

JOURNEY FROM ILLNESS
The Project on Publishing an International Magazine
by the Clients of Mental Care Centres
Iskérka (the Czech Republic)
and Stichting De Boei (the Netherlands)

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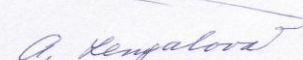
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ABSTRAKT

Tato bakalářská práce řeší problematiku cílové skupiny osob s duševním onemocněním, jedné z nejohroženějších skupin českého sociálního systému. Je rozčleněna do dvou částí. Teoretická část analyzuje bariéry, jimž musí tato cílová skupina v naší společnosti čelit. Současně seznamuje čtenáře se dvěma progresivními evropskými organizacemi, které duševně nemocným lidem pomáhají k návratu do běžného života, organizací Stichting De Boei z nizozemského Eindhovenu a její partnerskou organizací v ČR Iskérka se sídlem v Rožnově pod Radhoštěm. Práce popisuje inovativní aktivizační metody, které pomáhají duševně nemocným lidem nalézt vlastní síly v boji s nemocí.

Praktická část je inspirována mou stáží v organizaci Iskérka a spoluprací s Stichting De Boei. Zaměřuje na proces tvorby mezinárodního časopisu publikovaného osobami s duševním onemocněním, jehož cílem je medializace cílové skupiny, využití potenciálu osob s duševním onemocněním a jejich motivace k tvůrčí činnosti. Práce přináší inovace jak v teoretické, tak praktické rovině a vznikala souběžně s realizací mezinárodního projektového záměru, na němž jsem měla možnost se aktivně podílet. Součástí práce je vyhodnocení přínosu pro samotné klienty zapojené do publikačního týmu, a to s využitím metody strukturovaného interview.

Klíčová slova: cílová skupina, lidé s duševním onemocněním, nestátní nezisková organizace Iskérka, nizozemská organizace Stichting De Boei, mezinárodní projekt “S uživateli sociálních služeb a nizozemskou expertízou k systémovým změnám”, sociální vyčlenění, destigmatizace, aktivizace, motivace, společenská role.

ABSTRACT

This bachelor thesis deals with the issue of the target group of people with a psychiatric background which is one of the most vulnerable groups of the Czech social system. The thesis is divided into two parts. The theoretical part analyses the barriers that the target group has to face in our society. At the same time it, acquaints the readers with two progressive European organizations that help mentally ill people return to their ordinary life, Stichting De Boei from the Dutch city of Eindhoven and its partner organization in the Czech Republic Iskérka with its seat in Rožnov pod Radhoštěm. The thesis describes innovative activation methods that help people with a psychiatric background find their own power in the struggle with illness.

The practical part was inspired by my internship in Iskérka and cooperation with De Boei. It focuses on the process of creating an international magazine published by people with a psychiatric background, the mission of which is promotion of the target group, their potential and motivation to creative activity. The bachelor thesis offers innovations from both a theoretical and a practical perspective and it was compiled simultaneously with the realization of the international project intent, in which I had the opportunity to participate actively. Part of the thesis is an evaluation of the benefits for the individual clients involved in the editorial team, all this by means of the method of a structured interview.

Keywords: target group, people with a psychiatric background, non-governmental organization Iskérka, Dutch organization Stichting De Boei, international project “With social service users and Dutch expertise towards system changes.”, social exclusion, de-stigmatization, activation, motivation, social role.

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MOTTO

“Everyone has his own specific vocation or mission in life; everyone must carry out a concrete assignment that demands fulfillment. Therein he cannot be replaced, nor can his life be repeated, thus, everyone's task is unique as his specific opportunity to implement it.”

Viktor Emil Frankl

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INTRODUCTION

Dana is a young personable woman. Her life story began quite ordinarily - she experienced a happy childhood, had many hobbies and enjoyed her student life, together with plenty of her classmates. However, suddenly an illness emerged. *"At the age of seventeen, I suffered from a head injury which afterwards caused my problems. Treatment in a psychiatric hospital affirmed schizophrenia. Since then I have been struggling with this illness for more than twenty years. It disallowed me to complete my studies. I lost my classmates, friends, contact with people, I could not find a job. I became dependent on a disability allowance. I totally lost my self-confidence."* (Dana Mičolová 2011)

However, Dana is not the only one with psychiatric problems. People do not choose the illness. It can happen unexpectedly to anyone. Psychiatric disease affects people of both sexes not regarding their age, ethnical origin or social-economic status. It is one of the decisive reasons leading to social isolation, stigmatization and exclusion from society.

