



Project: MODIFICATION OF THE EDUCATIONAL MODULE - E.D.E. CERTIFICATE FOR PROVIDERS OF LONG TERM CARE FOR SENIORS

Minutes from Third Focus Group in Romania (29.05.2020)

The aim of the focus group was to agree on the structure of the program proposed during second round of focus groups, including the number of lessons, and think about topics that are important for management training in social services in Romania.

The answers to the key questions from the third focus group in Romania and our analyse are synthetized as follows:

Contextual analyse and new modifications:

For the management of service providers, public and private, for-profit and not-for-profit, the landmark information can be found in Government Decree Nr. 867/2015 of 14 October 2015 for the approval of the Social Services Occupations List, as well as of the framework regulations for the organisation and operation of social services (amended in 2019, Government Decree 476).

The document lists the positions that are assimilated to that of management staff:

- "director" (or "șef de centru" ["*head of centre*"]);
- "coordonator/coordonatori personal de specialitate" ["*coordinator/s of specialised personnel/staff*"].

The amendments of 2019 also added the label of top management position for the *chief accountant in the case of self-standing centres that have legal personality* (Art. 9.1). It is only for the social services provided within the community that the name "*project manager*" is included for the top management position, as an alternative to that of "director" or "șef de centru".

Following the revision of the 2019 normative act, access to management positions is conditioned by the following minimum requirements for training and professional experience:



- Candidates for management positions must be graduates of bachelor's degree, respectively long-term higher education, graduates with a bachelor's degree or equivalent in the field of psychology, social work or sociology, with a minimum of 2 years of experience in the field of social services, or graduates with a bachelor's degree in law, medical, economics or administrative sciences, with experience of at least 5 years in the field of social services. (Art. 9.4).
- The application instructions of the document establish the possibility of further updating the list of graduated study programs, in accordance with possible changes to be made by the Ministry of Education and recorded, annually, in the *Nomenclature of fields and university study programs*. At the same time, they specify the recognition as quantifiable seniority / experience the one acquired in another member state of the European Union and the one accumulated through voluntary activities (only in the field of graduated education).

At the local and county level, there are structures that, in addition to their strategic coordination responsibilities, can (and generally exercise this potential role) provide social services. These are *the General Directorate of Social Assistance and Child Protection*,¹ at county or sector level in the Municipality of Bucharest, and the *Directorate of Social Assistance*² organized under the subordination of the local councils of the municipalities and cities.

¹ According to *Decree No. 797/2017 of November 8, 2017 for the approval of the framework regulations for the organization and operation of public social assistance services and the indicative staff structure* (Art. 1 of Annex 1 of the Framework Regulation for the organization and operation of the General Directorate of Social Assistance and child protection), the General Directorate of Social Assistance and Child Protection is the public institution with legal personality established under the subordination of county councils / local councils of the sectors of Bucharest in order to ensure the application of social policies in the field of child protection, family, elderly, disabled, as well as other persons, groups or communities in social need, with a role in the management and provision of social assistance benefits and of social services. The social services provided by the local directorates aim to prevent or limit situations of difficulty or vulnerability, which can lead to marginalization or social exclusion.

² At local level, according to Annex 2 to the Framework Regulation for the organization and operation of the Directorate of Social Assistance established under the subordination of county councils / local councils in the same GD Nr. 797/2017, but amended through GD no. 417/2018, the *Directorate for Social Assistance* is the public institution specialized in the management and provision of social assistance benefits and social services, established under the local councils of municipalities and cities, as a social assistance directorate, in



The main difference between the two types of structures, from the perspective of the direct provision of social care services, consists in the different typology of the offer.

According to the same normative act (GD 797 / 2017, art. 12), the management of local direction– if organized as a public institution – and county directorates is provided by the executive / general director, assisted by deputy executive directors / deputy generals. All of them have the quality of civil servant or, as the case may be, of contractual staff. In the case of the municipal or city directorate organized as a functional compartment in the specialized staff of the mayor, its management is provided by the director.

