING IN THE CZECH REPUBLIC

The document the National Action Plan for Positive Ageing for the Period of 2013 to 2017 is already the third document in the series, whose goal is to pursue the policy of the preparation for ageing in the Czech Republic (Government Resolution of the Czech Republic No. 108, dated 13 February 2013).

The NAP follows up the National Programmes of the Preparation for Ageing, prepared from 2003 to 2012 with a view – respond to the demographic development, execute necessary changes in connection with the ageing of the population, support the development of the society for people of all age groups, overcome and change the present stereotype views of ageing and the old age, improve the position of seniors in our society.

The national programmes for ageing were prepared in connection with the critical document of the UN – Madrid International Plan of Action on Ageing, which was approved in 2002 at the 2nd UN World Assembly on Ageing in Madrid (8-12 April 2002). However, the basic versions were pronounced even earlier, especially in the International Plan of Action on Ageing (Vienna 1982) and in the UN Principles for Older Persons (1991) and are becoming more relevant with respect to the demographic ageing of the population.

It is common for all the three national documents that they are inter-departmental documents addressing the ageing policy on the society-wide level across all sectors. With a view to implementing the policy of the ageing of the population more effectively, the progress report of the National Action Plan for Positive Ageing for the Period of 2013 to 2017 for 2013 was approved by the Resolution of the Government of the Czech Republic No. 584 dated 14 July 2014. Part of the resolution was the assignment to update the NAP measures and execute specific steps to fulfil its goals, including the allocation of financial resources and staffing of more effective implementation of the policy of ageing in the Czech Republic.

With respect to the necessity to handle the issue of the population ageing on the government level more effectively, the updated version of the National Action Plan is supplemented with a new area “A – Implementation of the policy of the preparation for ageing”, where measures are proposed, by whose fulfilment a discussion could be started and space created which is important for the setting of the institutional and systematic changes required for the fulfilment of the programme of the preparation for ageing in the Czech Republic.

In connection with the update of the NAP document, it appears necessary to ensure the interconnection of the measures of the National Action Plan with concepts and strategies that are developed at the individual ministries, regions and municipalities. With respect to the fact that the National Action Plan is the starting inter-departmental strategic document, which contains the fundamental goals and measures to fulfil the policy of the preparation for ageing, it is necessary to implement these goals and measures also in the relevant departmental documents.

The fulfilment of the National Action Plan is monitored continuously. On the basis of the submitted reference documents by the individual departments, “the Report on the Fulfilment of the National Action Plan for Positive Ageing” is prepared every year, which is submitted for approval to the government (according to the Resolution of the Government of the Czech Republic No. 108 dated 13 February 2013). The intention is to develop a new evaluation mechanism and propose a set of measurable indicators that shall contribute to more effective evaluation and planning of necessary measures in the policy of the preparation for ageing.

The measures fulfilling the goals of the National Allocation Plan are currently financially ensured within the approved budgets of the affected chapters for years 2014-2017. The possibility of financing primarily from national and subsidy programmes and from the European Union funds in the new programming period 2014-2020 is expected, or from other projects co-financed from public budgets (e.g. the Programme of Swiss-Czech Cooperation, the Norwegian Funds). However, the budgets of the departments responsible for fulfilling assignments within the preparation for ageing need to be increased in the future so as to pursue the policy of the preparation for ageing and fulfilling the assignments of the National Allocation Plan. Unlike in the Czech Republic, there are separate departments dealing with the policy of active ageing in the surrounding countries. Therefore, it is apparent that if the Czech Republic intends to keep up with Europe in this area, which is very important for the future, and effectively contribute to the solution of the issues of ageing of its own population, it needs to build up a relevant administrative structure including staffing and financial resources.

Strategic Objective A1: Ensure fulfilling NAP measures.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Strengthen the cohesion of families at all levels of national and local governments	a) In the implementation of the NAP measures, emphasize the important role of the family for a healthy development of the society.	coordinators of the NAP measures	Respective ministries, regional and local governments, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
2. Ensure the effective implementation of the preparation for ageing at the level of the regional and local governments	a) Discuss and specify the form of support and participation in fulfilling the policy of the preparation of ageing in the Czech Republic (implementation of measures in the strategic documents of the regions, cities and municipalities, implementation of measures for financial resources and establishing coordinators of the policy of the preparation for ageing at the regional and local levels).	MoLSA	regional and local governments, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	2015

3. Ensure the effective implementation of the preparation for ageing at the national level

a) Fulfil the role of departmental coordinators (Age Focal Point) at the individual ministries – cooperate with the inter-departmental coordinator (MoLSA), regional government and other coordinators of the individual measures.	Ministries, other administrative bodies, Directorate -General of Labour Office (DG LO), CSO	regional and local governments, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
b) Via departmental coordinators, ensure the implementation of NAP measures in the conceptual materials and strategies.	Ministries, other administrative bodies		Ongoing 2015 – 2017
c) Express and apply requirements for financial resources for the implementation of measures in the budgets of the relevant ministries and other administrative bodies.	Ministries, other administrative bodies	coordinators of measures, cooperating organisation	Every year 2015 – 2017
d) Propose the mechanism of the evaluation of the National Action Plan providing that measurable indicators will be created, which will make effective assessment and evaluation of the fulfilment of NAP measures possible.	MoLSA	External supplier selected within the competition via TACR	2015
e) Cooperate with the academic sphere, take account of other related research needs that shall lead to the improvement in the quality of fulfilling the policy for the preparation of ageing.	MoLSA	The Technology Agency of the Czech Republic (TACR), representatives of the academic sphere	Ongoing from 2015

B. ENSURING AND PROTECTION OF HUMAN RIGHTS OF OLDER PERSONS

Older people belong among vulnerable groups of the society. In connection with the protection of rights of older persons, protection against discrimination and solution of violence against seniors, it is necessary to take into consideration that they are more vulnerable people with respect to their health limitations, loneliness (in many cases), social isolation and large credulity. They often need to face many stereotypes connected with the old age and contend with a worse approach to their rights.

In many cases, older people are really disadvantaged when compared to other people. Their disadvantage is given by both the lowered self-sufficiency and prejudice from the society, which often lead to their discrimination and disadvantaging when compared to other groups of people. Older persons have to face presumptions that they are less willing to learn new procedures, they will have problems with the use of modern technologies. The consequence is lower willingness to employ older persons irrespective of their actual competences, ignoring their wishes when providing goods and services or the abuse of their trust.

Social awareness in the ageing process and specific needs of seniors in the society is insufficient. However, bad faith or intent need not be the cause of the ignoring and violation of rights of older persons. In many cases, it is rather ignorance, stereotypes or conventional procedures or a certain unwillingness to learn new things. Such problems may take even greater dimensions in the case of executors of public authority, e.g. judges or police officers. As a result, ignorance of specific needs of seniors may lead to decisions or acts at their disadvantage or even violation of their rights.

With the effect of the new Civil Code (Act No. 89/2012 Coll.) since 2014, the need of higher information among seniors arises. In this connection, the need to expand affordable legal services for seniors increases, whose need is underlined by the adopting of the New Civil Code and some of its new statutory provisions. This concerns the explanation of such topics of the Civil Code as limitation of legal capacity, right to integrity, right of people kept in healthcare facilities, protection of the right to housing, ensuring housing of seniors who transfer their property or share their real estate with their family.

VISION: Seniors are ensured the full exercise of all their rights and protection against demonstrations of maltreatment and age discrimination

Like other groups of people, older persons have the full right to respect their human dignity and personality, which arises from the constitutional order and international treaties for the protection of human rights. Non-discriminating behaviour of the society needs to be an obvious part of their rights. The public needs to be aware of specificities of the senior population, their assets as well as concerns and different life situations that may be for them difficult to handle. In this respect, quality promotion both for the broad public and targeted education for the representatives of public administration, e.g. judges and the police, needs to be ensured.

If respect for human rights should be effective, the seniors themselves need to know their rights and distinguish ill treatment by their family and broader public. In order to increase the rights of seniors, it is therefore necessary to reinforce their independence and increase awareness of the possibilities of defence and enforceability of their rights.

Treating older persons is closely connected with the question of discrimination and human dignity. It is primarily elderly dependent on the help of their family, medical staff and social services workers and other institutions who may be exposed to ill-treatment and abuse. Therefore, emphasis needs to be put on the education of the caring persons. Both in the family and in all institutions, physical, sexual, physical and emotional integrity and guaranteed appropriate life conditions need to be respected. Any inappropriate and undignified or humiliating treatment of older persons is absolutely unacceptable.

The existence of an effective legal framework and cooperation between the public administration, non-profit organisations and seniors themselves is the basic presumption of the fight against abuse and neglecting. Ensuring sufficient awareness of inadmissibility of the abuse of seniors and recognition of ill-treatment needs to be an integral part of activities in this area.

