



Sue
Ryder

Sue Ryder Centre for Dignified Aging

No one should be alone in their old age!



Ivana's Story

"Sometimes, when I feel overwhelmed, I find myself thinking that it would be better for all of us if it just came to an end and he would suffer no more. Right after, I feel miserable about having such thoughts. I feel as if I was a bad daughter."

"It surprised me how quickly I became old. I'm 51 years old," says Ivana who works as a manager in banking. "My mom is 85 and my dad 89. They live on their own in an apartment. My dad's senile dementia started to show about five years ago. My mom is relatively fine, so she assumed the 24/7 responsibility for caring for my father as well as for the entire household. The only issue is that her eyesight keeps deteriorating quickly. The situation is becoming intolerable, but my mom refuses to talk about any of it. They both want to see themselves as self-sufficient."

"I call my parents every day, of course. I stop by at least once a week. But my mom calls several times a day in addition: dad cannot get out of the shower, he cannot get home from his walk because he is too tired, etc.... It is lots of small things, but I feel exhausted. I am constantly stressed and I feel helpless."



Aging Concerns Us Before We Grow Old

Dignified aging means that we are not alone in addressing all the challenges related to it. It means that we have someone to share with and someone to rely on. That we know whom to turn to when we run into trouble, that we understand what options we have and that we are able to imagine our future. To perceive our own age or the old age of our loved ones should not make us feel stressed, anxious or helplessness.

“Conditions for a good, dignified life at old age are created by society and each and every one of us. We all need advice and support when our age or the age of our loved ones becomes challenging. Aging concerns us long before we actually grow old ourselves.”

Matěj Lejsal, Director of Sue Ryder



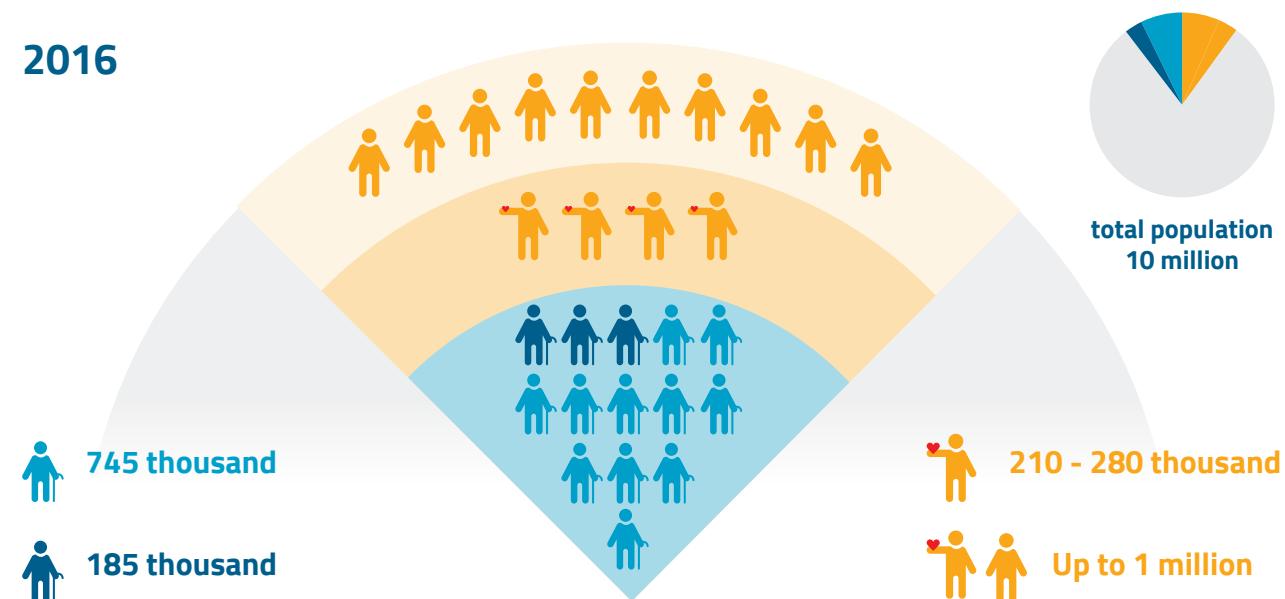
We Are All Growing Old...