In the case of both types of directorates, candidates for the positions of executive director / general or, as the case may be, deputy executive director / deputy general must have a seniority in the domain of at least 3 years and be graduates of undergraduate studies, with diploma, in one of the following fields: a) social work or sociology; b) psychology or educational sciences; c) law; d) administrative sciences; e) health; f) economics or management, finance, accounting. The law also allows exceptions, so that in the competition organized for the positions mentioned above can also participate graduates with a bachelor's degree of long-term university education in other fields than those mentioned, provided they have graduated master's or postgraduate studies in public administration, management or in the specialty of studies necessary for the exercise of public office.

Aspect	Agreed - YES; NO; note
Participation on courses at least: <ul style="list-style-type: none">• 85 %	<ul style="list-style-type: none">• 80 %, face to face or online and to practical activities;

order to ensure the application of social policies in the field of protecting children, families, the elderly, people with disabilities, as well as other people, groups or communities in social need. As an exception to these provisions, the Directorate can be organized as a functional department of the mayor's specialized staff or as a general directorate, a public institution subordinated to the local councils of municipalities and cities, depending on the demographic structure and socio-economic indicators of the city/municipality. Specialized social services aim to maintain, restore or develop individual capacities to overcome a situation of social need. They are administered by the General Directorate of Social Assistance and Child Protection – a structure of the County Council.



and pass the final test/exam										
The new EAN certificate should have this number of hours (1 hour = 45 minutes):		Because most of them have university degree, it is asked to have:								
<table border="1"> <thead> <tr> <th>Level</th> <th>Number of hours (1 hour = 45 minutes)</th> </tr> </thead> <tbody> <tr> <td>Basic – obligatory</td> <td>288 (RO)</td> </tr> <tr> <td>Advanced – included country specific topics</td> <td>520 (RO);</td> </tr> <tr> <td>Professional – optional</td> <td>800 (RO)</td> </tr> </tbody> </table>		Level	Number of hours (1 hour = 45 minutes)	Basic – obligatory	288 (RO)	Advanced – included country specific topics	520 (RO);	Professional – optional	800 (RO)	<p>Basic – preparatory programs for those who do not completed yet the university degree, 200 hours.</p> <p>Advanced (post-university studies, till 520 hours; basic will be recognised)</p> <p>and Professional (new master program, till 800 hours).</p>
Level	Number of hours (1 hour = 45 minutes)									
Basic – obligatory	288 (RO)									
Advanced – included country specific topics	520 (RO);									
Professional – optional	800 (RO)									
Difference between 3 levels of certificates should be in content and in the details and scope of modules.		Yes and as mentioned before								
Should we recognize some lessons as completed for EAN education and shorten the education for students they participate on some special national courses and university education? How many lessons?										

<p>Romania:</p> <ul style="list-style-type: none"> Occupational standard for Managers of social services – offered from 2018 by NGO organisations (120 theory and 240 practice) Magister’s degree focus on management of social services 	<p>The third Romanian focus group suggests:</p> <ul style="list-style-type: none"> - the standard for Managers to be recognized for level Basic. For level Advanced: to be completed with 400 hours, by postuniversity programs (till 520 hours) For professional: New Master program (800 hours).
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Suggestion on number of lessons –Romania (RO);



Number of the module	Number of hours (1 hour = 45 minutes) BASIC 200 (RO)	Number of hours (1 hour = 45 minutes) ADVANCED – included country specific topics 520 (RO) (B+..)	Number of hours (1 hour = 45 minutes) PROFFESIONAL - optional 800 (RO)
Modul 1	16;; 24;; 80; ...
Modul 2	16;; 24;; 50; ...
Modul 3	16;; 24;; 50; ...
Modul 4	16;; 24;; 56; ...
Modul 5	16;; 24;; 88; ...
Modul 6	16;; 24;; 96; ...
Modul 7	16;; 24;; 64; ...
Modul 8	16;; 24;; 112; ...
Modul 9	16;; 24;; 36; ...
Modul 10	16;; 24;; 40; ...
Modul 11	8;; 24;; 32; ...
Modul 12	16;; 24;; 40; ...
Modul 13	16;; 32;; 56; ...