Strategic Objective B1: Ensure that the society is aware of the needs of older persons and increase its openness to their needs in order to ensure their better fulfilment.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Increase awareness of the rights of older persons and seniors in the society	a) Facilitate and disseminate information and training materials oriented on the protection of the rights of older persons.	MoLSA, MoI, MoH, MoIT	Government Council for Older Persons and Population Ageing, MoJ, Public Defender of Rights, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	b) Support ongoing education of judges, public prosecutors, officials, police officers, medical staff and social workers, nursing persons (including households), advocates and other specialists in rights of seniors as a group with specific problems and needs and support the related activities (according to the competences of the individual coordinators).	MoJ, MoI, MoH, MoLSA	The Government Council for Older Persons and Population Ageing, Public Defender of Rights, the Union of Judges, social partners	Ongoing 2014 – 2017
	c) Prepare an information brochure with the topic of the preparation for ageing in the Czech Republic (Czech-English version).	MoLSA	Czech Statistical Office (CSO), experts	2015 – 2016

d) Execute a media campaign with a view to supporting the discussion in the society with the topic of handling socially negative phenomena in the society connected with social inclusion of endangered groups – older people to the society – within the implementation of the –project “Support of Social Inclusion at the Local and Regional Level”.	MoLSA	regional and local governments, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic, experts, social partners (e.g. social services providers)	2015
e) Ensure the issue of the document “The National Action Plan for Positive Ageing for the Period of 2013 to 2017” (English-Czech version).	MoLSA		2015
f) Ensure the development and operation of the website with legislation (UN, EU, international, Czech) governing the life and rights of older persons. Ensure the issue of a directory with this legislation.	MoLSA		Ongoing from 2015

Strategic Objective B2: Ensure protection of older persons against discrimination and all demonstrations of undignified treatment, maltreatment and abuse.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Increase the protection of rights of older persons and seniors (against discrimination and other interventions with their rights, against abuse, ill-treatment, mistreatment and neglecting, reinforcement of their independence and a possibility of protection and enforceability of their rights, increase in the prevention against offers of non-banking loans and also increasing	a) Prepare analyses of impacts and effects of the anti-discrimination law for the protection and prevention of age discrimination and preparation of the proposal of changes, if any.	Minister for Human Rights, Equal Opportunities and Legislation – Office of the Government of the Czech Republic (OGCR)	MoJ, MoLSA, Public Defender of Rights	2016
	b) Support promotional, educational and other activities concentrated on the prevention of age discrimination, ensure a public discussion, educational and promotional events on analysed cases of age discrimination; formalise their outputs for the purposes of the law amendments.	MoLSA, MoH	Public Defender of Rights, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017

possibilities of punishment of fraudulent traders)

c) Support the availability of different forms of assistance, support and consulting for seniors (especially legal, psychological, social, medical, financial etc.). Prepare calls from the Operational Programme Employment for the of securing specialist and social consulting for seniors in different forms making use of different forms of information instruments.	MoLSA, MoH, Mol	Government Council for Older Persons and Population Ageing, Union of Towns and Municipalities of the Czech Republic, non-governmental organisations	Ongoing 2015 – 2017
d) Conduct research on the reasons of executions against seniors, propose measures, subsequently execute final impact defence at the forum of sociologists, social workers, police officers, lawyers, public prosecutors, judges.	MoLSA, MoJ – ICSP (the Institute for Criminology and Social Prevention)	National Committee for Criminal Prevention, Research Institute MoLSA, MoJ, Mol, PCR	2016 – 2017
e) Prepare the analysis of the legal frame of the care and treatment of older persons in terms of prevention and protection of older persons against undignified treatment maltreatment, neglecting, conduct research on the abuse of seniors.	MoLSA MoJ – ICSP, Minister for Human Rights, Equal Opportunities and Legislation – OGCR	National Committee for Criminal Prevention, Research Institute of the Ministry of Labour and Social Affairs, Public Defender of Rights	2016 – 2017
f) Actively map unregistered social services and preventive and repressive measures (prosecution of an administrative offence) with a view to the protection of users' rights.	MoLSA	Public Defender of Rights, local and regional governments, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
g) Maintain and evaluate statistics of domestic violence cases for the age category of seniors (65+).	Mol, PCR		2015
h) Open the debate on whether the existing legislation is sufficient in terms of the protection of seniors or not. If this debate results in the conclusion that the protection of seniors needs to be increased, preventive and, where appropriate, repressive measures through which this goal may be achieved should be considered.	MoLSA	MoJ, Mol, PCR	2016

2. Participate in public/political issues concerning human rights in connection with the senior issue in the international area

ch) Establish cooperation with the non-profit sector in order to increase awareness of the professional and broad public of unacceptability of maltreatment, neglecting and all forms of abuse of the vulnerability of older persons and seniors, prevention and possible solutions and improvement of cooperation.	MoLSA, Mol, MoH	MoJ, non-governmental organisations, the Government Council for Older Persons and Population Ageing, regional and local governments, the Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	2015
a) Within the UNECE Working Group on Ageing, participate in the preparation of the Report on the Fulfilment of the Regional Implementation of the European Economic Area Strategy to the Madrid International Plan of Action on Ageing (MI-PAA) for 2012-2016 and discuss the possibilities of financial participation in the UNECE Working Group on Ageing.	MoLSA	ministries, senior and pro-senior organisations, experts, regional governments, the Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
b) Cooperate in the area of human rights concerning seniors within the activities of the UN Open Working Group on Ageing in New York.	MoLSA, Minister for Human Rights, Equal Opportunities and Legislation – OGCR	MoH	Ongoing 2015 – 2017
c) Consider the possibility of the ratification of the article concerning the reinforcement of the protection of senior rights of the reviewed European Social Charter of 1996 in connection to the results of the analysis of the individual articles of the ESCh and the obligations arising for the Czech Republic.	MoLSA, MoH, Minister for Human Rights, Equal Opportunities and Legislation – OGCR	Government Council for Older Persons and Population Ageing	2017
d) Prepare an analysis of the existing foreign and domestic research projects in the area of social inclusion concentrated on the senior issues and their application in the regional and local policies.	MoLSA	Expert group, the Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic	2015

C. LIFELONG LEARNING

Lifelong learning represents a continuous process of the receiving and development of knowledge, skills and abilities during the whole life of a person, the so-called “from the cradle to the grave”. In addition to formal education, which is conducted particularly in schools and through which degrees of education may be achieved, informal education focuses on the development of knowledge, skills and abilities in employers’ facilities, in private educational institutions, in school facilities, non-governmental non-profit organisations, in libraries and other organisations and informal learning, which may be understood as the process of spontaneous acquisition of knowledge, skills and abilities from day-to-day experience and work activities, in the family and in free time, is equally important.

Additional education, which is defined in Section 2(a) of the Act on the Verification and Recognition of the Results of Additional Education and Amending Certain Acts, No. 179/2006 Coll. (the Act on Recognition of the Results of Additional Education), is an integral part of lifelong learning. Additional education is defined here as educational activities that are not the initial education, i.e. they are not formal education in the aforementioned sense.

The lifelong learning concept often combines education with a working activity, makes it possible to flexibly respond to the labour market needs, to an employer’s qualification requirements and securing interests and needs of the participants of educational activities. Thereby it creates the conditions for obtaining a qualification certificate outside the school system during the whole life according to the individual interests for social fulfilment. The National Qualifications System is a significant relative instrument.

Additional professional education, which expands, deepens, and supplements the existing or a new qualification in connection with the changing conditions on the labour market, is part of lifelong learning. The permanently updated offer of additional professional education supports and increased adaptability of workforce to the technological development, to the utilisation of the information platform in the individual sectors and the utilisation of innovations of working procedures leading to more effective and higher labour productivity. Nonetheless, the Czech Republic is placed below the average of the whole EU in the application of additional professional education of people at the age from 25 to 64 years. The information on the expenditures for additional professional education is an important indicator. The Czech Republic belongs to the countries with the lowest volume of financial resources expended on additional education within the whole EU.

The lifelong learning spectrum also includes education for seniors, which is successfully established in the Czech Republic in the form of third-age universities (education is offered by 21 public universities with more than 700 specialised courses for seniors and approximately 38 thousand participants), the seniors’ academy and other educational courses offered primarily through non-governmental non-profit organisations and organisations established by municipalities, especially by public libraries. Although the outputs of non-formal education of seniors are not primarily intended for the purposes of the labour market, they have a positive benefit for the personal development of an individual and increase the active involvement of citizens in the society.

VISION: Lifelong learning as a natural and functional part of the society

The lifelong learning concept represents two levels – society-wide and individual. In the society-wide terms, the concept has importance due to the maintaining and increasing competitiveness of the economy as a whole, it is a reflection of a higher pace of globalisation, technological and innovative progress, which in many cases changes the nature and character of work and the labour market. The individual positive approach to lifelong learning also increases civil responsibility and supports social cohesion of the society.

