Abstract
The bachelor thesis deals with the activization of seniors in the system of social services. It focuses on issues in providing of activization services from the point of view of their providers. The key aim of the work is to discover and identify the main problems or weaknesses with strengths, opportunities and threats in the providing of social activization services for the elderly on the example of the Ústí Region. This issue is examined, in the work, on the basis of research interviews with providers of activization services for the elderly, further interviews with two experts at local and regional level. These data are compared and linked to data from relevant public policy documents dedicated to the area of the region and also to documents devoted generally to this issue at national level. This work is based on the theoretical and value points, namely the quality of life, active ageing, public policy cycle with a focus on the evaluation phase and ways of activization of seniors. Results from the Ústí Region clearly summarizes the SWOT analysis, which means that it finds not only gaps in providing of social activization services for the elderly but found strengths in providing of these services stand in contrast, too. Problems in provision are found primarily in the lack of interest of seniors in this type of service, in the health condition of seniors making it impossible to participate, etc. Activization of seniors is a topical issue, especially in terms of the demographic trend of population ageing. Focusing on the activity produced is particularly important in old age, when our work and family lives are undergoing many changes.

Keywords
activization of seniors, activities for seniors, active ageing, problems in providing activities, quality of life

Title
Elderly Activization through Social Services System