During 3rd Romanian national focus group, participants have discussed about module names, suggested short annotation, number of lessons and indicated topics and subtopics.

Legend:

- Common suggestion – agreed after 2 focus groups and project meeting in Vienna in **black colour**
- Romanian suggestion **in red colour**

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ANNEX: Modules 1-13



Modul 1:

- **Name: The structures of long-term care for elderly and networking**
 - **The structures of long-term care for elderly and networking**

- **Short description:**

Basic level: To put structures of the stationary LTC in the international context. Be able to assess the effects of demographic development on the elderly care system. The interactions in the social and health system should be known. Networking in your own area. Who are your own stakeholders and what expectations are there - what are the contradictions. Best-practice models. Networking in a socio-economic context.

Advanced level: Trends – forms of living, life concepts, digitalization, intergenerational differences, expectations of the younger generations...

Professional level: Networking in the European context. Deepening of the overall structure of the social and health sector including the financial flows. Representation of interests, lobbying and networking with political actors.

- **Topics:**
 - Demographic development and its social and individual effects
 - Social policy
 - Life and living forms in old age
 - Structure and organization of the old geriatric welfare in Europe
 - Traditional and alternative care forms
 - European comparison of the geriatric welfare
 - Types of social services (residential / non-residential; care homes / home care; palliative care structures)
 - **Public-privat partnership**
 - **Informal care**
 - **Social and medical costs of long-term care**
 - **For profit and not for profit LTC**
 - **Community involvement**



Modul 2:

- **Name:** Care concepts, dementia, paliative care
Care concepts, dementia, paliative care
- **Short description:**

The primary purpose of conceptualization in the profession of care is to improve practice by positively influence the health and quality of life of patients. Caring concepts and theories are also developed to define and describe care, guide practice, and provide a basis for clinical decision making. The accomplishments of caring in the past led to the recognition of care in academic discipline, research, and profession. The new role of technology in caring, technological intrusion in private life, the risk of social isolation, longer healthy live are some of the challenges of future caring.

Basic level: *Conceptual models of care; healthy life, active ageing, current concepts in the field of Care of the Elderly, Health and Social Economy, social integration of various (partly marginalized) social groups in society, living independently versus social support, promoting health, preventing illness, caring for the sick, and restoring health.*

Advanced level: *care concepts which are relevant for the participants and their organisations, for example focussing on intercultural or organisational aspects (e.g. mobile versus institutional or self-organized versus standardized), and their effects on affected stakeholders. Improvement of quality of life despite social need through successful social integration.*

Professional level: *International comparisons of social support and care concepts with in-depth analysis of the national priorities; European best practice models; Housing and living concepts in old age, technology of/in caring*

- **Topics:**
 - **Conceptual models of care**
 - *the caring metaparadigm: person, caring, environment, and health;*
 - *the Caring (nursing) Need Theory (Virginia Henderson - the importance of increasing the patient's independence to hasten their progress; emphasizes the basic human needs and individualized planning of care;*
 - *Self-Care Theory (Dorothea E. Orem - the act of assisting others in the provision and management of self-care to maintain or improve human functioning at home level of effectiveness. Everyone's ability to perform self-care.*
 - *Philosophy and Theory of Transpersonal Caring (Jean Watson - how carers act for their patients, and how that caring progresses into better plans to promote health and wellness, prevent illness and restore health.*
 - **Main concepts**
 - care of the elderly (e.g. dementia)
 - health care (e.g. palliative care)
 - social care;



