

2012/2013 Annual Report

Research

GOS Development Project (Gerontological and Organisational Supervision in Residential Care Facilities in the Southern Moravia Region). Research project funded by the Internal Grant Agency of the Ministry of Health: Long-term care for seniors: quality of care in institutions, organisation's culture and support of frail older persons

Project has been coordinated by ass. prof. Iva Holmerová, the core staff includes: Monika Válková, MA, Dana Hradcová, MA, and Hana Vaňková, MD. This research project has started in October 2010 is envisaged to last for 4 years. It is funded by the Internal Grant Agency of the Ministry of Health. We will explore the experience of long-term care providers, analyze available literature, develop quality criteria applicable to our conditions, and prepare standards of long-term care.

FRAM Project – New policy framework for active, healthy and dignified ageing and provision of health and long term care services

Project aims to develop modern policy framework improving quality, accessibility, and financial sustainability of health and long-term care services, while increasing the economic potential of the elderly through active and healthy ageing. This will comprise of development of the National Policy Framework - "Strategic plan for active, healthy and dignified ageing and provision of long-term care services" and the "Toolkit for Municipalities". The Plan will provide specific objectives and tools on the national level for adaptation of health and social systems to the needs of the elderly; and policies increasing integration of the ageing people in the economy and into community in general. The Toolkit based on best practices identification will provide municipalities with guidance and practical tools of how to support active ageing and creation of a network of services that will respond to the needs of the community, while maintaining their accessibility, quality standards and financial sustainability.

Policy and Advocacy

The Expert Panel on Long-term Care

Ass. Prof. Iva Holmerová and Monika Válková, MA acted as leading persons of the Expert Panel on Long-term Care, which was established by the Minister of Labour and Social Affairs (MPSV).

Alzheimer Plan

Ass. Prof. Iva Holmerová and Monika Válková, MA, co-operated with the Ministry of Health and Ministry of Labour and Social Affairs to prepare the proposal of Plan Alzheimer of the Czech Republic.

Training

ELTECA – Exchange of Experience in Long-term Care.

This project aims at improving communication and exchange of information especially between Central and Eastern European Countries (CEEC). First meeting 23-24 Sep 2011 was supported by the Zentiva-Sanofi company with participating experts from AMDA (American Medical Directors Association), EUGMS (EU Geriatric Medicine Society), Dignity of Frail Old network (Norway and others) and with other interested organisations and institutions.

This symposium brings together a variety of experts in the field of long-term care from academic and private organizations to deepen knowledge and cooperation in this field within the Central Europe region and to promote information sharing among specialists, physicians, patients and the community at large.

The goal of the project is to improve quality of long-term care and share experience and good practice. The first international course took place again in Prague in the end of March 2012 and it focused on interprofessional collaboration and care for people with dementia. 2nd ELTECA 2013 has been held on April 26-27, 2013 in Prague.

Moreover, members of ILC Czech Republic team lead and participate in education courses on ageing and ageing-related issues hosted by Czech Medical Chamber and Institute of post-gradual health education.

Publications

Monograph “Productive Aging: Conditions and Opportunities“

The Centre of Expertise in Longevity and Long-term Care – International Longevity Centre of the Czech Republic has issued a monograph titled “**Productive Aging: Conditions and Opportunities**“. It can be downloaded on the [ILC Czech Republic website](#) as well as on GA ILC website.

The impetus for the monograph has been 2012 ILC Global Alliance symposium meeting which took place on 28th May as part of IFA 11th global conference on ageing in Prague.

The monograph is intended to highlight positive aspects of ageing and longevity, and the increasing potential these processes offer individuals and society, as well as to explore determinants, conditions and threats to prospects of productive ageing and longevity. It embraces and supports the concept of productive ageing propounded by a co-founder of International Longevity Center (ILC),[®] Dr. Robert N. Butler, and articulates his leadership in this area. Dr Butler first introduced the term “productive ageing” in a seminar on dependency and long-term care in Salzburg, Austria in 1982. He emphasised that the term should focus on positive aspects and the potential of ageing. Productive ageing is thus an antonym and an antidote to negative views of ageing, which Butler referred to as “ageism” – indeed, another term he coined, in his 1975 Pulitzer Prize-winning book *Why Survive? Being Old in America* (1976).

The monograph brings together perspectives from the 11 of 14 ILCs operated on four continents at present (Czech Republic, United Kingdom, Japan, France, Netherlands, Israel, Singapore, India, Argentina, Dominican Republic, and South Africa). The chapters, which interpret “productive ageing” in the sense that Dr. Robert Butler intended, explore intersections of health and work, at the same time taking cognisance of existential challenges to individuals and societies. Outcomes of the chapters represent an overview of the state of paid and unpaid economic activity of older persons in the countries, and a range of constraints to productive activity and social participation, as well as offer solutions and suggest approaches towards fostering productive ageing in multiple forms and optimising capacity for such productivity.

Iva Holmerová, The president of ILC Czech Republic participated in several discussions in TV and radio on issues and provided interviews do various newspapers on the issues of ageing, dementia, social and health care services.

The director and other members of the CELLO ILC have communicated on regular basis with media, organized press conferences focusing at different issues related to longevity and population ageing.

On behalf of the CELLO-ILC-CZ

Iva Holmerová, Ass. Prof., MD, PhD.
president CELLO-ILC-CZ