

Abstract

The aim of this study is to identify factors influencing senior decisions to use activation programs.

The theoretical part summarizes the basic concepts of age and aging studies, social services for the elderly, the system context and current trends in care for the elderly, the importance of activation of seniors, motivation, specific forms of activation programs and their creation process.

The empirical part analyzes of the data obtained using qualitative research. The results of this study showed that the seniors want to do more themselves, feel good, keep fit, to enhance their knowledge and skills, to experience the feeling of being useful and understanding, the need of joy and, not least, be among people, interact with them and learn about them. The results thus confirmed the importance of activation programs for seniors that promote both physical and mental health.