Life expectancy is increasing. We live longer, but our health does not match that trend. Older age brings prevalence of chronic illnesses, along with growing dependence on other people's care and worries about the future. These concerns concern senior citizens just as much as their relatives.

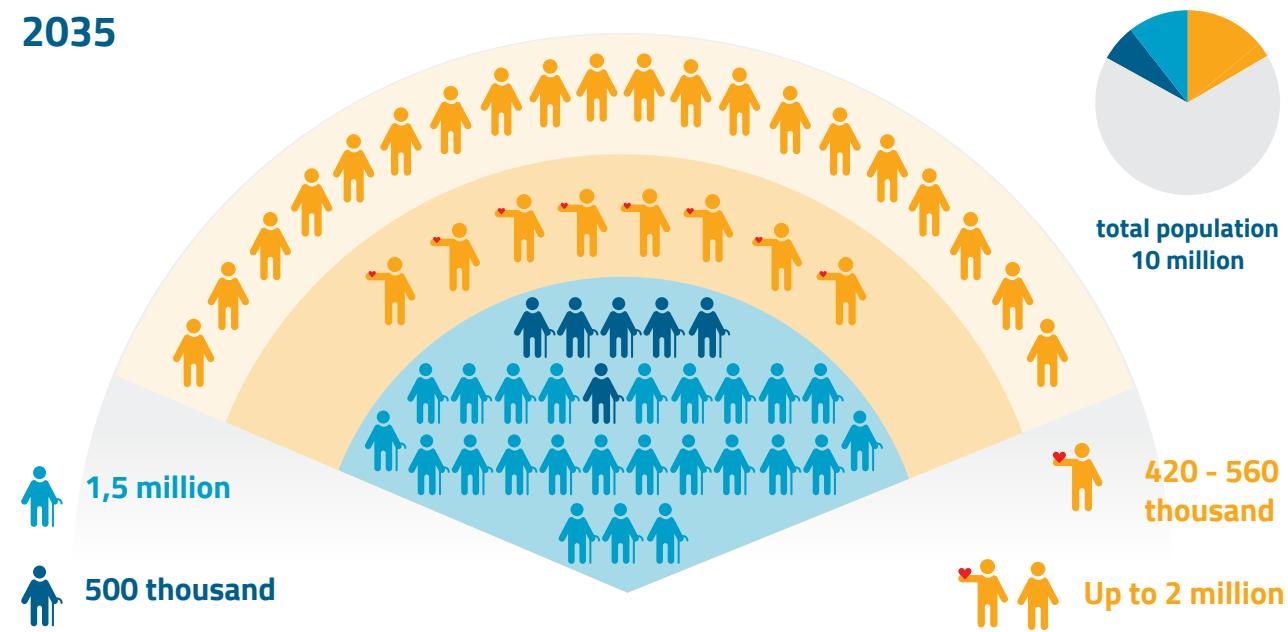
Aging is often accompanied by stress, supported and underlined by the confusing, discontinuous and fragmented system of social and the health care services. Navigating through the complex system and coping with the wide variety of unprecedented circumstances in life is extremely challenging. People are easily taken by surprise when problems that come along with aging arise. Their situation resembles a puzzle you need to solve without knowing how many pieces and what the picture looks like.