The contemporary world of permanent change increases pressure on the continuous updating of knowledge, skills and abilities of the contemporary person. The society is divided into those who do not underestimate additional professional learning and increase their adaptability and competitiveness on the labour market and those who are convinced that their qualification and competence level is sufficient.

The investments in education within the lifelong learning concept make it possible to fulfil social and economic goals, and as a result they have a direct impact on the increasing of the employment of all age groups, and indirect effect on social inclusion, participation in the professional and social life and as a result they increase overall well-being of the society.

Broad promotional activities are permanently needed for lifelong learning. International experience indicates that the implementation of lifelong learning campaigns leads to the improvement of employment and employability, to an overall increase in the labour productivity and support of social integration of an individual in the society.

The principle of respect for the old age and solidarity between generations should be reinforced already in the initial education. For instance, this concerns the support of teachers and other workers of the educational system through the setting of the mutual close cooperation and the development of appropriate methodological aids and materials. Pupils and students should be motivated and constantly prepared for the necessity to learning even after the termination of their formal education.

As a result of the demographic ageing, there is the growing need to combine the labour market with the highest possible share of people at the productive age, including economically inactive (e.g. housewives) and at the senior age by extending their professional life. Investments in lifelong learning for the integration or reintegration of seniors on the labour market or extension of their professional career to a higher age will be quite critical with respect to the fulfilment of economic needs of the society.

The increase in the economic productivity and a reduction in employment is related to the provision of equal opportunities and access to lifelong learning. Therefore, special attention should be paid to the removal of barriers⁵ that prevent from the participation in additional educational activities, both among employees and job applicants temporarily excluded from the labour market, younger and older in age and otherwise disadvantaged groups on the labour market.

⁵ The barriers include insufficient time and finance on the part of an employee or a job applicant, insufficient information on educational opportunities or low motivation and the conviction on the usefulness of offered courses.

The support of activities in which seniors find their alternative fulfilment after the retirement is an integral part of the development of lifelong learning. Education within the third-age universities and senior academies should be developed in such a manner that the share of the seniors participating in such courses would be growing. The involvement of seniors in non-formal education considerably contributes to the extension of their full, active life, has positive impacts on their overall health and consequently increases their independence.

The offer of educational courses for seniors should be based on the current requirements that the changing society puts on all citizens. Therefore, it is recommended for the future to stimulate the creation of the offer of courses that concentrate on the development of knowledge, skills and abilities in the area of information and communication technologies, the support of the development of financial literacy and strengthening safety of seniors.

Strategic Objective C1: Support the possibilities of learning in the childhood and adulthood, in and outside traditional educational institutions within the educational system.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Modify the general educational programmes and training procedures so that pupils would have sufficient information on the changing needs within the lifelong cycle, they would be educated to respect for the old age and solidarity between generations would be reinforced	a) Prepare and publish supporting materials for educators, which shall facilitate the education of pupils and students at the individual stages of education in the areas stated in this goal.	MEYS	MoLSA, schools, educational institutions, non-governmental organisations	Ongoing 2015 – 2017
	b) Within U3A support the establishment of lifelong learning centres, or other comparable activities.	Ministry of Education, Youth and Sports (MEYS)	U3A Association	Ongoing 2015 – 2017

Strategic Objective C2: Increase the share of seniors involved in education, especially through third-age universities (U3A) with respect to local accessibility.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Develop programmes of high schools, U3As and other educational activities for seniors, both in the form of contact instruction and by a method appropriate to achieve accessibility in smaller cities and municipalities	a) Continuously monitor the U3A implementation outside the present places of the provision of this form of education, especially in the network of public libraries in the Czech Republic.	MoC	MEYS, libraries	Ongoing 2015 – 2017
	b) Within U3A support the establishment of lifelong learning centres, or other comparable activities.	Ministry of Education, Youth and Sports (MEYS)	U3A Association	Ongoing 2015 – 2017

c) Evaluate the existing system of multiple-resource financing, which improves the conditions for potential expansion of the offer of training courses within U3As, and propose a modification, if any, based on the results.	Ministry of Education, Youth and Sports (MEYS)	U3A Association, Government Council for Older Persons and Population Ageing, educational institutions	2015
d) Annually evaluate the operation of U3As including virtual U3As, demand and supply of courses and propose the development plan for further period.	MEYS, U3A Association	MoLSA	Ongoing 2015 – 2017
e) Inform municipalities and regions through promotion and examples of good practice on the benefits of the virtual U3A.	Ministry of Education, Youth and Sports (MEYS)	MoLSA, Mol, representatives of virtual U3A organisers, U3A Association, Union of Towns and Municipalities of the Czech Republic, non-profit organisations	Ongoing 2015 – 2017
f) Support the orientation of local organisations on education of seniors, support of the utilisation for education of city and municipal libraries and other social centres.	MoLSA	local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic, regional libraries, ALIW, U3A Association	2016 – 2017
g) In connection with the Strategy of Educational Policy of the Czech Republic until 2020, support availability and quality of additional education (e.g. create conditions for the development of a sufficiently colourful offer of additional education; create the informed environment stimulating demand for additional education, particularly with respect to low-qualified and socially disadvantaged people; support and develop work of schools as lifelong learning centres, which, in addition to the initial education for pupils and students, provide a broad offer of additional education (professional, non-formal, civil, retraining) concentrated on the adult population, including	MEYS		2017 (2020)

seniors, and take part in the system of recognition based on the National Qualification System for different groups of adults).			
h) Open a debate with a view to proposing additional possibilities of the support of educational (professional and non-formal) activities, where older people may find their fulfilment after their retirement.	MoLSA	MEYS, academic sphere	Ongoing from 2015

Strategic Objective C3: “Enable seniors to utilise international experience and involvement in the projects of international cooperation with another organisation”.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Increase the share of seniors (senior organisations) involved in project activities within the Erasmus+ programme	a) Using promotional activities (e.g. seminars targeted to senior organisations, issuing the publication with examples of projects oriented on senior activities, articles in magazines intended for seniors) support the interest in senior organisations in the involvement in the Erasmus+ programme.	MEYS, The Centre for International Cooperation in Education – National Agency for European Educational Programmes (DZS)		Ongoing 2015 – 2017

D. EMPLOYMENT OF OLDER WORKERS AND SENIORS

Older persons are a group of persons that belongs to the most endangered groups of persons on the labour market, especially there where there is an accumulation of a number of factors, such as lower education, disability and insufficient adaptability to changing conditions (both the conditions as a result of the development of the economy or profession (where appropriate) and insufficient adaptability to the change of an individual’s performance). The aforesaid causes have both the objective character (obsolescence of qualification, reduction in the working performance in some professions) and the subjective character – both on the part of employees themselves and on the part of their employers. The impacts of the care for close relatives (grandchildren, seniors from amongst own parents) caused by the unavailability of another form of care for such persons should be noted as well.

The position of older workers on the labour market with respect to the changing working performance and securing alternative forms of care for close relatives is further deepened by an insufficient offer of flexible work organisations, especially part-time jobs. The situation needs to be solved particularly with respect to the growing share of such groups in the total population as a result of the demographic development and the need to maintain older persons on the labour market. Early retirements or using the possibility of pre-retirements are, on the one hand, a cause of lower employment of older age

groups, and, on the other hand, its consequence, or the consequence of an increased danger of such a group on the labour market (as an escape from unemployment). The early retirement or pre-retirement is the only solution how to secure further existence for the majority of older people.

Besides the aforesaid reasons, the absence of the long-term preparation for ageing, both on the part of employees and on the part of employers, and to a large extent also the loss of responsibility for one’s own old age already in the productive age affect the lower employment of older persons. This is reflected in the life style with the impacts on health (and working performance) at older ages and in professional development affecting professional mobility and the position on the labour market at the old age (including the career choice). The overall social climate, which continues to be unfavourable to the support of active ageing and insufficiently supports solidarity between generations (not only with respect to the labour market), takes part in the danger of seniors on the labour market. This aspect is deepened besides others by a worsening situation of the youth in the opposition to the issue of employing older workers. With the retirement of the existing workforce and unreadiness of the young generation for the labour market, there may arise a problem of generation replacement, especially in some fields of a technical character, and the increasing paradox of the labour market – a high number of unemployed people when compared with the inability to find appropriately qualified domestic workforce for some working positions.

VISION: Seniors as experienced, highly specialised and mature workers on the labour market in flexible conditions for their gradual transfer from a working activity to old-age retirement.

An optimally set-up pension system is a prerequisite of the development of an effective comprehensive strategy supporting economic activities of older workers. Although the mission of this system is not to solve the employment issue, the maximum utilisation of the workforce potential is the prerequisite of the long-term financial sustainability and the ability of the system to provide the promised benefits in the future.

