

Brno, September 4th 2013

EDA organized a seminar on community planning in long-term care

Under the project 'Current trends and social innovations in long-term and direct care' European Development Agency organized the seminar on a topic of 'Policy Making and Social Innovations in Long-term and Direct care' on September 4th 2013 in Brno.

The seminar was held in the social enterprise Café Práh in Brno which also provided catering for this event. The participants were mainly representatives of the NGOs active in the area of social services or employees of public bodies. The main aims of the seminar were to transfer the knowledge of modern approaches in policy making of social services in long-term and direct care and to present the current trends and examples of good practices in community planning.

At the beginning Martin Synkule from European Development Agency presented the company and offered its expert services and knowledge in field of social innovations, international projects funding and the company's experience with the cooperation with international and domestic partners. Martin Synkule offered the participants the possibility to join EDA's partners' networks and stressed out the advantages of such a membership.

After a short break the project coordinator Kateřina Svobodová introduced an example of good practice used in social services and community planning in the polish city of Lublin. The basic insight into the principles and the methodology of policy making process in social services was presented. The success of Lublin's project was based on application of community planning and well established partnership of different local organizations. The issue of community planning of social services was further and more into detail presented by Šárka Hlisnikovská, former methodologist of community planning in Moravskoslezský region. Šárka Hlisnikovská presented the current trends in community planning, its motives, benefits and frequent problems associated with the introduction of these methods in the Czech Republic. She warned of ineffective direct planning and the implementation of social services without prior consultation with the target group. Such services often don't reflect the real needs of target groups and are actually of no use to them.

The afternoon part was opened by Zuzana Bradová, a member of the coordination group for community planning of social services in Brno. She spoke about community planning of social services in the city and invited the participants to a future cooperation within the coordination group. Furthermore there were several contributions from representatives of various non-governmental organizations operating in Brno. The first speaker was Vít Janků from NGO Společně,



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also a member of the coordination group for community planning of social services in Brno, who spoke about the topic of regional family politics and its planning. He stressed out the importance of family in providing basic 'social services' but also pointed out its role of a social services user. He drew the attention to the problem of persistent stereotypical concept of addressing the needs of families in family policies of the communities. These interpretations frequently overlook the individual aspects and the families' development. Bronislava Milinková, a member of a women region organization 'Svaz žen' and a member of the coordination group for community planning of social services in Brno, focused on a target group of seniors especially women 50+ which are among the most vulnerable social groups in terms of employment. She is of the opinion that the development of social entrepreneurship could be a solution for this women group. The last presenter was Alena Džubáková from NGO AGAPO. She presented the main activities of the organization whose aim is to help people with disabilities or social disadvantages to find their place in the labour market.

Thereby we would like to invite you to the international workshop on a topic of "Human Resources in long term and direct care" that will take place on October 15th and October 16th in Prague. For more information, please contact the project coordinator Kateřina Svobodová on this email address: katerina.svobodova@eracr.cz.



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