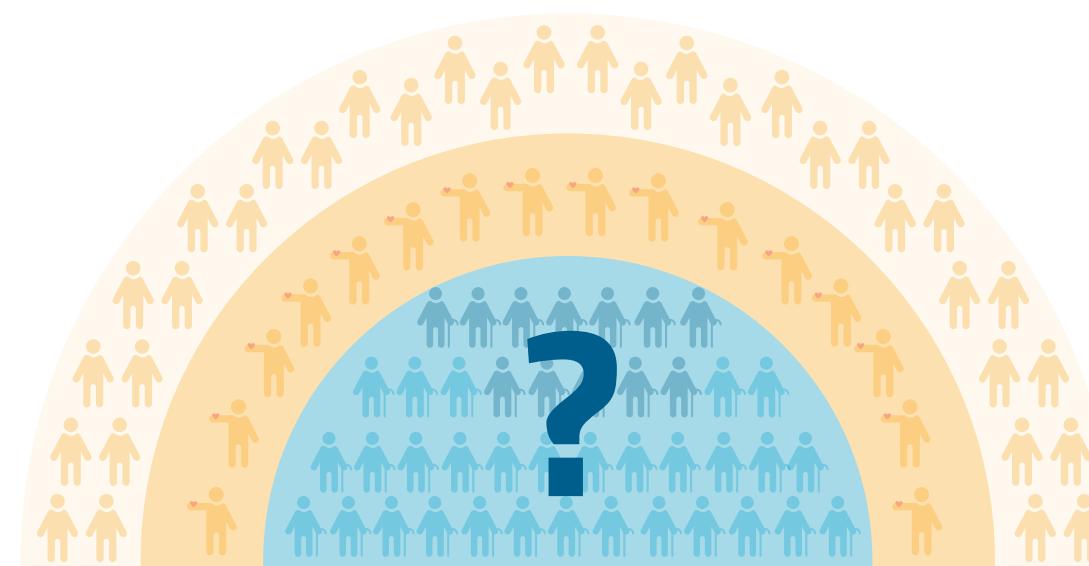
2016



2035



2057



Sue Ryder Has a Solution

“One day, Ivana stopped by to ask for advice on how to help her parents,” comments Kristýna, a social worker at Sue Ryder.

“Both her parents hold full legal capacity and so, as long as they do not threaten their own or someone else’s life, there is nothing anyone can do against their will. It is so hard on her. She loves her parents, she feels her moral obligation, but the only thing she can do at this point is to respect their decisions. I recommended her to visit a psychologist and I assured her that she is doing everything that she can at this moment ... and that she truly is being a good daughter.

“That is all I could do for her. At this point, we do not have the necessary capacity and enough experts working with us.”

Kristýna, Sue Ryder social worker

The Sue Ryder Centre for Dignified Aging offers a long-term, economical, and systematic solution. The new care model is built around professional guidance of a “case manager” – a dedicated social worker who creates tailor-made support for the client and accompanies him or her through the complex network of support, be it social services, healthcare, housing, personal assistance or legal and debt counselling. Such coordinated support presupposes not only a very comprehensive knowledge of clients’ needs and circumstances, but also a cooperating multidisciplinary network of involved experts and specialists (doctors, nurses, social workers, geriatricians, psychologists, clerks, lawyers, etc.).

The purpose of the Sue Ryder Centre for Dignified Aging is to bring together all the disconnected parts of the social and health care systems and to create one functional, meaningful system coordinated by the case manager, engaging all needed services, a team of professionals and family members. This is the way to offer our clients and their relatives the best available and most appropriate solution. We take our inspiration from a number of European countries as well as countries overseas where similar care models are already in place and running such as Austria, the Netherlands, the UK and Australia.

Coordination Is the Key

“The situation, problems, and needs of vulnerable groups – such as the fragile elderly people, people with limited capacity to look after themselves, people suffering from dementia and people in terminal care – are always multiple and unique. They need assistance and care that is both kind and professional as well as logical, coordinated, complex and continuous.



Today, it is fragmented and incomplete. This causes delays and complications and generates extra costs, often leaving out some services and assistance goes to waste. We lack coordination between professions and professionals. We lack counselling services to caring families. This coordination can only be provided by community centers, as recently suggested by the WHO.”