The statistics on the number of people suffering from psychiatric disease is alarming, increasing rapidly as a result of our steadily speeding-up lifestyle which is surrounded by stress. Around 50 million citizens of the European Union, which is nearly 11% of its population, suffer from a mental disease. Schizophrenia affects 1% of the whole population and depression is stated to be the most common health problem at all. It is said that yearly 58 000 people of the European Union commit suicide and the number of attempts is even 10 times higher. (Green paper 2005) Current estimations in some European countries are even worse, for example in the Netherlands, according to Hans Marechal, the manager of a Dutch social care organization in Eindhoven, *"every fourth person suffers from some kind of a psychiatric problem or disorder caused by an inconvenient life situation or unstimulating social background"*. (Hans Marechal 2011)

The situation in the Czech Republic is not satisfactory either. Until recently, the Czech psychiatric patient was treated only with the emphasis on health care, being referred to a psychiatric hospital. While the social aspect of the care that could help these people

to regain their self-confidence and responsibility and to renew their social roles lost due to illness, was a couple of years ago still totally missing in the Czech Republic.

During my internship in 2011 and 2012, I had an opportunity to work with two organizations providing social care services to these vulnerable people, daily care centre “Iskérka”, one of the first social care organizations focused on this target group in the Czech Republic, and De Boei from Eindhoven, an organization with over 20 years of experience and a unique approach towards people with a psychiatric background (called “participants” in De Boei). The attitude of De Boei emphasizes talents and skills of these people, discovering their abilities and empowering them to live an active valuable life.

My internship task was to organize and to assist a group of clients of Iskérka, who got inspired by their Dutch partner organization in publishing a clients’ magazine and decided to publish their own magazine in the Czech Republic. A magazine that would enable people to share their life stories with others and to present experience from their international cooperation and projects with De Boei. A magazine that would incite their own creativity and combine it with a useful content. Working with these people on the magazine project enriched me enormously and provided me a sound topic for my bachelor thesis.

In my bachelor thesis, I set up **four main goals**:

1. Introducing the target group of people, currently almost unknown and neglected in our society and thus contributing to promotion of this target group
2. Presenting innovative know-how from the Netherlands and reflecting progressive approaches of De Boei as transferred into the Czech practice of “Iskérka”
3. Monitoring the process of preparing an international magazine together with clients of “Iskérka” involved in the editorial team
4. Evaluating beneficial impact of the magazine on the clients involved.

I hope that this work will contribute to a better awareness of the target group and will also inspire other people and organizations to help develop the enormous potential which, in spite of their illness, these people have.

I. THEORY

1 PEOPLE WITH A PSYCHIATRIC BACKGROUND

1.1 Introduction of the Target Group

The term of person with a psychiatric background can be defined in several ways. According to Oldřich Matoušek, this term refers to a person who suffers from a behaviour disorder connected with a disorder of human relations. (Oldřich Matoušek 2005) Pavel Hartl and Helena Hartlová provide a broader definition of a mental disorder characterized as a process in people's psyche that can be observed in their behaviour and way of thinking that composes barriers for leading an independent social life. (Hartl and Hartlová 2009) However, the psychiatric disease does not affect only the people's behaviour and their way of thinking. It can also influence their memory function, perception and the sphere of emotions.

There are three main factors that activate the start of a psychiatric disease – biological factors, psychosocial factors and genetic factors. Nevertheless, in most cases, the disease is caused by more factors arising at the same time. (Fokus Tábor)

Since 1993, psychiatric diseases have been classified according to ICD - 10 (the abbreviation ICD stands for "International Classification of Diseases and Related Health Problems). Psychiatric diseases are classified under the letter F and a numeric code. (Ústav zdravotnických informací a statistiky ČR)

People affected by psychiatric disease belong to the most vulnerable target group in the Czech Republic and also in the most of Europe. The ignorance and little awareness from the side of society contribute to worsening of the disease. *"One of the most important and serious problems that people with a psychiatric background meet in their everyday lives is their feeling of stigmatization from the side of society – it is caused by prejudices and averse behaviour of other people who are highly suspicious towards people with a psychiatric background. They unjustly underestimate their abilities, they consider them to be dangerous and unpredictable and that is why they refuse to socialize with them and they make their involvement into daily life more difficult."* (Petr Možný 2011) What is more, the public, ordinary people and even the clerks in social departments, often confuse

this target group with mentally retarded people, a completely different target group with different types of problems.