The pension system needs to leave to each person the widest area possible for the individual choice of a retirement pathway and it should not create stimuli for early retirements or barriers to the economic activity of seniors. For the majority of applicants, the stimuli for the early retirement are created particularly by the necessity to secure financial resources at the pre-retirement age due to long-term and non-prospective unemployment before the status of social benefits, which does not solve such a situation.

On the basis of available information on one’s own pension demands, a person is taking a decision on the timing of the retirement, on further participation on the labour market and on the setting of consumption and savings preferences. Therefore, the current trend in the EU member states is that the insurance bearers inform people on their retirement rights openly and well in advance. Therefore, we need to ensure a targeted information service on the acquired rights.

Ageing of the population shall bring changes in the distribution of forces on the labour market with all foreseen consequences in the society, in the individual firms and organisations. An increased employment rate of 50+ people shall be an essential prerequisite of the viability of the system. Both the legis-

lative conditions and the conditions on workplaces need to be created for a larger involvement of 50+ people in the professional life and a change of attitudes on the level of individuals is needed as well. Measures for the increase in employment of older workers are in accordance with the strategic priorities of the MoLSA. With respect to its purpose, this document focuses primarily on the target group of 50+ people. However, effective strategies in employment need to accent all endangered groups on the labour market and the individual measures need to be mutually interlaced and must be in balance.

In order to secure also economic competitiveness, the Czech Republic needs to become a country friendly for employees of any age. The main challenges in the achievement of this intention include:

- a change in the attitudes towards ageing, both at the level of the society and among employers and employees,
- ensuring broad publicity of the Age Management concept and its utilisation as an integral part of personnel management and social and corporate responsibility of companies
- preparation of the older population for active ageing, the period of active ageing and the period of a dignified old age,
- collection and dissemination of examples of good practice at the national and international level.

Strategic Objective D1: Ensure quality information for the public regarding pension reform and possibilities of working activities in the combination with a benefit in the pension system.

Specific goal	Measure	Responsibility	Cooperation	Deadline	
1. Develop programmes of high schools, U3As and other educational activities for seniors, both in the form of contact instruction and by a method appropriate to achieve accessibility in smaller cities and municipalities	a) Perform an analysis of the setting of the pension system with respect to the timing and the pathway of the old-age retirement.	MoLSA		2014	
	b) On the basis of the completed analysis, open a discussion and, if appropriate, within the Specialist Commission for Pension Reform, propose changes of the set parameters of the amount of the old-age pension leading to the increase in the motivation of pre-retirement-aged people to a longer continuation on the labour market.	MoLSA	CSSA, LOCR		2015 – 2016
	c) Prepare an analysis of the quality of the life of seniors in the Czech Republic (in connection with the Memorandum of the Council of Seniors of the Czech Republic).	MoLSA			2015
	d) On the basis of the results of the analysis of the quality of life of seniors in the Czech Republic and the conclusions of the Specialist Commission for Pension Reform, formulate proposals that will lead to an improvement of the life of Czech seniors (in connection with the Memorandum of the Council of Seniors of the Czech Republic).	MoLSA			2016 – 2017
	e) Improve quality of the information service providing well arranged and timely information regarding pension and health insurance.	CSSA			Ongoing 2015 – 2017

Strategic Objective D2: Extend the professional career of workers and motivate them to a postponement of the retirement by amending legislative conditions, support employers to highlight the Age Management concept at workplaces and fight against the occurrence of age discrimination.

Specific goal	Measure	Responsibility	Cooperation	Deadline	
1. Increase older persons' awareness of the possibilities of their fulfilment on the labour market, utilise lifelong experience of older workers, support, if any, of their independent business	a) Improve awareness of the public on the possibilities of older workers on the labour market.	LOCR in cooperation with MoLSA		Ongoing 2015 – 2017	
	b) Annually monitor the number of supported and unsupported 50+ people and evaluate success and failure of the return to the labour market.	DGLOCR in cooperation with MoLSA		2015 – 2017	
	c) Expand the offer of appropriate retraining courses for older workers, after whose completion they receive required skills and competences required for the fulfilment on the labour market.	Labour Office	educational institutions		2016 – 2017
2. Support implementing the Age Management principles, increase availability of qualitative and quantitative data on the possibilities of Age Management and its utilisation, on the basis of which Age Management in the Czech Republic will be developed	a) Continue in the activities of the Working Group for the development of Age Management established at the Government Council for Older Persons and Population Ageing, consisting of the representatives of public administration and experts and employers.	MoLSA	Government Council for Older Persons and Population Ageing, ministries, external experts	2015 – 2017	
	b) With respect to the ageing of employees, prepare an analysis regarding the issue of employment, working conditions and position of older people on the labour market (application of the Age Management instruments, OHS, measuring of the working ability – Work Ability Index, support of people caring for their close relatives, shared care).	MoLSA	MoLSA, Research Institute for Labour and Social Affairs (RILSA)		2015
	c) On the basis of the results of the expert analysis and available statistical investigations, formulate proposals for the purposes of improvement of working conditions and employment of older people	MoLSA	MoLSA, Research Institute for Labour and Social Affairs (RILSA)		2016

	on the labour market (application of the Age Management instruments, OHS, measuring of the working ability – Work Ability Index, support of people caring for their close relatives, shared care).			
	d) Implement the research intention for the collection and analysis of the good practice examples in Age Management.	MoLSA	RILSA, non-governmental organisations, social partners	2015
	e) Conduct research of impacts of the implementation of changes in ergonomics at work and working conditions on the health of older workers.	MoLSA, Occupational Safety Research Institute	MoH, research institutions, social partners	2016
	f) Increase awareness on the offer of applicable Age Management instruments, including the possibility of their implementation in the intercompany instruments of the management and development of human resources – in accordance with the Employment Strategy until 2020 and fulfilling the goals of the the National Action Plan of social responsibility of organisations of the Czech Republic (Work Ability Index, balance diagnostics, Corporate Social Responsibility – CSR...).	MoLSA, MoH	MoIT, non-governmental organisations, social partners	2015 – 2017
3. Change attitudes to ageing on the basis of informing the society on the age diversity as a competitive advantage for companies and the society	a) Implement a campaign towards the public in order to increase awareness of Age Management and active ageing and advantages of cooperation between generations.	MoLSA	non-governmental organisations, social partners	2015 – 2016
	b) Evaluate success of a project for the increase in employability of older workers, within which a shared place will be verified (an older and younger worker share one work position).	MoLSA		2015
	c) Get involved in international projects in order to transfer good practice and dissemination of Age Management in the Czech Republic.	MoLSA	non-governmental organisations, social partners	2015 – 2017
	d) Support older job applicants in connection with goals and priorities within the OP Employment:	MoLSA		2015 – 2017

	- increase the share of older people on the labour market and their employment - support flexible forms of employment as a method of creating conditions for fulfilment of older persons on the labour market (part-time job, working post rotation, working post sharing, distance work etc.), - execute educational and consulting activities for persons caring for dependent persons and women at a higher age; - create innovative forms of labour organisation friendly especially for older persons in order to maintain older workers in employment long term.			
4. Support the implementation of Age Management at labour Offices of the Czech Republic	a) Train managers of labour offices and consultants for work with older job applicants and employers for the creation of age friendly atmosphere.	Labour Office		2015 – 2017
	b) Regularly evaluate the completed projects for the support of the Age Management development at labour offices of the Czech Republic and carry out steps leading to the transfer of experience and, if appropriate, application in practice.	LOCR in cooperation with MoLSA		2015 – 2017
	c) Verify and in the case of positive results apply the Age Management concept as a module of consulting programmes for the 50+ age group.	LOCR in cooperation with MoLSA	educational institutions, Labour Office	2015 – 2017
	d) Seek possibilities of the involvement of older workers in the mentor positions in companies when leading school graduates and in positions of heads of leisure circles in primary and secondary schools so as to support the interest of pupils in technical fields and natural science etc.	Labour Office	educational institutions social partners	2015 – 2017
5. Increase awareness of Age Management, primarily among physicians	a) Conduct training courses to get acquainted with different instruments of Age Management and its application in personnel policy	MoH	MoLSA, external relevant entities	2016

working in professional medicine and protection of health at work	of companies in health protection at work in the 50+ age category (WAI, Career Consulting, CSR,...).			
	b) On the basis of the results of the statistical investigations and research projects concerning working the development working ability and productivity, initiate (if appropriate) and formulate proposal for amendments of applicable legislation in this area, which shall lead to the reinforcement of possibilities of employment of older workers (application of the Age Management instruments, OHS, the support of people caring for their close relatives).	MoH	MoLSA	2017

E. VOLUNTEERING AND INTERGENERATIONAL COOPERATION

The quickly changing demographic situation in a combination with the economic crisis create social tension between generations and represent a challenge that needs to be faced by the support of solidarity, dialogue and cooperation among people of different age categories.

