

ABSTRACT

This diploma thesis deals with field social care services in the Šluknov region, the border region of the Ústí nad Labem County. The theoretical part of the thesis focuses on mapping regional coverage by the field care service providers and identifying obstacles to the development of their capacities. One of the possible barriers to the development of providers' capacities is considered the insufficient demand from the target group, due to unfamiliarity of new concepts of field care. The aim of the empirical part of this diploma thesis is therefore to know the attitude of potential clients towards field care services and to find out the preferences of personal care type. Data collected by qualitative questioning techniques are analysed by triple coding and interpretation of resulting categories and their relationships. Research findings concludes that there is distrust amongst potential clients towards field care services and show a significant degree of unfamiliarity with these services. People in need for care in the region tend to prefer the established way of solution, i.e. to care with their own strength, then use the offer of residential care services. Since the perception of field care services by residents has an impact on its usage, recommendations are focused on adjustments to working procedures with the target group as well as the wider public.

Key words: field care, care service, personal assistance, social services planning, Ústecký kraj county, Šluknov region