- long term care;
- from the various other fields of social economy (e.g. inclusion, controlled consumption)
- **Helping and care relationships**
 - from charity to professionalisation
 - feminisation of caring
 - formal and informal care
- **Healthy Aging**
 - dynamics, backgrounds, development
 - well-being
 - Self-determination and quality of life
 - How to better prevent the negative health and social events in relation to elderly
- **Social integration**
 - Living and living concepts in old age
 - success factors for and barriers to successful social support (e.g. digitalization)
 - success factors for and barriers to successful social institutions (e.g. animals in institutions)
- Conceptual model of care (Henderson, Orlando, Orem, Levine etc.)
- Helping and care relationships: from charity to professionalisation
- Von Care zu Careing - please explain what it is.
- Aging – dynamics, backgrounds, development
- Self-determination and quality of life
- Living and living concepts in old age
- How to better prevent the negative health and social events in relation to elderly
- Palliative care
 - familiarization with the topic, basic terms, division of palliative care, its goals, indications for palliative care, team composition and their competence
 - communicating and sharing experiences with the caregiver's experience and emotions, both on the client's family and on the professional caregiver's side
 - principles of palliative care; limits of palliative care
 - principles of pain therapy; total pain
 - assistance of family during mourning
- Age related characteristics of mental health
- Dementia
 - the most common causes of dementia and its risk factors, symptoms, individual stages of dementia and the rights of a person with dementia
 - symptoms and individual stages of Alzheimer's, Parkinson's, Vascular, Senile disease, work with non-pharmacological procedures, communication with a person with dementia
 - Legal representation of a person with dementia.
- Early detection of dementia (signs of dementia)



Modul 3:

- **Name:** Professional ethic, awareness and profile
Professional ethic and profile of the manager

Professional ethics help managers to frame their activity in an axiological manner, to guide the carers and other employees in their relation to the clients and patients, to manage data, facts, and relationships. By ethical awareness they will act in the most ethically acceptable way, will recognize the risk that caring actions could fail to adhere to the goals of caring and be unethically when patient's preferences is ignored. They will get familiar with what is the meaning of protection, promotion, and restoration of health and well-being, of prevention of illness and injury, of alleviation of suffering. The ethical activity profile will help managers getting familiar with ethics knowledge, conducting and implementing ethics research, identifying and solving ethical problems.

- **Short description:**
- **Basic-Level:** knowledge and skill regarding everyday human needs, *human dignity, human development, LLL (Lifelong Learning), dealing with mistakes and feedback; learning from experiences and practice; reflective work; biography work, Diversity Management (including Gender and Generations), generations, self-reflection, management and responsibility; ethical principle; decision, action and consequences; mourning; empowerment, supervision.*
- **Advanced-Level:** *managing vulnerability and power; resilience, mindfulness, values and codes, intercultural aspects (staff, residents), moral distress and burnout; ethical challenges; ethical competencies; professional profile of manager; intervention and advanced supervision.*
- **Professional-Level:** *Social responsibility, conflict between ethical responsibility vs. general conditions; caritative caring (inspired many in the Nordic countries) used as the basis of research, education, and clinical practice; values of an organisation, values of society - the EU - internationally relevant organisations (e.g. Médecins Sans Frontières, International Federation of Red Cross and Red Crescent Societies); euthanasia, death in cultural approaches and contexts.*

Topics:

- **Professional ethic**
 - Ethics and / or deontological codes
 - How to build and maintain a better relationship with the beneficiary and her/his family
 - Orientation to values and needs and responsibilities in the stationary geriatric work and in the long-term care
 - Professional standards and professional ethics in management of social care services
- **Ethical awareness**



- Ethical implications of all caring actions; the potential ethical repercussions of carer's actions in order to effectively resolve problems and address client/patient needs.
- Caritative Caring (Katie Eriksson) - taking 'caritas' into use when caring for the human being in health and suffering, in a spirit of caritas alleviates the suffering of the patient, to lighten suffering and serve life and health
- Bioethical and deontological principles in the relationship with the elderly patient (Beauchamp & Childress)
 - autonomy (the right to self-determination);
 - beneficence (promotion of good);
 - maleficence (avoidance/minimization of harm) and
 - justice (fairness/equal distribution of benefits and burdens).
- individual's ability to perform self-care. (Dorothea E. Orem)
- Caring, Clinical Wisdom, and Ethics in Practice (Patricia Benner): assert and re-establish caring practices during a time when carers are rewarded more for efficiency, technical skills, and measurable outcome.
- **The ethical limits**
 - of a treatment (in strict relation with the quality of life of the beneficiary.
 - of a decent death
 - of extending life beyond the limits of a quality life ("good death" or "prolonged life"?)
- **Moral personal development**
 - development of a professional working posture (person versus function)
 - social responsibility for clients and employees
 - leadership in the context of nursing homes
- **Discussion and reflection of cases**
 - of own cases with colleagues (e.g. intervision)
 - of case studies with professional support (e.g. coaching, supervision)
 - professional support groups.
 - Reflection:
 - on myself, my work and the relevant context of social economy
 - on the resources and values of my organisation
 - on the expectations and needs of my clients
- **Ethical activity profile**
 - developing one's own ethics knowledge,
 - influencing ethical issues,
 - conducting and/or implementing ethics research,
 - identifying and solving ethical problems
-
- Ethics and / or deontological codes
- How to build and maintain a better relation with the beneficiary and her/his family



