

# COMMUNICATION STRATEGIES IN THE CZECH REPUBLIC

Klára Čmolíková Cozlová  
Život 90



## ŽIVOT 90

- ◉ NGO, founded 1991 by Jan Lorman
- ◉ Focusing on older people, their well-being and supporting freedom of choice related with their future
- ◉ Social service provider:
  - Crisis phone: Senior Telephone
  - Respite care
  - Emergency button
  - Home care services



## AGE DISCRIMINATION

- ◉ Tackled not directly, but in cooperation within international projects, umbrella organisations, and at EU level
  - AGE Platform Europe
  - Individual cases
- ◉ Intersection of discrimination (gender, age) - mainly in access to services, labour market.

## SPECIFICITY OF TARGET GROUP

- ◉ Low self-esteem
- ◉ Mobility constraints
- ◉ Poor knowledge of what is and what is not discrimination
- ◉ Poor knowledge of the laws
- ◉ General distrust in the justice system
  - Not ready to complain and start a case



- General awareness raising campaigns about the most relevant topics
- Campaign on streets, in trams, on billboards
- Specific brochures to focus on different audiences (professionals, victims) and distribution to their homes
- Printed materials work better than digital ones

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## LABOUR MARKET

**NEZAMESTNÁVAT !!!**  
PŘEDPOKLAD: NEFLEXIBILNÍ! NEBOUŠE SCHOPNÍ  
SE UČIT NOVÉ VĚCI. ČASTÉ ABSENCE

**NEZAMĚSTNÁVAT !!!**  
PŘEDPOKLAD: RIGIDNÍ MÝŠLENÍ, NEUČÍ SE  
PŘÍSTUPNOST JINÉ NEŽ SVOJE PRACOVNÍ POSTAVY,  
NEPODŘÍTEL SE NÁJEMNÍ MĚŘENÍ DLUHÁKEM  
KOLEKTIVU. NEHL 14 BYT CHYTŘEŠTÍ NEŽ MĚ.

**Nesměte se diskriminovat a nedovolte to jiným.**

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www.rovnoprávnost.cz  
poradna - tel. 224 913 350

## COOPERATION WITH OTHER NGOS

- ◉ Systematically work on certain topics:
  - Getting to the public, awareness and knowledge (radio, TV, media)
  - Support for individual cases
  - Organizing strong public support to victims
- ◉ Work with professionals:
  - Knowledge of the specificity of the target group
  - Time and money expenses of cases and other constraints
    - ◉ Strategic litigation (Poradna práva)
      - <http://www.poradna-prava.cz/strategicka-litigace.html>

[Klara.cozlova@zivot90.cz](mailto:Klara.cozlova@zivot90.cz)

THANK YOU FOR YOUR  
ATTENTION!