Notwithstanding their illness, people with a psychiatric background do not lose their skills, abilities and intelligence. (Fokus Tábor) On the contrary, many of them are remarkable for their extraordinary capabilities or intelligence and in some cases the disease seems to be “a tax” for their creativity. Vincent van Gogh, Charles Dickens, John Nash, Jim Carey or Anthony Hopkins – those are just a few samples of people who, despite their psychiatric disease, wrote history. (Famous People and Mental Illnesses)

This is also the main motivating factor for my bachelor thesis, respecting the medical limitations of the target group, to concentrate on the “healthy side” of these people, possibilities of their personal growth and development. Therefore, my work will not deal with the “cure” side of psychiatric disease, nor its cause. I will focus on its social impact and underline opportunities arising from social and working rehabilitation of these people.

1.2 Limitations of the Target Group Leading to Social Exclusion

People with a psychiatric background have to face strong stigmatization from the side of society caused by prejudice. This as a vicious circle deepens their illness and social exclusion. While working with the target group, I observed the following obstacles of people with a psychiatric background in relation to their social and working environment:

1.2.1 Stigmatization from Society and Self-stigmatization

A stigma resulting from the stay in a psychiatric hospital is one of the most serious barriers for this target group. Unlike other target groups, people with a psychiatric background are also burdened with a stigma related to a feeling of their own incapability, a loss of self-confidence, self-stigmatization. This personal “inner” stigma can even be more

serious than the stigma given by the society. It comes from the conviction of an ill person and influences his image in relationship to the surrounding world.

For some people the loss of a realistic view of their own capabilities and the effort to come to terms with their new role leads on the contrary to an effort to overestimate their own strength and possibilities. This later causes disillusion for being unsuccessful and serious problems in their social contacts. As a final result, both types of behaviour lead to a kind of social passivity, which in a simplified way can be described with the comment „I am ill – you take care”. Accepting a role of a stigmatized patient demotivates to see any challenges for an ill person.

1.2.2 Cycle Character of the Disease

The cycle character of the disease (with the phases attack, remission and relapse) forms a permanent threat of repeated stay in a psychiatric hospital. It makes the continuity of their life impossible, disrupts all social and sociable relations, disturbs family and personal relationships and deepens their social isolation.

A longer-term stay in a psychiatric hospital causes serious problems to most people after their return. They lose their place of living or on the contrary they are condemned to living in the social isolation of their closest family. This negatively influences their capability of wider socialization and activation. And paradoxically, the social isolation and non-activity further deteriorates their health status and psychiatric problems, with a threat that an attack with hospitalization comes earlier than for patients with a regular active life.

1.2.3 Limited Labour Capacity

The contemporary open labour market, the competitive atmosphere and conditions laid on by employers are not adjusted to the individual needs of people with a psychiatric background. Particularly after a longer-term stay in a psychiatric hospital, these people are not capable of an instant return to their employment. Their working ability is limited

and must be adjusted to the character of the disease. In the Czech Republic there is no system that would allow setting up and long-term monitoring of an individual performance plan. A plan that would be dependent on the degree of health handicap, and that would respect both the disease with its difficulties and at the same time the capabilities and possibilities of self-realization of the individual with a psychiatric disease.

1.2.4 Insufficient Offer of Social Service

To be able to return to a normal social and working environment, people with a psychiatric background have to adapt. A significant help while preparing them for integration is the service of social and working rehabilitation. However, the low availability of this service is a serious nation-wide problem in the Czech Republic. There is a deficit of organizations that provide the social care service to people with a psychiatric background, same as a lack of tested methodology.

The renewal of working habits and skills as the most important goal of working rehabilitation, noticeably raises a chance of getting a job, strengthens people's self-confidence and enables their personal growth.

1.2.5 Prevailing Trend of Institutional Care

As a result of low accessibility of facilities offering social and working rehabilitation for this target group, people with a psychiatric background are forced to stay in psychiatric hospitals. Their return to a normal social environment would in some cases already be possible from a health point of view. However, they would be endangered by not receiving help with the reintegration into normal life. A passive approach from the side of society towards these people forces them to stay in an environment that is not natural for them and consequently is not stimulating and motivating either.

The need for facilities providing social care service and the need to create further activation programmes for this target group of people to the Czech Republic proves to be the key point.

1.2.6 Fear of Losing Social Securities

Worries about the loss of employment and income deepen the fear of losing the basic social securities. This has its influence both on the progress of the disease and on the possibility of an adequate working activation of the ill individuals. Some people with a psychiatric background refuse to look for help for fear of being labeled with a stigma, others because they are afraid of a stay in a psychiatric hospital.