- Reflection of the work life
- Orientation to values and needs and responsibilities in the stationary geriatric work and in the long-term care
- Professional standards and professional ethics in management of social care services
- Bioethical and deontological principles in the relationship with the elderly patient (Beauchamp & Childress)
- The ethical limits of a treatment (in strict relation with the quality of life of the beneficiary)
- Decent death
- Extending life beyond the limits of a quality life

Modul 4:

- **Name:** The legal basis for the management of care facilities
The legal basis for the management of care facilities
- **Short description:**
Basic-Level: Legal basics
Advanced-Level: Residential law, employee and company law, liability issues
Professional-Level: Case studies, SCJ and ECJ rulings, current legal issues at European level; assessment criteria of the supervisory bodies (e.g. Austrian experts), human rights, Disability Rights Convention,...
- **Topics:**
 - General and specific legislation for social services and social care
 - Legal obligations of managers and of multidisciplinary team
 - Incompatibilities
 - The profile of the successful manager
 - Continuous personal study of the manager
 - Applying the public policies and developmental strategies in social services areas
 - **Licencing and accreditation of care facilities**
 - **Quality of provided social services**
 - **Wrights and obligations for beneficiaries**
 - **Norms, rules and contracts**



Modul 5:

- **Name:** Human resources management, leadership
Human resources management, leadership

- **Short description:**

***Basic-Level:** Personnel requirements planning and calculation, recruiting - Employee search and retention, exit interviews, key personnel figures, Diversity Management*

***Advanced-Level:** Benefits, incentives, employee internal development, knowledge management*

***Professional-Level:** Health promotion measures, talent management - Junior staff planning*

- **Topics:**
 - Personal development of carers
 - Human resources policy
 - Determination of staff requirements
 - Staff marketing
 - Deployment of the staff planning
 - Working time models
 - Advanced training and continuing education
 - Leadership philosophies
 - Leadership understanding of managers and directors
 - Communication and conversation models
 - Team building
 - Conflict management
 - Delegation of duties
 - Outsourcing of services
 - Multidisciplinary team
 - The roles of the people within the management
 - Lifelong learning
 - Recruiting and maintaining and managing the basic caring staff
 - Behavioural models of staff involvement motivating
 - Carer-cared-family partnership



Modul 6:

- **Name:** **Business and financial management**
 Business and financial management, fundraising
- **Short description:**

***Basic-Level:** Reading the balance sheet, profit and loss account, basics and terms of business administration, legal forms*

***Advanced-Level:** Case study - budget preparation, cost types and control options (e.g. fundraising), controlling*

***Professional-Level:** Development of a business plan, business modelling and strategy; national and European funding, fundraising and crowdfunding*

- **Topics:**
 - Accounting and the legal obligations to keep records
 - The bases of the accounting
 - Accounting organization
 - The principles of the adequate and orderly accounting
 - Write-off (amortisation)
 - Types of companies
 - EDP
 - Budgeting
 - How to frame and use better working instruments in relation to beneficiaries
 - Fundraising
 - Social economy, sources of sustainability and self-financing
 - Controlling
 - **Fundraising strategies and campaigns**
 - **Community' contributions and sponsorship**
 - **Distributions of care costs**



Modul 7:

- **Name:** **Strategic and Organisation Development**
Strategic and Organisation Development
- **Short description:**
 - **Basic-Level:** *Organizational analysis with regard to the strategy of the company*
 - **Advanced-Level:** *Design and change organisational structures; develop target systems, market observation, development of vision, mission statement, ...; organisation handbook*
 - **Professional-Level:** *Comparison of organisational models, strategic business areas and valuations, BSC, matriculation costs*
- **Topics:**
 - Visions, aim definition and strategy development
 - Change management
 - Management control, analysis of methods, procedures and planning processes
 - Enterprise philosophy, models
 - Planning and control instruments
 - Success factors in the corporate management
 - Project management
 - Marketing/Public relations
 - Writing projects for accessing non-reimbursable funds
 - **Development strategies according to the model of care**
 - **Organisation functioning and development during crises**
 - **Strategies for maintaining the organisation in times of economic crises**
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Modul 8:

- **Name:** **Quality and process management in elderly care**
 Quality assurance, risks and process management in elderly care
- **Short description:**

***Basic-Level:** Basics of quality and risk management, definitions of terms, criteria, tasks, overview of QM and risk management systems*

***Advanced-Level:** Getting to know different QM systems, advantages and disadvantages, key figures, self- and third-party evaluation systems, QM manual, functions and committees of the QM work; risk analysis and measures*

***Professional-Level:** Investigation of the own organisation by means of fictitious audit, Continuous improvement processes (CIPs), risk management*

- **Topics:**
 - Quality management systems (ISO 9001: 2000)
 - Audits (self and external evaluations)
 - Development of working procedures and protocols
 - Quality standards for social and health care residential services for the elderly
 - Quality standards for social and health care non-residential (communitarian) services for the elderly
 - Activities and social services for the elderly
 - Methods and technics for intervention, evaluation and monitoring the social services for the elderly
 - Case management
 - Supplier accreditation
 - Licensing of the service
 - Models of good practices
 - Hygiene in the homes of the elderly.
 - Hygiene of the living space to avoid the separation of viral, bacteriological, parasitic infections
 - Riskmanagement - Definition of the most common risks; Development of standards to avoid risks; CIRS and guidelines; drugs management
 - **Crisis procedures**
 - **Lessons from history and past crises**



Modul 9:

- **Name: Facility management**

- **Facility management**

- **Short description:**

Basic-Level: Relevante gesetzliche Bestimmungen, Grundlegende Überlegungen Outsourcing vs Insourcing, Grundbegriffe und wirtschaftliche Überlegungen zum Outsourcing,

Advanced-Level: Erstellungen von wirtschaftlichen Vergleichsrechnungen zum Outsourcing, Berechnung Break-even-Point; Ökonomische und ökologische Gebäudebewirtschaftung, Nachhaltigkeit

Professional-Level: Identifizierung relevanter Kennzahlen zum Outsourcing, Steuerung mittels Kennzahlen; Erstellung eines FM-Konzepts

- **Topics:**

- Types of organisations
- Management of small and medium enterprises
- Outsourcing
- Benchmarking
- Architecture and design of elderly care buildings / spaces
- Relevant legal provisions
- Outsourcing
- Building construction
- Signs and tax
- Facility management concept as part of the overall concept
- **Facility management during crises**



Modul 10:

- **Name:** Risk, time and case management
Risk, stress and time management
- **Short description:**
- **Topics:**
 - Work-life balance
 - Burnout syndrome
 - Develop a risk register
 - Risk identification, evaluation and management
 - Risk prevention. Identify the hazards and threats
 - Assessment of legal requirements (emergencies regulations etc)
 - Matrix risk assessment
 - Incompatibilities of the manager
 - First aid / fire safety courses and other collective risk situations
 - Time management: organizing the personal work schedule and the team
 - Team building,
 - Continuous training through practitioners, theorists and e-learning (viewing documentaries in the study breaks of care staff)
 - **Lessons to be learned from the pandemic crises**

Modul 11:



Co-funded by the
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- **Name: Digitalization, technologies**
Digitalization and new technologies
- **Short description:**

Basic-Level: Begriffsbestimmungen und ethische Aspekte, Grenzen der Digitalisierung, Anwendungsbereich und Möglichkeiten der Anwendung