MUDr. Zdeněk Kalvach, CSc., geriatrician

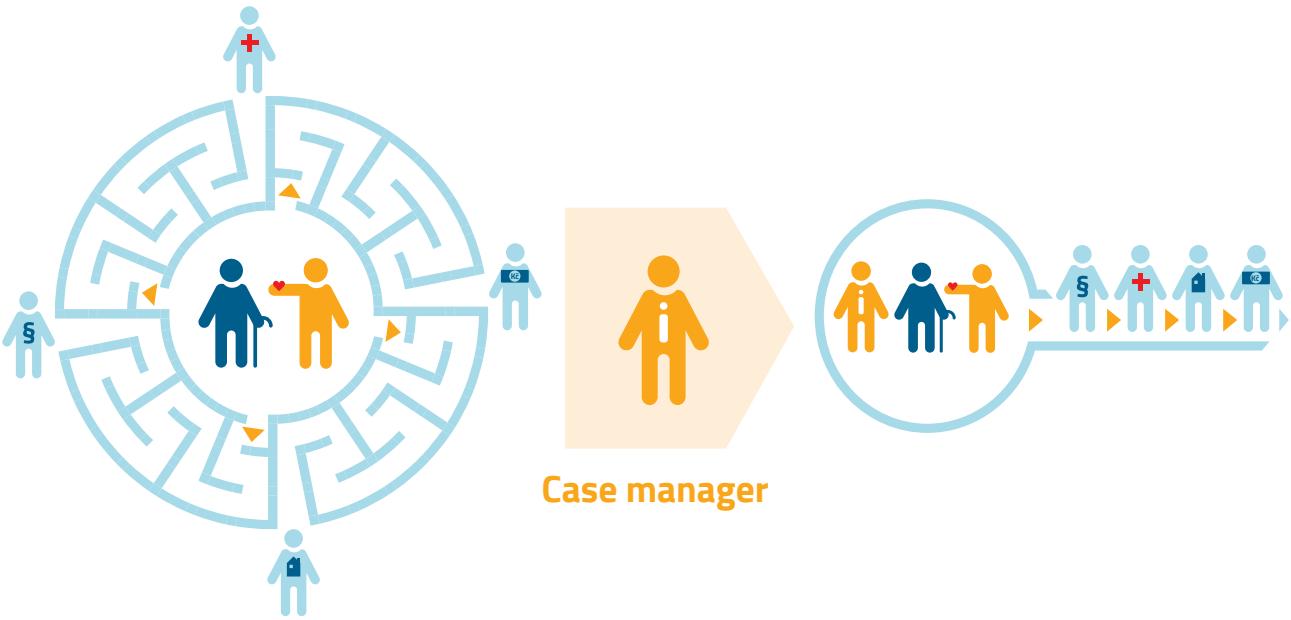


Our Solution

By 2022, the Sue Ryder Centre for Dignified Aging will be up and running at full speed. We will have a team of case managers who are able to provide professional guidance to our clients and are ready to share and to teach their profession to new colleagues and professionals in order to scale across sectors.

Services of the Sue Ryder Centre for Dignified Aging will enable people to face challenges related to aging, to make informed choices and to plan their old age responsibly and without stress.

The Centre will serve as an example and proof that a fundamental positive change of the system of care for the elderly is possible.



Current situation

Coordination is the key

Funding Required

The funding strategy for the Centre for Dignified Aging works with three main chapters:

People



guides and a network of experts

Profession



know-how, professional practices, publications, accreditation of studies

Information



partnership, media campaigns, enforcement of system change

Note: The amounts stated in thousands of CZK.

	year 1	year 2	year 3	In total
Total	1 350	2 882	4 270	8 502

People	year 1	year 2	year 3	In total
Project Lead – social worker	324	648	648	1 620
Guides – case managers Sue Ryder	282	846	1 692	2 820
People – guides	606	1 494	2 340	4 440

The main job of a case manager is to make a complex assessment of client's circumstances and needs and to design and coordinate the best possible and best suited support available in cooperation with a network of specialists.

The Sue Ryder Centre for Dignified Aging will grow and offer a team of 4 case managers. Their training will take place in the UK where case management has been serving people of age for many years. Sue Ryder has strong ties with the British social services system thanks to our founder, Lady Sue Ryder, which is our great advantage.

Profession	year 1	year 2	year 3	In total
Practical training of university students / internships	144	288	480	912
Textbooks and tutorials (Master's degree studies)	250	250	300	800

In some countries, case management has been a specialized profession for many years.

Comprehensive education programs exist both in higher education (Australia) and in specialized education (United Kingdom, the Netherlands, and Austria).

Our graduates of training and internships organized abroad will contribute to developing an education module in co-operation with other experts, taking into account the conditions in the Czech Republic, including the specific legislative environment and the existing system of professional and lifelong learning programmes.