With those, who were admitted a disabled allowance, this uncertainty on the contrary is deepened by the fact that they are worried that this pension could be taken away from them in the case of their employment, even if only part-time. That is why they rather stay „non-active“.

2 HELP PROVIDED BY THE EUROPEAN DAILY CARE CENTRES “ISKÉRKA” AND “STICHTING DE BOEI “

People with a psychiatric background are a very specific target group of people endangered by social exclusion in whole Europe as described in chapter 1.2. Apart from stigmatization, people with a psychiatric background experience self-stigmatization related to feelings of disability and the loss of self-confidence. The cycle character of the disease creates a permanent threat of returning to a psychiatric hospital. As a result, these people often lose their work, their economic situation deteriorates, social relationships are interrupted. It affects their domesticity and personal relations. Social isolation results in further deepening their psychiatric problems. This situation is similar in the Czech Republic as in the rest of Europe. What is different is the approach, experience and service available.

While most of the developed countries of Europe have a long-term experience from running daily care centres for people with a psychiatric diagnosis, in the Czech Republic there are not many organizations that already have knowledge and expertise related to this target group.

My bachelor thesis is focused on the daily care centre Iskérka seated in Rožnov pod Radhoštěm, where I spent my internship, and on Stichting De Boei from Eindhoven that closely cooperates with Iskérka. Both organizations are very progressive and to a certain extent unique in Europe, mainly in developing their own innovative approaches towards clients of social service.

2.1 Stichting De Boei - Eindhoven, the Netherlands

2.1.1 Introduction of Foundation “Stichting De Boei”

Stichting De Boei is a Dutch social care organization focusing on people with a psychiatric background located in the town of Eindhoven in the Netherlands. It is an acknowledged organization with progressive methods to motivate their clients to activities and labour.

De Boei provides top-quality social service, activates clients to a maximum utilization of their own potential and empowers them to a gradual personal and professional growth. Many years of experience in working with people with a psychiatric diagnosis have enabled De Boei to elaborate its own, highly efficient methodologies, which are also in the Dutch social care system considered to be highly progressive, inspiring for other organizations. The dynamic development of the organization is documented by the growth of the number of clients who are interested in the services of de Boei. While in 1990 de Boei started under very modest conditions and with only a few clients, at present it serves approximately 1000 users and 50 of the 120 employees are ex-clients – people with their own psychiatric experience.

Nowadays, De Boei has 15 branch offices in the region of Eindhoven. Stichting De Boei offers its clients drop-in centres, opportunities to further education, social contact and even employment. In cooperation with the users, de Boei has developed a number of activation programmes:

- a) 5 activation centres - handcraft, education, sports and other activities
- b) 3 farms – means of rehabilitation is meeting people and physical activity
- c) De Boei & deKunst – fine arts and creation of the magazine of the organization
- d) Klussen Bus – painting, decorating and removal work (run by clients)
- e) Run Bus – transport of people (run by clients)
- f) ICT – computer networks, webmaster and advisory information technology centre (run by clients)
- g) De Boei Contact - a project aimed on developing social contacts
- h) Centres for clients' involvement – centres for continuous adaptation of service to the needs of clients
- i) Maat – a new project for women and young girls, victims of home violence, sexual abuse, physical and psychological violence and affective disorder in childhood

De Boei cooperates with the regional Psychiatric Hospital GGzE in Eindhoven, it has experience in cooperation with Poland and since 2006 has been cooperating on projects with Iskérka – civic association. (Hans Marechal 2011)

2.1.2 Innovative approach towards clients

The innovative approach of Stichting De Boei has been developed by Hans Marechal, the manager and founder of this Dutch organization. His outstanding attitude towards people with a psychiatric background was even appraised by the Dutch Queen – for his enormous effort in the social sphere in the Netherlands and other countries including the Czech Republic, he was rewarded by the title “Knight of the Queen”.

