



CELLO – ILC – CZ 2011

Centre of Expertise in Longevity and Long-term Care

International Longevity Centre Czech Republic

ILC CZ was invited into the community of Global Alliance of International Longevity Centres in Paris 2009 after the presentation of its activities by prof. Holmerová and dr. Jurašková during the World Congress of IAGG and ILC Committee Meeting. At that time the ILC-CZ was mainly university based in the collaboration of the Centre of Gerontology in Prague, Faculty of Humanities and Geriatric Department of the Medical Faculty in Hradec Králové. It was recommended by the board of ILC Global Alliance, especially representatives from the Netherlands, to involve also economic sector and to be more independent, especially from the economical point of view and to develop and implement its business plan.

In 2010 the project of International Longevity Centre was supported by Hartman company, this support enabled to have a project manager Ms Lenka Kopecká, who started fundraising and communication with companies and other economical subjects. In this time it occurred very probable to get support of a major insurance company. Prime Minister's wife Ms Dana Fischerová was also very helpful and facilitated contacts to different subjects. We also applied for grants from the state. Our contacts with the Faculty of Humanities were also in this time very close and we communicated also with other different academic subjects, as we described already in the previous report.

The situation in the Czech Republic was not favourable for old age especially in 2010 there occurred some very ageistic tendencies (ageistic TV clip before parliament elections, discussion of teenagers on Facebook). Regrettably our responsible authorities did not respond appropriately to these tendencies with the exception of the governmental deputy for human rights Mr Michael Kocáb who published a paper about ageism in media giving advice to media how to present old age in a correct way avoiding ageism. Another illustration good example of this climate in our society is the experience of a prominent film director who suggested to prepare comedy serial about older people who live in a residential home. The film director agreed with three famous and very popular actors Ms Jiřina Bohdalová, Ms Jiřina Jirásková and Mr Radovan Brzobohatý that they would represent three main protagonists of the comedy. Despite this fact, it was extremely difficult even for this film director to raise all necessary financial support, because the Czech Television did not commit all funding and to get additional funding was not possible because none of important economic subjects were willing to support this comedy, because the environment and topic is so „unattractive“. As far as we know even for this popular project have not been raised enough funds which would make it possible. It is possible in our country to raise some funds for services, but it is extremely difficult to raise them for presentation and communication of ageing.

Through many efforts and very kind support, help and advice from the wife of the PM Ms Dana Fischerová, we raised some limited funding to run the secretariat and perform some other activities, however option of running the professional secretariat of the ILC CZ was not feasible and sustainable

for a longer period of time. Therefore we decided in the second half of 2010 to collaborate (again) more closely with the Charles University in Prague and again there was understanding and assistance at the Faculty of Humanities. We agreed with the dean of the Faculty professor Ladislav Benyovszky, that the ILC would become officially affiliated to the Faculty. We established the CELLO –ILC-CZ: Centre of Expertise in Longevity and Long-term Care as an organisational unit within the Faculty of Humanities.

The close collaboration and basement in the academic field and in the University gives us the economical sustainability also for the future and it gives us as well the independence of our opinion, publications and attitudes. In this time it is the most feasible way for the ILC to develop its activities without consuming all its power and efforts in fundraising.

Our recent experiences show that it is not possible to transfer all procedures from one country to the other. Whereas e.g. both the Netherlands and the Czech Republic are member countries of the EU the situation is still very different and what might seem feasible in one country might not be possible in the other one. Whereas in one country the ILC may function on the economical principles including developing and implementing its own business plan, in the other countries this effort might even endanger its existence (as it nearly happened here).

Despite above mentioned difficulties the CELLO-ILC-CZ is already established and recognised. It has developed its projects aiming at improving the situation of ageing in our country. We appreciate the communication with other ILC Global Alliance member organisations and closer collaboration with some of them. For instance we participated in the project of the ILC Japan on end-of-life care.

We believe that we have achieved some important goals despite above mentioned financial problems and conditions that are not favourable for an organisation involved in ageing.

Think tank for the Long-term Care development

Prof. Holmerová and Mgr. Válková have become leading persons of the Expert Panel on Long-term Care which was established by the Minister of Labour and Social Affairs (MPSV). Since 2011 they also participate in the common project of Ministry of Health and Ministry of Labour and Social Affairs „Optimization of the Inpatient Care in the Czech Republic“.

Nowadays the new Law on Long-term Care is being prepared by the Ministry of Labour and Social Affairs and Ministry of Health.

Discussion Material on Long-term Care in the Czech Republic

We have prepared the publication „Discussion Material on Long-term Care in the Czech Republic“ which was printed by the Ministry of Labour and Social Affairs. This material is a base for discussion on long-term care, now we are preparing its update.