Information	year 1	year 2	year 3	In total
Campaigns I., II. and III.	250	550	750	1550

The development of services of the Sue Ryder Centre for Dignified Aging requires sustainable funding. The first awareness raising campaign targets partners and other institutional donors in order to secure both public and private funding.

The second awareness raising campaign targets government officers and elected representatives of both the national and local governments in order to scale the care model throughout regions.

The third awareness raising campaign aims to increase public awareness of case management among older people and their families, especially among the so-called sandwich generation.

All three integrated campaigns will be linked and supported by the web platform www.neztratitsevestari.cz

	year 1	year 2	year 3	In total
Operational facilities (rental of the premises of the centre, operational overhead)	100	300	400	800

In the course of this project, the Centre will use Sue Ryder Home's premises, as well as administrative and technical support. In the future, new independent premises will have to be identified.



Role of Sue Ryder

Since 1998, Sue Ryder has assisted old people and their families in facing challenges brought about by aging. Sue Ryder is a registered public charity.

We believe that the system of social and health care is to serve people and not vice versa. That is why we design our services according to our clients' previous lives, respecting their habits and their life stories, while deploying all available resources. We keep searching for ways to make sure that people do not have to move to get services, but that services move to get to people.

We also believe that the rules of social and health care systems should be defined and controlled by the government. Yet, we cannot expect the government to bring forward a new model or solution. This has always been the role of non-profits like Sue Ryder. The purpose of the Sue Ryder Centre for Dignified Aging is to demonstrate that positive change is possible not only on paper but also for real.

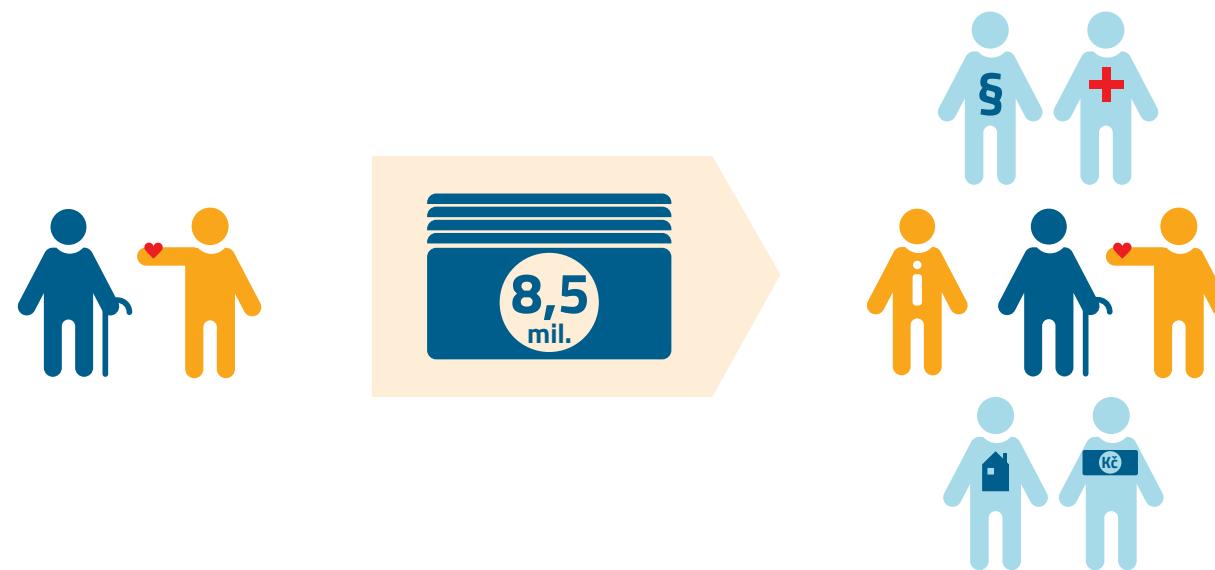
We know that change is POSSIBLE. We know how to DO it. And we know what NEEDS to be done to get there..

Sue Ryder's vision is that no one in the Czech Republic is alone when addressing challenges related to aging and that everyone can enjoy dignified life at old age. The Centre for Dignified Aging is the first major step to make this vision come true.

Together we can rid ourselves and our children of the stress related to aging.

All we need is YOU!

Join the Change



No one should be alone in their old age!



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