The most important ideas of Stichting De Boei’s philosophy, that also inspired the Iskérka organization from Rožnov pod Radhoštěm, can be described as follows:

- the client is an equal partner of the worker, employees treat clients (participants) **equally and respectfully**
- the fundamental idea that there is “**more than someone’s illness**”
- focus on what people “can” instead of what they cannot manage, emphasize the client’s **abilities rather than disabilities**
- a client can fulfil **several different roles**, he can restore them and discover new roles (besides of the role of a patient, he has a role of a father, colleague etc.)
- treatment is directed to the recovery of lost roles, **regaining responsibilities** and to social participation
- a person with his own psychiatric experience becomes an **expert** on his problem (a so-called **peer specialist**), can advice other ill people and even be an advisor to personnel (Hans Marechal 2011)

2.2 Iskérka - Rožnov pod Radhoštěm, Czech Republic

2.2.1 Introduction of the Non-Profit Organization “Iskérka”

The Czech daily care centre Iskérka – o. s. (civic association) is located in the town of Rožnov pod Radhoštěm. The service of Iskérka is aimed at people with a psychiatric background. At the time of its origin in 2004 Iskérka was the only organization providing

social rehabilitation to people with a psychiatric background in the whole Zlín region. In 2006 Iskérka started to cooperate with the renowned Dutch organization Stichting de Boei from Eindhoven and such a close partnership contributed to Iskérka's fast development. From the beginning they have been running successful projects supported by the European structural funds. Stichting De Boei provides innovative know-how to Iskérka focused on improving standards of social care towards clients. Several principles and methodology of De Boei have been adapted and put into practice in Iskérka daily care service.

The Iskérka organization nowadays provides the service of social rehabilitation, mediating social contacts, running educational and activation programmes, workshops, psychotherapeutical and music therapy groups. Another service provided is working rehabilitation. Its main mission is to stimulate and further develop the basic working habits of the people which were often interrupted by the illness. Both types of a service are provided to clients free of charge.

2.2.2 Current International Projects Run by “Iskérka” in Cooperation with “Stichting De Boei”

The permanent improvement of service provided by Iskérka is influenced by international cooperation and know-how exchange. The most significant projects currently run by Iskérka are **“Social centre of daily activities of Iskérka”** and the international project **“With the experience from De Boei towards a social firm”** that verifies conditions for the creation of a social firm. It is aimed at employing people with a distance from the labour market in the Czech Republic.

Another innovative project financed by the European Social Fund and the State Budget of the Czech Republic is called **“With social service users and Dutch expertise towards system changes”**. Also this project deals with the topic of employment of people with a psychiatric background. It is being realized in cooperation with the labour authority, regional psychiatric hospitals in Kroměříž and Eindhoven and with the Dutch and Czech

experts. The main goal of this project is to create the manuals for improving employment of the target group in the Czech Republic, using the method of a narrative research and comparative analysis. This pilot project will propose concrete measures to solve some problems of the target group in the Czech Republic.

The project has many innovative features. First of all, it is the bottom-up approach with the participation of those who are concerned. People with a psychiatric background (clients) are an integral part of the project realization team. They themselves take part in solving their problems. They are experts with capabilities and knowledge of their own problems, and therefore become co-solvers, specialists from practice. By experiencing their illness, they get the opportunity to advise others. This project is run in cooperation with a five-member team of the so-called „expert clients“, who are all people with a psychiatric background. The Czech working group further cooperates with the international steering team, with a supervisor, an intervisor and a sociologist. The project altogether engages 21 people.

2.2.3 Unique Methodology Implemented in Iskérka, Czech Republic

The international cooperation of Iskérka and Stichting De Boei has already brought many beneficial outcomes resulting in activation of the target group. The most significant examples of innovative know-how from the Netherlands implemented in the Czech organization Iskérka are “**the Clients’ Council**” and a course “**Recovery is up to you**”.

In the Netherlands, the **Clients’ Council** has a function of the supervisory and advisory body of every organization in social and health care which is given by the law. Though in the Czech Republic there is no legislative duty to establish such a body for the care providers, Iskérka adopted the idea and the first Clients’ Council has been in operation in this organization since February, 2011. The Clients’ council consists of four elected representatives of clients and its main mission is inquiring clients’ satisfaction with the service provided and with activities carried out in Iskérka. Clients involved in this body are responsible for organizing regular meetings with other clients and employees of Iskérka in

order to mediate and simplify communication between clients and the management of the organization. Equally important is its role of motivating other clients. The work in this body is performed on voluntary basis. (Blanka Mikolajková 2012)

A course called **Recovery is up to you** was also initiated by clients of Stichting De Boei. It was created in 1996 in cooperation with the Dutch clients and experts. Its philosophy is based on discovering a person's ability to cope with illness and to lead an independent life. The course should contribute to overall integration of the client into society. During the course, clients develop new skills and regain new roles in life, relationships and objectives. It focuses on the specific needs of these people. The course offers an active process, participants move from the "front passenger seat" to the position of "drivers" of their own life. What is unique, the entire course is conducted by a client who is a person with a psychiatric background. It is realized in respectful atmosphere, all members and participants are equal. The main motivation for participants is gaining understanding that they are not alone with their problems, that they can advise each other and together they can find a way to improve their health condition and satisfaction with themselves. (Blanka Mikolajková 2012)

Publishing a clients' magazine as described in the analytical part of this bachelor thesis is going to be another project intent inspired by Stichting De Boei and contributing to activation of the target group and its further recovery.