Advanced-Level: Möglichkeiten der Anwendung von Telecare und Telemedizin, Smart Home & AAI, Robotics und seine Grenzen

Professional-Level: Ethische Aspekte der Digitalisierung, Konkrete Beispiele zu den vier Schwerpunkten: Selbstbestimmung und Autonomie im Alter; Interaktion mit dem sozialen Umfeld; Sicherheit; Unterstützung Professionals

- **Topics:**
 - New technologies adapted to new social care services and how to use them in caring processes
 - Assistive technologies
 - Monitoring and assessment technologies
 - Communication technologies
 - Benefits / failures in using new technologies
 - Digitalization and classic care of the elderly
 - Dependence on electronic devices
 - Nanotechnology
 - Robots vs. Old carers
 - Personal competence in digitalisation times
 - Basic, advanced and professional personal skills in relation to digitalization and new technology
 - Foreign languages and new technology
 - How to survive by new technology
 - New current of dependence on new media-networks among older people



Modul 12:

- **Name: Communication, PR, marketing
PR, marketing and communication**

- **Short description:**

Basic-Level: Präsentationstechniken, Moderationstechniken, Kommunikationstheorien; corporate design & branding, interne und externe Kommunikation, einfache Sprache und Bilder

Advanced-Level: Analyse der relevanten Stakeholder extern, Umsetzung regelmäßiger professioneller Kommunikation, Social Media; Analyse von Kommunikationstools – Aufwand und Wirkung, Angehörigenarbeit und -kommunikation, prof. Beschwerdemanagement, Entwicklung einer positiven Fehlerkultur

Professional-Level: Krisenkommunikation (Shitstorm, Flowerrain); Umgang mit Medien, Medientraining, Marketingstrategie und -planung;

- **Topics:**

- Presentation and moderation techniques
- Corporate design & branding
- Professional communication
- Social media - possibilities and limits
- Relatives work and communication
- Complaint and error management
- Crisis communication
- Organisational communication
- Company story and landscape assessment:
- Corporate Reputation and Image
- Public relation process
- Public opinion
- Marketing ad public relations in non profit sector
- Inter and intra-institutional communication: the institution's website, account on social networks, social media group of employees and caregivers
- Building your own brand from offering a quality service
- PR campaigns
- PR and relationship with the media
- Marketing and profitability of the service offered
- **Communication and PR using new media and technology**



Modul 13:

- **Name: Country specific topics – Romania**

Until half a century ago in Romania the traditional model of caring for children, the elderly and people with health issues, including disabilities, was an inter-generational one. It used to be quasi-generalised in the rural environment and widespread in the urban environment. During the past fifty years, several social, economic and geographical changes have changed the reality known two generations ago. The political, social and economic changes of the 1990s changed the nature of social relations and behaviours, including of intra-familial ones. The impact of these changes became obvious in the subsequent decades. The fact that the borders opened for emigrating in search of work literally broke the chain of inter-generational care. A significant part of the active population has chosen to work abroad, oftentimes even in the area of care for the elderly, the sick or of individuals with disabilities. The "export" of care capability has left those at home stranded. From that moment on, caring for the elderly became a topic with important social and economic relevance.

- **Short description:**

Basic-Level: traditional forms of care; new forms of care; social services; social benefits; access to social and health care services; policies; demographical realities;

Advanced-Level: caring market, accreditation and licencing; quality standards, significant institutions in relation to the area of care for the elderly; recruiting and training of carers; legal regulations for institutionalised care and for care provided at home;

Professional-Level: social and health care policies; contracting of social and health care services; financing, partnerships; how to analyse the relevant data for a strategic plan in the cultural context.

- **Topics:**

- Current situation in the context of providing social and health services in residential facilities
- Models and cultural contexts of elderly care
- Models of good practice in Romania and other countries
- Cultural contexts:
 - percepton of ageing;
 - role of religion,
 - dinamic of family life;
 - education and training of carers;
 - insurances – health, social, pension;
- Current and future trends of ageing and of healthy ageing in Romania;
- Disesses incidence and the need for care in folowing years;
- Studies and researches about social determinants of health and their impact in the Romanian care market.
- Policies on long-term care