Cooperation between generations concerns a full spectrum of activities across the society. Apart from the improvement of social cohesion, the support in this area leads to the creation of positive intergenerational social links bringing good to the civil society, influences quality of the family life and is a benefit to the sector of social and health services and may positively influence even the economic development.

At present, a lot of voluntary activities of seniors are formed only through senior movements, municipal senior clubs or a number of interest organisations and civil associations, in which seniors have assumed the dominant responsibility for the implementation of a certain area of activities. Seniors make use of their potential also within their families or in the form of neighbourhood assistance.

Research projects document⁶ that seniors with higher income show higher interest in voluntary activities, whereas seniors with lower income logically tend to seek paid activities. The barriers preventing volunteers from amongst seniors to get involved in volunteering activities include cultural myths speaking of the old age as the stage of rest, scepticism of seniors that they have abilities to transfer their life experience to the younger generation, concerns of seniors of a financial burden in the case that they get involved in voluntary activities and the barriers arising from their psychical state and overall fatigue.

⁶ e.g. Eurostat, 2011.

VISION: Seniors as an integral, active and natural part of our society.

In the upcoming period, we need to concentrate on the strengthening of stabilisation intergenerational relations, relevant infrastructure and the degree of integration and participation.

Intergeneration relations concern particularly changes in the attitudes of the society to seniors and a negative demographic development. The existing stereotypes in the society are jointly formed by media by negative illustration of seniors as an economic burden for the society.

Positive attitudes to the issue of the old age and ageing need to be formed from the earliest age by education in the family and in the school educational system. We need to focus our attention not only on the activities that shall lead to the understanding of seniors' needs and the ageing process by younger people. It is also important to develop activities that shall explain the world of young people to seniors and shall lead to mutual and reciprocal understanding. The development of intergenerational cooperation is a challenge also for employers, for instance by using mentoring, i.e. a method enabling training on the workplace directly during the performance of work.

The area of infrastructure aims at the creation of the background for a multi-generation meeting, which may effectively ensure services that seniors need and at the same time it may ensure activities to fill up their leisure time (educational activities, social events, sports activities). Integration and participation concentrates on the fulfilment of the role of seniors as full-blown and active members of a society.

The institute of volunteering may considerably contribute to the strengthening of the intergenerational cooperation and development of civil society. On the one hand, voluntary activities help increase the quality of life of seniors who need support, help and care. On the other hand, volunteering creates alternative opportunities for active involvement in the society after exiting the labour market and serves as prevention of social exclusion at a higher age.

Stimulate seniors, emphasise the value of volunteering and disseminate possibilities of a sensible participation in voluntary activities is one of the major goals of this priority. Seniors may be stimulated via intergeneration community centres, consulting positions at labour offices and hospitals, information campaigns and above all through cooperation with senior and pro-senior organisations and the non-profit sector in general. The support of seniors and strengthening their self-confidence in their own abilities is needed for the stimulation, right at the initial stage of deciding whether to join a voluntary activity or not.

Strategic Objective E1: Strengthen stable intergeneration relationships and cooperation in the family, community and at the society-wide level.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Strengthening of quality of media with respect to professionalism, personal responsibility and reliability	a) Increase awareness of the public of the potential and contributions of older workers and seniors for the society.	MoLSA	MEYS, public service media, school facilities, libraries, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	b) Create space for public discussion focused on destigmatization of seniors, ageing process and position of seniors in the society, de-tabooisation of death, dissemination of examples of intergeneration cooperation good practice, etc.	MoLSA, MEYS, MoI, MoA, MoC, MoH, MoE, MoJ, MoIT, MoD	MoT, non-governmental organisations, public service media, the Government Council for Older Persons, libraries, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	c) Introduce a subsidy title Education of Media Literacy for the support of projects specialised in the media culture and understanding media, besides others also for the continuously growing population of seniors – for the support of projects helping to better understanding of the functioning of media, preparation and development of the content, i.e. creative skills and also understanding and interpretation of media messages, which media bring to the public.	MoC		2016
2. Increase respect for the life of older people, support a dialogue and cooperation among pupils and seniors at primary and secondary schools	a) Every year, organise one doors open day for seniors and announce this day in the MEYS Bulletin.	Ministry of Education, Youth and Sports (MEYS)	Nursery, primary and secondary schools, local and regional governments, the Association of Regions Union of Towns and Municipalities of the Czech Republic	every year from 2016
	b) By announcing competitions and granting auspices of	Ministry of Education,	primary and secondary schools,	every year from 2015

	the MEYS for events, motivate institutions of nursery, primary, secondary and higher professional education to intergenerational cooperation.	Youth and Sports (MEYS)	primary art schools, other schools, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	
	c) Support the implementation of projects of intergeneration learning at schools (e.g. courses, where pupils of primary and secondary schools will be included in their leadership in addition to specialist lecturers) and through libraries.	MEYS, MoC	primary and secondary schools, non-governmental organisations, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	d) In increasing respect for the old age, developing a dialogue and cooperation, take disadvantaged and vulnerable groups of seniors into account in the implementation of the individual activities (e.g. victims of totalitarian regimes, lonely seniors etc.).	MoLSA, MEYS	primary and secondary schools, non-profit organisations, local and regional governments, the Association of Regions, the Union of Towns and Municipalities of the Czech Republic	Ongoing 2016 – 2017
	e) Support intergeneration subjective oral transfer of the history of the 20th century to pupils of primary and secondary schools, motivate schools to organised discussions with significant eye witnesses.	MoLSA, MEYS	secondary schools, non-profit organisations, libraries, Post Bellum, public media, local and regional governments, the Association of Regions, the Union of Towns and Municipalities of the Czech Republic	2016 and every year
3. Develop conditions for intergeneration meeting and cooperation	a) Support the development of intergeneration community centres providing background for meeting across age and social groups, which intermediate educational, interest and other activities and services.	MoLSA, MEYS, MoH, MoC	non-governmental organisations, libraries, maternity centres, local and regional government, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	2016 – 2017
	b) In connection with the recommendation of the Government Council for Older Persons and the Population Ageing and with the help of the	The National Library of the Czech Republic, regional libraries	The Government Council for Older Persons and the Population Ageing, non-governmental	2015 – 2016

participating entities, prepare the methodology for work of city and municipal libraries oriented on the strengthening of social links and tolerance in the local community and development of intergenerational dialogue of children, youth and seniors. Supplement the education of librarians by the respective area.

organisations (the Rural Recovery Society, Association of Library and Information Professionals of the Czech Republic (SKIP), libraries, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic

Strategic Objective E2: Support inclusion of seniors in voluntary activities and overcoming the myth that seniors may only be “beneficiaries” of voluntary activities.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Development of volunteering on the basis of a new act on volunteering and support of voluntary activities	a) Clearly define and enact benefits for voluntary activities in the new legislation.	Mol	Government Council for NNOs, MEYS	since 2013
	b) Specify the conditions for obtaining certificates of verified work experience gained during voluntary activities in the act on voluntary services – with a view to formalise voluntary activities as one of the forms of lifelong learning.	Mol	MoLSA, Mol, Government Council for NNOs, MEYS	2015
	c) Support the involvement of seniors in the projects supporting voluntary activities in public services and institutions, for instance in education (walking accompaniment of children going to schools, watching zebra crossings in front of schools, private teaching, sensible use of leisure time of children), in libraries, in hospitals or social and health services (senior houses etc.).	MEYS MoLSA, MoH	primary and secondary schools, non-governmental organisations, local and regional governments, the Association of Regions, the Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	d) Support the involvement of seniors in the neighbourhood and broader community and create mutual assistance among seniors (e.g. using the so-called time bank).	MoLSA	regional and local governments, non-governmental organisations, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2014 – 2017

F. QUALITY ENVIRONMENT FOR THE LIFE OF SENIORS

For many years, the Czech Republic has belonged among the member states of the European Union with the lowest value of the summary indicator “the risk of poverty or social exclusion”. The total number of people living in households with income under the poverty line in the Czech Republic dropped to 885.9 thousand in 2013, i.e. 8.6% of all people living in flats⁷. Even though the senior population does not belong among the groups most endangered by poverty, it is much more sensitive and perceives much worse trouble of a day-to-day life and all changes which they need to face.

Satisfaction with housing belongs among factors which, apart from the state of health and other factors, has significant importance on the quality of seniors’ life. People may only be active on condition of ensuring relevant quality of the environment. Quality environment for the life of seniors means also creating safe environment. Seniors are one of the groups at risk in their participation in the life of society, due to the combination of different negative barriers, especially a worse state of health, lower income, lower education level, insufficient transport accessibility, less favourable access to services, occurrence of age discrimination and persisting social stereotypes at the old age.

The priority up-to date problems that need to be addressed at the community level, may be summarised as follows:

- participation in formal and informal social (community) life,
- ensuring safety and health protection,
- relevant level of housing and the provision of social and health services,
- securing transport services.