II. ANALYSIS

3 A MAGAZINE AS ONE OF THE TOOLS FOR RECOVERY

3.1 Importance and Benefits of the Project on Publishing an International Magazine

3.1.1 Circumstances of Establishing an International Magazine

The idea of publishing an international magazine was born while I was carrying out my internship in a non-profit organization Iskérka. It was initiated by one of the clients of Iskérka, Dana Mičolová: *“The idea of creating a magazine “by clients for clients” occurred to me after visiting our partner organization Stichting De Boei. When I saw in Eindhoven how people with a psychiatric background are involved in the working process, it encouraged me a lot. I was very impressed to see what all they manage. One of the things that amazed me most was De Boei magazine published by clients.”* The magazine is called in Dutch De Brulboei which in literal translation means the scream (roar) of De Boei in other words it represents the strong voice of clients. Exactly this idea inspired Czech clients to create a similar magazine in the Czech Republic, the first magazine published by clients. Dana Mičolová defines it as follows: *“We want to get closer to other people via the magazine. We want to help these people in finding their way and power for change – not to worry about what they were deprived of due to their disease but to focus on what they can achieve.”*

The idea of publishing a magazine is rather innovative. Not only that it was initiated by people with a psychiatric background but they are also involved in the process of its realization. At the time the possibility of a magazine was discussed in Iskérka, I was doing my internship there. Therefore, I was asked to help develop this project and organize the clients’ team for project realization. This I saw as a great challenge also for my own development for both practising my English in cooperation with De Boei and working on a very interesting and useful topic. Within my duties in Iskérka, I was responsible for organizing the process of creating the magazine and for assisting clients. I managed

common meetings of our editorial team, together we drew a project application, applied for finance and prepared the first issue of the international magazine.

3.1.2 Importance of a Magazine in the Process of Recovery

The magazine's main mission is to activate people with a psychiatric background, to motivate them and to involve them into the working process. It offers them space for writing articles, sharing their own life stories, informing about accomplishments in overcoming their illness and about empowerment methods in the Czech Republic and abroad. It provides space for self-presentation and encourages to publish articles in cooperation with Dutch partner organization Stichting De Boei. Also Mr. Petr Možný, the director of Psychiatric Hospital Kroměříž, supports the idea of a magazine published by people with a psychiatric background. *"It is important for them to share their experience from their illness, from cooperating with medics and with other people from their neighbourhood."* (Petr Možný 2011)

The magazine can be the voice of people with a psychiatric background. It helps them not to feel isolated which makes a positive effect on their disease. *"A magazine, where authentic experience from the lives of people with a psychiatric background will be described and published, would be very beneficial in the struggle against the stigmatization of these people. At the same time it will help to increase the general degree of awareness of the public about existing needs, abilities and difficulties of these people. The magazine will return to them the feeling of dignity and usefulness."* (Petr Možný 2011)

The magazine can significantly contribute to social and working rehabilitation of people with a psychiatric background. Being involved in the process of creating a magazine influences the target group's motivation. Motivating to activity has a consequent effect on improving people's life, inciting their creativity and regaining their self-confidence. *"As a psychiatrist, who has already been in daily contact with psychiatric patients for more than 25 years, I know very well, how important every support and believe in their*

abilities for these people is. It is beneficial with regards to their mental condition. An act of publishing a magazine can positively affect their destiny that was often in many cases not prosperous for them.” (Petr Možný 2011) Like this, the magazine plays an important role in the process of recovery of people with a psychiatric background.

However, it is not only the people with a psychiatric background who will benefit from publishing a magazine. It is also the society that can profit from activating mentally ill people. The magazine will create social awareness of this target group which will prevent it from being incorrectly associated with mentally retarded people, as described in chapter 1.1. Giving these people back their lost social roles, responsibility and importance instead of only investing into their treatment can also bring society savings.

