

Abstract

This thesis focus on the availability of personal assistance services in Mariánské Lázně and the administrative district of the municipality. In response to this issue, it proposes the establishment of a branch of the Prague-based organization Prosaz, z.ú., providing personal assistance services in this locality.

The development of the project proposal is divided into three parts: theoretical, analytical, and proposal sections.

The theoretical part explains the concept of social services, outlining various types and forms of social services for seniors and people with disabilities. A special chapter is dedicated to personal assistance, covering its legal framework, history, different types, and objectives. Furthermore, the author presents Mariánské Lázně in terms of selected demographic data, social care provision, and various social service providers for seniors in this area. Another chapter delves into a closer presentation of the Prosaz organization, focusing on personal assistance and caregiving services, with which collaboration will occur in crafting the project for this thesis. The project's methodology will be introduced.

The subsequent analytical section conducts an analysis of the current networking of the area, population projections, and compares it within the region to other municipalities with extended reach. A SWOT analysis will be performed in this section.

The proposal section will focus on the project proposal. It will describe the vision of the entire project, the description, the process of registration as service providers and contacting relevant authorities, the proposed cost of services, the financial plan for the project's first year of operation, the location, staffing, and risk analysis.

The goal of this thesis is to formulate a project proposal that serves as a framework and basis for Prosaz's management, enabling the realization of the project to meet the needs for social service coverage in the area. Simultaneously, the aim is to propose such a service.

Keywords

Social services, Mariánské Lázně, personal assistance, field services, assistant, Prosaz, project, branch, social worker