Minimisation (negation) of persisting attitudes of the society to ageing is critical for the securing of full integration of seniors. The population ageing is usually presented only in the context of increasing costs for health and social care and growing demands on the pension system. Benefit of seniors for the civil society is not sufficiently emphasised. Therefore, all relevant players should participate in the creation of a positive picture of ageing and seniors. Seniors are also the group of people at highest risk in terms of criminal activities. They are often victims of physical and mental violence, victims of frauds and thefts.

International research studies show⁸ that the majority of the population wishes to live in their own house, in the community in which they have links to their family and neighbours. However, this is only possible on the presumption of developed terrain services and sufficient public facilities. With the changing age structure of the population, it will be necessary to develop new forms of housing, which shall be connected with different degrees of care, they will take the changing patterns of family life into account and they will be affordable and locally accessible. At present, the preparation for the old age is noticeably underestimated in connection with the securing of adequate housing, i.e. securing appropriate size of the flat, adjustment of the flat and increasing safety for common movement.

⁷ Competition EU-SILC 2013.

⁸ For more information see the Underlying Study: Lanspery, S. (2002). Ageing in Place.

As far as transport is concerned, seniors tend to use municipal public transport.

However, the research studies⁹ show notable dissatisfaction of seniors with the quality of public transport, especially with the wrong infrastructural approach and insufficient balance of routes of the individual lines. Physical barriers continue to exist that prevent the seniors with disabilities to use public transport, which leads to the reduction in their self-sufficiency and increase in their dependence on the assistance in their surroundings. The development of safe and accessible environment is closely connected with transport.

VISION: Quality and safe environment with relevant infrastructure, sufficient offer of housing and public facilities enabling getting seniors involved in the community life.

For seniors, maximum social, political and economic participation in the life of the society, especially affordable and locally available transport need to be provided, as well as relevant level of housing and provided services. Another important task is to seek to reduce social and local differences in the access to public services, cultural and social life and create safe background for the inclusion in the intergeneration dialogue.

Active participation of seniors in the life of the society has a lot of benefits, not only for the seniors themselves, but also for the whole society. Seniors offer a huge potential of their lifelong experience and knowledge, their active participation is closely connected with good health and higher satisfaction, which is reflected also in the healthcare expenditures. Inclusion of seniors in the community life enriches the life of the particular community, brings it stability and possibility to utilise the lifelong wisdom for the community work. For seniors, participation in social activities is important in terms of establishing new relations, building respect and the feeling of usefulness through their own self-actualisation. In addition, social integration and cohesion is strengthened.

In the future, the housing policy should be designed with respect to the increasing share of seniors. The target group in this area are not only the oldest people but also those who have already brought up their children and their retirement age is only coming. Timely solution of future challenges related to ageing may help to positively respond to the future demographic situation in our society. Appropriate housing policy and territorial planning taking the present and future needs of seniors into account, the concept and preparation of the development of neighbourhoods and communities, barrier-free environment friendly for all generations contribute to the extension of an independent higher-quality life of seniors, which enables them to be active and through their knowledge and lifelong wisdom take part in the functioning of the community of the closest relatives, friends and the whole society. Adequate, safe and affordable housing extends the independent life of seniors and increases its quality.

Transport for seniors needs to be reliable and affordable and make social, health and other important basic services available. Cities and municipalities should develop specialised transport for seniors

⁹ For more information, see the Underlying Study: Schmeidler, K et al. (2009). Mobility Problems of the Ageing Population.

with special needs, which shall ensure their maximum possible independence. It is often easier for seniors to ride a bicycle than walk. The emphasis should not come only on the building of bicycle paths, but also on the increasing of cyclist safety.

For seniors, safety is one of the most important values and therefore we need to adopt such measures that shall increase awareness and ability of the seniors themselves to defend themselves and also ensure sufficient awareness of the issue of the old age and ageing among the staff of Police of the Czech Republic and other relevant players.

Strategic Objective F1: Increase active involvement of seniors in the community life, seek to reduce social and local differences in the access to public services.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Get seniors involved in the discussion of the most important measures regarding the life of people at the local and regional level	a) Support deepening of cooperation of regional and local governments with senior and pro-senior organisations for the benefit of the life of seniors – mutual exchange of information, source of valid data on the needs of seniors at the territory of the region, availability of health and social services, support of the active life of seniors.	MoLSA	Regional and local governments, the Government Council for Older Persons and the Population Ageing, the Association of Regions, Union of Towns and Municipalities of the Czech Republic, senior and pro-senior organisations	Ongoing 2015 – 2017
	b) Collect and appreciate ideas for new concepts of work with seniors and support their transfer to practice at local and regional levels.	MoLSA	the Government Council for Older Persons and the Population Ageing, senior and pro-senior organisations, academic sphere, libraries, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	c) Prepare an interview survey with a view to finding out present needs and the quality of the life of seniors (the TACR project “Selected Aspects of the Care for Seniors in Terms of Social Inclusion”).	MoLSA	the Research Institute for Labour and Social Affairs (RILSA)	2015
2. Seek to reduce social and local differences in the	a) Support availability of cultural events, sights and other cultural and spiritual values to	MoC		Ongoing 2015 – 2017

access to public services.	older persons at risk by isolation and social exclusion and motivate own allowance organisations to provide discounted entrance fees.			
	b) Through subsidy competitions support cultural events that offer the valuable use of leisure time of seniors, are a resource of their self-actualisation and social contacts, contribute to the prevention of social exclusion and isolation of seniors and are an opportunity to strengthen intergeneration contacts and cohesion.	MoC		Ongoing 2015 – 2017
3. Create conditions for sustainable development of community centres, senior co-housing and the System of Integrated Supporting Services (SISS)	a) Prepare a call for the support of the development of multidisciplinary community programmes (the so-called ageing in place) and the System of Integrated Supporting Services (SISS).	MoLSA		
	b) Open a discussion on the support and development of community centres and senior co-housing, which is an opportunity for the maintenance and development of abilities of older people or the space for self-help and spontaneous inter-generation solidarity.	MoRD, MoLSA	non-governmental non-profit organisations	Ongoing from 2015

Strategic Objective F2: Create the environment with a relevant infrastructure, appropriate offer of different forms of housing and sufficient public facilities, create conditions for the safe life of seniors.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Contribute to supporting obstacle-free and available transport as a precondition for active ageing and inclusion of seniors in the society	a) Within the separate BESIP (Road Safety) department of the Ministry of Transport, continuously pay attention to the issue of seniors in transport in terms of an active and passive traffic participant.	MoT	MoLSA, MoH, MoRD, MoF, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic, Government Council for Older Persons and Population Ageing	Ongoing 2015 – 2017

	b) In all strategic documents for the development of public transport explicitly emphasise the needs of seniors, with respect to ensuring financial, local, time availability and with respect to different needs arising at the senior age.	MoT	MoLSA, MoF, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	c) Increase awareness of seniors of alternative means of transport that are safer than driving a car until the older age and which also lead to increasing their mobility.	MoT	MoLSA, non-profit organisations, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
2. Emphasise the population ageing in the housing policy with respect to changing needs of seniors and their heterogeneity and support the development of new typological forms of housing for seniors reacting to the current social need	a) Develop a new investment instrument for the support of the construction of houses for seniors – community housing of seniors.	MoRD, the State Housing Development Fund (SHDF)		2015
	b) Verify the possibility of obstacle-free adjustments of flats in blocks of flats (obstacle-free adjustments and entries, central cores etc.)	MoRD		2015
	c) Perform a methodological activity concerning obstacle-free use of structures also with respect to the population ageing and seniors.	MoRD, MoIT	MoT	Ongoing 2015 – 2017
	d) Support activities leading to the increase in availability of housing to seniors, including proposals of legislative amendments.	MoLSA	MoRD	Ongoing from 2017
3. Create conditions that shall enable housing appropriate for seniors in the environment known and natural for them	a) Support the implementation of the KLAS houses project for rural seniors, in which seniors live a quality old age in the rural environment known and close to them.	MoA		Ongoing
4. Increase the involvement of seniors in the system of the population protection by strengthening their self-defence abilities	a) Organise seminars, debates and other activities focused on the issue of the protection of people under common risks and emergencies with the content adjusted to the specificities and needs of seniors. Disseminate activities targeted	Mol	Mol-General Directorate of Fire Rescue Service of the Czech Republic (DG FRS CR), FRS of the Capital of Prague, regional FRS	2015 – 2017

	to the given group in the form of promotional/informative entries in media (local television and radio stations, periodicals of municipality authorities, municipal parts of statutory towns), on websites, issue non-periodical printed materials with a preventive educational content.			
5. Increase the safety and protection of seniors with emphasis on the topics of prevention of criminal assaults, domestic violence, consumer-customer damage, hidden risks concerning risky behaviour on the internet	a) Organise seminars and lectures focused on the prevention of criminal assaults, prevention of domestic violence, methods of securing the property, hidden risks concerning risky behaviour on the internet, prevention of consumer-customer damage, self-defence courses, in cooperation with police schools and the departments of the Police of the Czech Republic.	Mol	Police of the Czech Republic, MoLSA, libraries, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	b) Take account of seniors as road users and strengthen mutual cooperation by the Police of the Czech Republic and municipal police.	Mol	regions, cities and municipalities, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	c) By organising seminars and lectures and the using of public service media, increase the awareness of seniors-consumers of unfair commercial practices.	Mol	MoIT, non-governmental organisations, libraries, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	2015
	d) Analyse legislative instruments governments governing the protection of consumers and the utilisation of inspection mechanisms by the Czech Trade Inspection.	MoIT	Czech Trade Inspection Authority (CTIA)	2015 – 2017
6. Increase the awareness of the staff of the Police of the Czech Republic of the ageing issue	a) Integrate the area of ageing and seniors in educational syllabi of police schools at all levels.	Mol	MoLSA, the Government Council for Older Persons, non-governmental organisations	2014 – 2015

