
Securing for old age in the interaction of government and citizens

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The project is implemented within the Technology Agency of the Czech Republic's ETA programme supporting research, experimental development and innovation of applied social sciences and humanities.

The project aims to create a knowledge base for establishing an appropriate communication strategy of state administration in the field of security in old age targeting a variety of segments of the population and to contribute to the creation of a national action plan for positive aging. Specific application outputs will include 1. "Guide to the strategies of security in old age " for the staff in public administration; and 2. "Manual for security in old age for the citizens" presented in the form of an interactive application on the websites of the application guarantors, who will be able to use such outputs to reflect the needs of citizens in the field of security in old age. Furthermore, through an awareness digital campaign they will explain their intentions to the media as well as citizens more clearly and in a better way. Citizens will gain a better insight into the possibilities to optimize their strategies of security in old age.