Alzheimer Plan

Prof Holmerová and Mgr Válková have prepared the proposal of the Governmental Committee on Old Persons and Population Ageing to the Government of the Czech Republic to prepare Plan Alzheimer Czech Republic. This recommendation was accepted by the government 13. September 2010 and it was broadly published in the Czech Media. We coordinate the expert group on the Alzheimer Plan. We collaborate now with the Ministry of Health which prepares the Alzheimer Plan.

Public relations, media presentation

We communicate regularly with media, organize regular press conferences (at least each 4 months) focusing at different topics of ageing. Prof Holmerová has her blog on the news-server Aktualne.cz, where she regularly publishes articles on ageing.

Expert activities

Mgr Hradcová acts as an advisor and expert in long-term care management. Prof Holmerová acts as an expert in long-term care decision making and in negotiations of long-term care providers with health insurance companies. Finances from these activities are funding of CELLO-ILC-CZ.

GOS Development Project (Gerontological and Organisational Supervision in Residential Care Facilities in the Region Southern Moravia)

Project is coordinated by Mgr Dana Hradcová. In 2010 we have started the collaboration with the Regional Government of the South Moravia region and developed the project of GOS (Gerontology, Management, Supervision). This project is implemented in the collaboration of the Faculty of Humanities (CELLO-ILC-CZ), Centre of Gerontology Prague and Czech Alzheimer Society). In this project we support the development of quality care for old persons in residential homes in this region. We focus on gerontological practice and especially on care for persons with dementia, on ethical issues, non-pharmacological methods, end-of-life care, management of care, supervision and staff development). The project teams involves experts from different fields (Mgr Dana Hradcová and Mgr Petr Vrzáček – management, staff support and development, Prof. Holmerová - gerontology and geriatrics, dementia, Prof Haškovcová - ethical issues, Mgr Mátlová – care for persons with dementia, quality of care, Ms Hýblová – practical aspects of care for persons with dementia, Mgr Jitka Suchá – non-pharmacological methods for persons with dementia, occupational therapy for persons with dementia, Dr Vaňková – medical issues).

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 is coordinated by prof. Iva Holmerová, the core staff are Mgr. Monika Válková, Mgr. Dana Hradcová, Dr. Hana Vaňková. This research project is planned for 4 years and has started in October 2010. It is funded by the Internal Grant Agency of the Ministry of Health. We will evaluate experience of long-term care providers, search literature, find quality criteria applicable to our conditions and establish standards of long-term care.

ELTEC – European Long-term Care Communication Platform

This project aims at improving communication and exchange of information especially between Central and Eastern European Countries (CEEC). First meeting 23-24 Sep 2011 will be supported by the Zentiva-Sanofi company. We plan to communicate with 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. The goal of the project is to improve quality of long-term care and share experience and good practice.

Senior tour

This is a discussion with seniors and local care providers and stakeholders. It is organised by Jitka Hrabíková together with popular actors Ladislav Hron and Aleš Cibulka, who act as discussion facilitators. They organise meetings in different towns of the Czech Republic (18 meetings until now) in the collaboration with Healthy Cities Network and CELLO-ILC-CZ.

Academic collaboration of CELLO

We agreed on broader collaboration with other faculties of Charles University (Medical Faculty Hradec Králové, 3rd Medical Faculty in Prague) and also with other academic bodies (Faculty of Management of Prague School of Economics, Faculty of Social Sciences of Masaryk University Brno etc). We plan to accredit educational programmes in gerontology and long-term care medicine for doctors, nurses and other professionals. We have applied for funding of joint research project (among them e.g. Healthy, Happy and Active Ageing Centre of Excellence).

Dance and movement

We continue in the development of EXDASE (Exercise Dance for Seniors) both nationally and internationally in the collaboration with UK, Finland, Netherlands and other partners. Results of our RCT on dance therapy are further prepared for publication.

2012 ILC Global Alliance meeting in Prague

ILC conference will take place 28th May (as a pre-conference of IFA global congress, main convenor IFA and Život 90). 27th May there will be annual meeting of ILC Global Alliance board. 26th May we would like to invite board members and their guest to a get-together in our Centre.

Conclusion:

After a very difficult time period our CELLO-ILC-CZ has stabilised and reached some important goals (discussion on long-term care and preparation of new law, dissemination of information on ageing). We also received two grants, the first one for research the second one for expertise and care development. Therefore the small expert staff is stabilised. Core funding is minimal coming exclusively from our expert activities. Thanks to the support of the University and its international collaboration budget contribution we are able to pay annual fees to the ILC Global Alliance.

on behalf of the CELLO-ILC-CZ Iva Holmerová