G. HEALTHY AGEING

Health, integration and participation are closely connected. Health is the essential precondition for active inclusion in the labour market, in social and voluntary activities. The support of social integration and participation has positive impacts on the state of health of active seniors, on the system of social and health care of seniors.

The improvement of the state of health of the population is closely connected with the economic growth, increase in the competitiveness and the growth in seniors' real income. The available statistics and studies confirm that better health is positively reflected in the amount of earnings and the supply on the labour market and it also reduces the number of early retirements.

At present, limited space is devoted to prevention and education in the Czech Republic. Then, the preventive programmes tend to focus only on seniors and they insufficiently reflect various needs of people over 50 years old. On the other hand, their insufficient interest and motivation to take part in the preventive events is a common barrier.

Local governments, which should deal with a general development of their territory and the needs of their citizens within their independent competence, have significant importance in the development of healthy conditions. It is exactly the creation of local communities and the implementation of specific programmes within their framework which represents the most effective instrument leading to changes or the support of a healthy life style.

VISION: Healthy life style and prevention of disease as a prerequisite of the increase in the quality and prolongation of an active life in the old age.

Support of a healthy life style needs to start in the childhood, as the early experience are predetermining factors of behaviour in the adulthood. Investments in education at the young age positively affect the state of health, social integration and participation at the older age. In addition, later investments in active and healthy ageing appear to be effective, too. Healthy conditions and environment at school, at work and in the community are related to the support of a healthy life style.

The development of health literacy needs to be supported from birth to the senior age. Seniors like any other generations need to have sufficient information on how to maintain one's health and prevent from diseases, especially those that are typical for an older age. The overall state of health of the population corresponds to the individual approach of each individual, because to a certain extent everybody bears responsibility for their own health.

Investments in health have a positive correlation with the increase in the economic potential of older workers and seniors and with social cohesion. The government needs to create healthy conditions and support programmes focused on the motivation of people to a healthy life style, to the use of the offer of preventive programmes and assuming responsibility for one's own life.

Special emphasis must be placed on people with a low socio-economic status and national and ethnic minorities. The programmes supporting health need to be locally available and their offer should be sufficiently varied with respect to different needs and heterogeneity of the old age.

Strategic Objective G1: Increase awareness not only of seniors of healthy life style and motivate them to responsibility for their health.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Increase the awareness of the importance of a healthy life style and the prevention of diseases in all age groups concentrating on 50+ people so that on the basis of knowledge and information they could decide about their lives.	a) Implement targeted information campaigns regarding positive impacts on the support of health for seniors using the instruments of social marketing.	MoH, The National Institute of Public Health (NIPH)	MoLSA, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic, non-governmental organisations, libraries, health insurance companies	2016 – 2017
	b) Support rehabilitation and follow-up care	MoH	health insurance companies	2015 and every year
	c) Ensure better affordability of vaccination for adults as the most important form of health prevention.	MoH	health insurance companies	2015 and every year
	d) Utilise the potential of the educational system (including the third-age universities (U3A)) to develop the topic of a healthy lifestyle and its impacts on the health of the population.	MEYS CSO	MoIT, U3A Association, educational institutions, libraries, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
2. Support the research regarding the support of health and healthy ageing and monitor relevant statistical data, which shall be usable for the comparison of the individual territorial units	a) On an annual basis, prepare an overview of seniors from the available statistics.	MoH	ministries, Government Council for Older Persons and the Population Ageing, MoLSA, CSO, Institute of Health Information and Statistics of the Czech Republic (IHIS CR), Healthy Cities of the Czech Republic (HCCZ)	2015 – 2017
	b) Establish cooperation with the Czech Statistical Office and the Institute of Health Information and Statistics of the Czech Republic available indicators for subsequent comparison of the state of health of seniors by the territorial units.			2015

Strategic Objective G2: Create a sufficient offer of preventive programmes in the community and the society, which underlines the holistic approach.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Support and stimulate municipalities and regions in the development of the healthy environment, which is friendly to all generations	a) Deepen the involvement of the regional and local governments in the programmes of the National Network of Healthy Cities of the Czech Republic, the Community Based Local Development (CBLD) and related thematic programmes by the collection and dissemination of good practice examples and annually evaluate the functioning of the aforesaid programmes.	MoH	MoLSA, Healthy Cities of the Czech Republic (HCCZ), The National Institute of Public Health (NIPH), regional and local governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic	Ongoing 2015 – 2017
	2. Support activities and projects related to the issue of healthy ageing with respect to various needs of seniors (with respect to their age, ethnic origin, socio-economic status)	a) Support the implementation of subsidy programmes supporting health and healthy lifestyle for seniors and the increase of awareness of such activities.	MoH, MoLSA	Government Council for Older Persons and the Population Ageing, regional and local governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic
	b) Implement the Health 2020 strategy – the National strategy for the protection and support of health and prevention of diseases with respect to healthy ageing focusing on the primary prevention of the most serious non-infectious and infectious diseases of seniors, incl. the support and protection of their health and increase of their health literacy.	MoH	MoLSA	2015 – 2017
	c) Annually award the best activity in the care of seniors.	MoH	non-governmental organisations	Every year
	d) Monitor the ongoing cooperation and coordination of activities within the European Innovative Partnership for Active and Healthy Ageing and obtain information on the planned and ongoing projects regarding innovations at the international level.	MoLSA, MoH	MEYS, academic sphere, non-governmental organisations, libraries, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	2015 – 2017

3. Support education for relevant professions regarding public health in order to increase the knowledge of instruments for the increase in the community health and the principles in their work with older people	a) Support the topics concentrating on healthy ageing through the accreditation of lifelong learning courses for medical staff and social workers and social care workers.	MoLSA, MoH	The National Institute of Public Health (NIPH), educational institutions	Ongoing 2015 – 2017
	b) Include the area of ageing in the framework educational programme for secondary professional education in medical and social fields.	MEYS	MoH, MoLSA, educational institutions	2015 – 2017

H. CARE FOR ELDERLY

Demographic ageing shall result in an increase in the requirements for social and health care, which shall also bring higher demands for sustainable operation of both the systems. We need to prepare for this situation and take steps leading to a more effective provision of social and health care.

All kinds of social services need to be developed to secure quality care, so that each person could make a choice according to his/her individual situation and his/her preferences. Selecting the form of care and a specific service is only possible on the basis of knowing all available options. Consulting is the basic type of service, which needs to be available and quality.

The system of care for seniors who need a certain type of care is provided primarily by health and social services, which are not sufficiently interlaced. In the total number of 5,240 social services, 1,640 are with the seniors being the prevailing target group, which accounts for 31% of the total volume of provided social services. In the mentioned number of services with the declared prevailing group of seniors, 703 are residential care activities and 937 non-residential care activities. Senior houses are exclusively designed for seniors; at present, there are 497 houses with the total capacity of 38,091 beds. Houses with a special regime and houses for people with disabilities are other important residential care social services. Social services then represent a significant help in the provision of care to the seniors in need.

With respect to the demographic predictions, it may be presumed that the number of diseases typical for an older age¹⁰ shall increase in the future, including neurodegenerative diseases, particularly the Alzheimer's disease. Therefore, specialised care of these people needs to be developed, with respect to maintaining the highest possible quality of their life and highest possible level of independence.

¹⁰ According to the qualified estimate, Alzheimer Europe and Alzheimer's Disease International, the number of the people with the dementia is expected to rise from 88,000 in 2000 to 227,000 in 2050.

VISION: Broad offer of interconnected social and health services, including the involvement of carers, which shall respond to specific needs of seniors with limited self-sufficiency

Timely and flexible clearance of different forms of care between different specialised facilities, both in the healthcare sector and in the social services sector is important for the care of the oldest patients. The care for the oldest seniors should offer the broadest possible scope of services, which correspond to their individual needs and life situations. Selecting the form of care and a specific service is only possible on the basis of knowing all available options. Consulting services need to be available and of high quality.

In the area of professional care, health, social and other services provided in the home environment need to be interlaced. Particular attention needs to be paid to the development of specialised geriatric care, including comprehensive diagnostics. In connection with the predictions of the growth of people suffering from a certain form of dementia, specialised care of these people needs to be developed, with respect to maintaining the highest possible quality of their life and highest possible level of independence. In the area of the provision of social care, the prestige needs to be raised and competences and requirements determined in legislation so that social work as a profession would guarantee the equal level of quality and expertise.

The support of the family and inclusion of family members in the provided services needs to be an integral part of the care of seniors. Education and support of informal carers is one of the most effective investments within the long-term care and care of seniors in general. The productivity of this group of providers shall increase, which shall lead to better results of the care, lower costs of the health and social system, but also a lower occurrence of health complications. Therefore, the family members taking care of seniors need to obtain maximum support in the form of education, psychological consulting and an available offer of facilitation services, including the possibility to obtain a required financial support and taking account of their situation on the labour market.

The increase in the requirements for health and social care, and consequently the pressure on public finances, may be partially compensated by the utilisation of assistance technologies¹¹, which may increase the quality of seniors' life, their independence, and also help them remain active at work or in the community. Assistance technologies may also considerably facilitate the care of the caring families and hence enable seniors to remain in the home environment.

¹¹ Products, facilities or equipment, whether obtained, modified or adjusted, that are used for the maintaining, increasing or improving of functional abilities of persons with disabilities.

Strategic Objective H1: Set the scales of health and social services which correspond to different needs and specific life situations of seniors.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. Set the conditions for securing long-term and palliative healthcare with respect to the securing of continuity and local and time availability	a) Set a functioning system of long-term care (including palliative), which shall ensure that seniors will have access to quality, coordinated, comprehensive and mutually interlaced health and social services in the Czech Republic. On the basis of outputs of the inter-departmental working group for the solution of social and health frontier, prepare a legislative proposal to solve the issue of long-term care.	MoLSA	MoH, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic, social partners, health insurance companies	Ongoing 2015-2017
	b) On the basis of the cooperation with a specialist society, ČLS JEP, support the concept of the development of geriatric care in the Czech Republic.	MoH	MoLSA, the Czech Society of Gerontology and Geriatrics, health insurance companies, local and regional governments, social partners, Association of regions, the Union of Towns and Municipalities of the Czech Republic, healthcare facilities	Ongoing 2015 – 2017
	c) On the basis of cooperation with a professional society, CSPM (the Czech Society of Palliative Medicine), support the concept of development of specialised palliative care in the Czech Republic, including the implementation in the social services.	MoH	MoLSA	
	d) Introduce a subsidy programme for the support of informal carers.	MoLSA		
2. Set the system of care for persons with dementia, including training programmes and education in this area	a) Continue in the activity of the specialist working group for the preparation of the national plan of the care for people with dementia (the so-called Alzheimer Plan), which shall include financial costs and its approval by the Government.	MoH	MoLSA, representatives of specialist institutions and organisations, health, insurance companies, social partners	2015

	b) Complete tasks and measures assigned in the National Plan of the Care for People with Dementia (the so-called Alzheimer Plan).	MoH	MoLSA, health insurance companies, social partners	2016 – 2017
3. Support the development of information and communication technologies and services of assisted life for seniors in the Czech Republic	a) Prepare the proposal of a sustainable system for the development of functioning of the services of assisted life for seniors.	MoLSA	experts, MoIT, MoH, MoI, social partners	2015
	b) Fulfil Government Decision No. 769 of 2011 and implement the Concept of the development of information and communication technologies and services of assisted life for seniors.	MoLSA	MoLSA, experts MoIT, MoH, MoI, Social partners	Ongoing 2015 – 2017
	c) Standardise information systems in assistance technologies in technical and organisational terms.	MoLSA	MoH	2015 – 2016
	d) Support the involvement in the international programmes supporting the development of assistance technologies for seniors through cooperation with state administration and academic and private sphere and annually evaluate the achieved progress.	MEYS	MoI, MoLSA, research institutions, specialist workplaces at, universities, other relevant players	Ongoing 2015 – 2017
	e) Discuss the possibilities of the inclusion and financial participation of the Czech Republic in the “Active and Assisted Living Joint Programme”, AAL 2.	MEYS	The Research and Development Council (RDC), MoLSA, Social partners	2015 – 2016
4. Develop social work in municipalities with a special emphasis on rural areas, where there is a risk of social exclusion of seniors	a) Prepare a bill on social work, which shall specify the minimum quality level of social work as a profession and increase its prestige.	MoLSA	local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic, representatives of social services providers, academic sphere, social partners	2016
5. Open residential social services	a) Through promotion and collection of good practice exam-	MoLSA	MoH, social services providers, libraries,	Ongoing 2015 – 2017

to the community so that seniors living in such facilities would not become a group excluded from the society	ples, support social services providers to a higher openness of such services to a broader public.		local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic, social partners	
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Strategic Objective H2: Increase awareness of informal carers who utilise their maximum potential both at their work and within the care for their close relatives.

Specific goal	Measure	Responsibility	Cooperation	Deadline
1. The topic of the support caring persons to be considered in the future standardisation of activities of social work with a view to improving quality of the conditions for nursing family members and motivate them to take part in the care for their older parents	a) Carry out an information campaign and promotion of the possibilities of care for seniors by family members in order to increase their motivation and also prestige of carers, increase awareness of seniors and nursing persons of the possibilities and the offer of available assistance.	MoLSA	Non-governmental organisations, regional and local governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	2015
	b) Conceptually deal with the issue of the support of informally caring people in the situation of a person caring for a close relative, dependent for a temporary time on the care of another person in his/her home environment, as long as they do not live together in the common household, including financial and legislative support: <ul style="list-style-type: none"> - deal with the establishment of the institute of a carer's leave - facilitate the return to the employment for 50+ people taking care of a close relative, like in the case of a parental leave - evaluate the area of the benefit for the care. 	MoLSA		Ongoing 2016-2017
	c) In accordance with the solution of the issue of social and health margins, support activities aimed at the broadening of terrain and related facilitation services for informal carers.	MoLSA	non-profit organisations, local and regional governments, Association of Regions, Union of Towns and Municipalities of the Czech Republic	2015

d) Increase in the offer of quality short-term courses, e-learning education and other new instruments that shall lead to the strengthening of the cooperation of informal carers with professional workers.	MoLSA	non-profit organisations, MoH, local and regional governments, the Association of Regions, Union of Towns and Municipalities of the Czech Republic educational institutions	2015
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The following persons and entities took part in the preparation and the creation of the National Action Plan for Positive Ageing for the period from 2013 to 2017:

The Association of Adult Education Institutions in the Czech Republic
Association of Regions of the Czech Republic
Asociace poskytovatelů sociálních služeb ČR, o.s. (Association of Social Services Providers of the Czech Republic)
Asociace univerzit třetího věku, o.s. (Association of Third-Age Universities)
The Association of Educators in Social Work
Bohemia EU Planners s.r.o.
Centrum kvality bydlení, o.s. (Centre for Quality of Housing)
Centrum podpory zdraví, o.s. (Centre for Health Promotion)
The Family and Social Care Centre in Brno – religious legal person
Česká společnost pro trénování paměti a mozkový jogging, o.s. (Czech Society for Memory Training and Brain Jogging)
Česká spořitelna, a.s.
Českomoravská psychologická společnost, o.s. (Czech-Moravian Psychological Society)
Diaconia of Evangelical Church of Czech Brethren
Elpida, o.p.s
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Caritas Czech Republic.
Regional Authority of the Liberec Region – Department of Planning and Financing Social Services
Magistrate of the City of Ostrava – Department of the Concept and Development of Social Services
City of Prachatice – Department for Local Government and Community Planning
Místní akční skupina Pošumaví, z.s.p.o. (Local Action Group Pošumaví)
Healthy Cities of the Czech Republic
NEBELVÍR, o.p.s.
The Chamber of Commerce Přerov
Psychiatric Centre Prague
Government Council for Older Persons and Population Ageing
RWE Česká republika a.s.
Czech Network of Mother Centres
Union of Towns and Municipalities of the Czech Republic
Spolek pro obnovu venkova, o.s. (The Rural Recovery Society)
Společně, o.p.s. (Jointly)
The National Institute of Public Health
Jan Amos Komenský University Prague
Office of the Municipal District Prague 10 – Department of Strategy
Research Institute for Labour and Social Affairs
Government Commissioner for Human Rights
Rada seniorů ČR, o.s. (Council of Seniors CR)
Živá paměť, o.p.s. (Living Memory)
Život 90, o.s. (Life 90)

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