3.1.3 Expected Benefits of the International Magazine

3.1.3.1 Expected Benefits for the Target Group

The expected benefits for the target group are the following:

- Introducing the target group and its problems to society
- Activation, motivation, opportunity for self-realization and self-presentation of people with a psychiatric background
- Stimulating the creativity of the target group (“clients for clients”)
- Emphasis on the clients’ strengths instead of weaknesses
- Opportunity to publish client articles together with expert texts in cooperation with De Boei and experts from the Czech Republic
- By involving a psychiatric hospital, linking the health and social care (the so-called “cure and care”) which are inseparable in case of psychiatric illness

3.1.3.2 Expected Benefits for other Organizations

Thanks to the long-term close cooperation with the Dutch organization Stichting De Boei, Iskérka and its clients are ahead compared to other organizations aimed at helping people with a psychiatric background in the Czech Republic. Therefore also other non-profit organizations in the Czech Republic can be inspired by the innovative methodology of these organizations. The expected benefits for them can be the following:

- being informed about unique know-how from the Netherlands
- learning how the innovative ideas can be put into practice of the Czech Republic (experience of the Iskérka organization)
- motivating social service providers to improve their own service offered to the target group in the Czech Republic

3.1.3.3 Expected Benefits for Society

Apart from benefits of the magazine for the target group, the magazine is expected to have a wider society impact:

- Forming social awareness about the target group
- Allowing people with a psychiatric background to regain their social roles and importance, they bring values back to society instead of only passive consuming
- Empowering people to regain their own responsibility
- Contributing to recovery and lowering the need of psychiatric hospital treatment

3.1.3.4 Expected Benefits for the Organization Iskérka

Iskérka organization can gain the following benefits from publishing a magazine:

- Promoting the international activities and projects of Iskérka, Rožnov pod Radhoštěm and Stichting De Boei, Eindhoven
- Raising PR for Iskérka and De Boei in the Czech Republic
- Informing about the target group and monitoring the magazine's development and achievements by means of a bachelor thesis

3.2 Organizational Preparation of the Project

In order to develop the magazine idea, it was necessary to prepare it properly and to describe its partial steps and their organization needs. Therefore we first made an inventory of possibilities and defined the following project phases and their time schedule:

1. Preparatory phase (from March 2011 until May 2011)

- Defining the vision and goals of the magazine
- Specifying the expected circle of readers
- Defining the structure of the magazine
- Specifying the expected contributors
- Specifying organizational conditions – how often, extent, number of copies, technical and spatial provisions, human resources

2. Search for financial support, writing a project application (from June 2011 until August 2011)

- Searching for potential funding
- Writing a project application based on the requirements for funding
- Evaluating success of the first application and if necessary searching for further funds

3. Phase of realization (from September 2011 until July 2012)

- Forming an editorial team
- Structure of the first issue of the magazine
- Graphic design of the first issue, print and distribution

4. Evaluation phase – (from August 2012 until December 2012)

- Evaluating the beneficial effect of the magazine on the target group, society, Iskérka and other organizations

This bachelor thesis is focused primarily on the preparatory and the realization phase. It monitors the project up to the phase of print and distribution of the magazine. It also reflects the impact of the project on the members of the editorial team who are all, apart from me, people with a psychiatric background.

3.2.1 Preparatory Phase

3.2.1.1 Vision and Goals of the Magazine

The vision of the magazine is introducing the target group of people with a psychiatric background, their limitations, motivation and challenges. The magazine is a tool contributing to recovery of these people, activating them to creativity and work. It is a magazine created “by clients for clients”. It offers them space for self-presentation and sharing their own stories. This should increase the general awareness of the target group. The magazine also presents innovative know-how from the Netherlands and describes unique features of international cooperation of Iskérka and Stichting De Boei.

3.2.1.2 *Circle of Expected Readers*

The expected readers of the magazine are divided into two groups. The first group is formed by internal readers, clients, employees and all who are involved in the international projects run by Iskérka and Stichting De Boei. The second group are external readers who are outside the mentioned organizations. The scope of expected readers is as follows:

a) Internal readers

- Clients of Iskérka
- Employees and supporters of Iskérka

b) External readers

- Patients and visitors of psychiatric ambulances, psychiatric hospitals
- Local and regional authorities, departments of social services
- Ministry of Labour and Social Affairs

3.2.1.3 *Structure of the Magazine*

Similar to the magazine published in Stichting De Boei, we agreed on not having regular columns within each issue. However, we settled several areas of topics as follows:

- a) Life stories of the target group and recovery process, current limitation of employing the target group and its solutions
- b) Reporting events from the Iskérka organization
- c) Articles about successful know-how from Stichting De Boei implemented in Iskérka
- d) Articles about outcome of the international project of Iskérka and Stichting De Boei in favour of the target group (results of the narrative research done among clients)

- e) **Lighter topics** (poems written by clients, anecdotes created by clients, crosswords made by clients)

3.2.1.4 *Expected Contributors*

Besides articles written by clients of the editorial team, the magazine will be enriched with expert texts from the following contributors:

- a) Other clients of Iskérka and De Boei
- b) People involved in the international projects of Iskérka and De Boei including experts from the Czech Republic and the Netherlands (psychologists, social workers etc.)
- c) Other workers of Iskérka
- d) Labour authority of the Czech Republic
- e) Staff members of Psychiatric Hospital Kroměříž (psychiatrists, social workers)

3.2.1.5 *Organizational Conditions*

The following conditions for publishing a magazine were approved by the editorial team:

- a) **Frequency of publishing:** once or twice a year
- b) **Extent:** 20 pages
- c) **Format:** A4
- d) **Forms of distribution:** - printed version
 - version sent by e-mail correspondence
 - web version
- e) **Technical and spatial conditions:** - technical background is offered by Iskérka
 - the magazine will be created in the building of Iskérka, where an office for the editorial team will be equipped
 - address Chodská 534, Rožnov pod Radhoštěm

- f) **Staff and organization:** - a six member editorial team, four of them being people with a psychiatric background
- regular meetings of the editorial team once every two weeks
 - outcome of meetings will be reported to the Iskérka management

3.2.2 Searching for Financial Support

3.2.2.1 *Difficult Financial Conditions as a Result of the Current Economic Crises*

The first obstacle we had to face as a non-profit organization was the lack of finance. Non-governmental organizations (NGO's) are only to a small extent funded by the state. However, the state support is not fixed and not embedded in Czech legislation. Organizations in the Czech Republic have no guarantee of continuous financial support that is essential for their operation, therefore each of them has to fight for every financial opportunity that occurs.

Due to the world economic crises, the situation in 2012 is even worse. Some providers of social care service are forced to reduce the opening hours and for the others the current budget cuts are even liquidating. According to news server "České noviny", more than 200 non-profit organizations will thus be forced to close their service provided to people with a handicap, with a psychiatric background, to seniors and other people who are endangered by social exclusion. Altogether this is supposed to affect 25 000 clients. Furthermore, it is estimated that approximately 1 400 employees from the non-profit sector will lose their current jobs. (České noviny 2012) As a paradox, the number of people who need help is increasing while getting funding is more and more difficult.

This situation will also effect the organization of Iskérka. Its annual budget necessary for operation is 1 440 000 Czech Crowns. However, the state subsidy for 2012 was cut to only 668 000 Czech Crowns which can hardly cover the organization expenses. (Valašský deník 2012)

3.2.2.2 Searching for Potential Funding

Regarding the magazine, I had to find a foundation which would help us cover its costs. I chose the Siemens Company foundation, called “Fond pomoci” (“Fund for help”). It is aimed at helping vulnerable people and people who got into a difficult life situation. Every month, the Siemens foundation donates 100 000 Czech Crowns in favour of vulnerable people or charity projects. (Siemens Česká republika) By this the company demonstrates its corporate social responsibility.

3.2.2.3 Writing a Project Application based on the Requirements for Funding

While completing the application for financial support, we had to respect the conditions for funding by the Siemens company. Therefore, apart from filling in a structured application form in online format, I had to deliver the Annual report of Iskérka from 2010 and a document characterizing the applicant and the target group. To emphasize the importance of the project on publishing a magazine, I addressed to Mr. Petr Možný, the director of Psychiatric Hospital Kroměříž, and asked him to write a supporting letter. Furthermore, the application was also supported by a cover letter written by a client of Iskérka Dana Mičolová, in which she showed her strong motivation to realize the magazine project idea.

3.2.2.4 Evaluating Success of the First Application and Searching for Further Funds

Our project application was highly appreciated by the assessment commission of Siemens company for its interesting and useful goal and for being professionally written. However, for the great number of applicants, Siemens finally supported another project aimed at purchasing resuscitation technology for children in a hospital. Of course, we recognized that also this topic had a high importance. This also illustrates how difficult it is to receive grants for non-profit organizations in the Czech Republic. There are many priority topics and very limited funds for support. Furthermore, the support is never guaranteed.

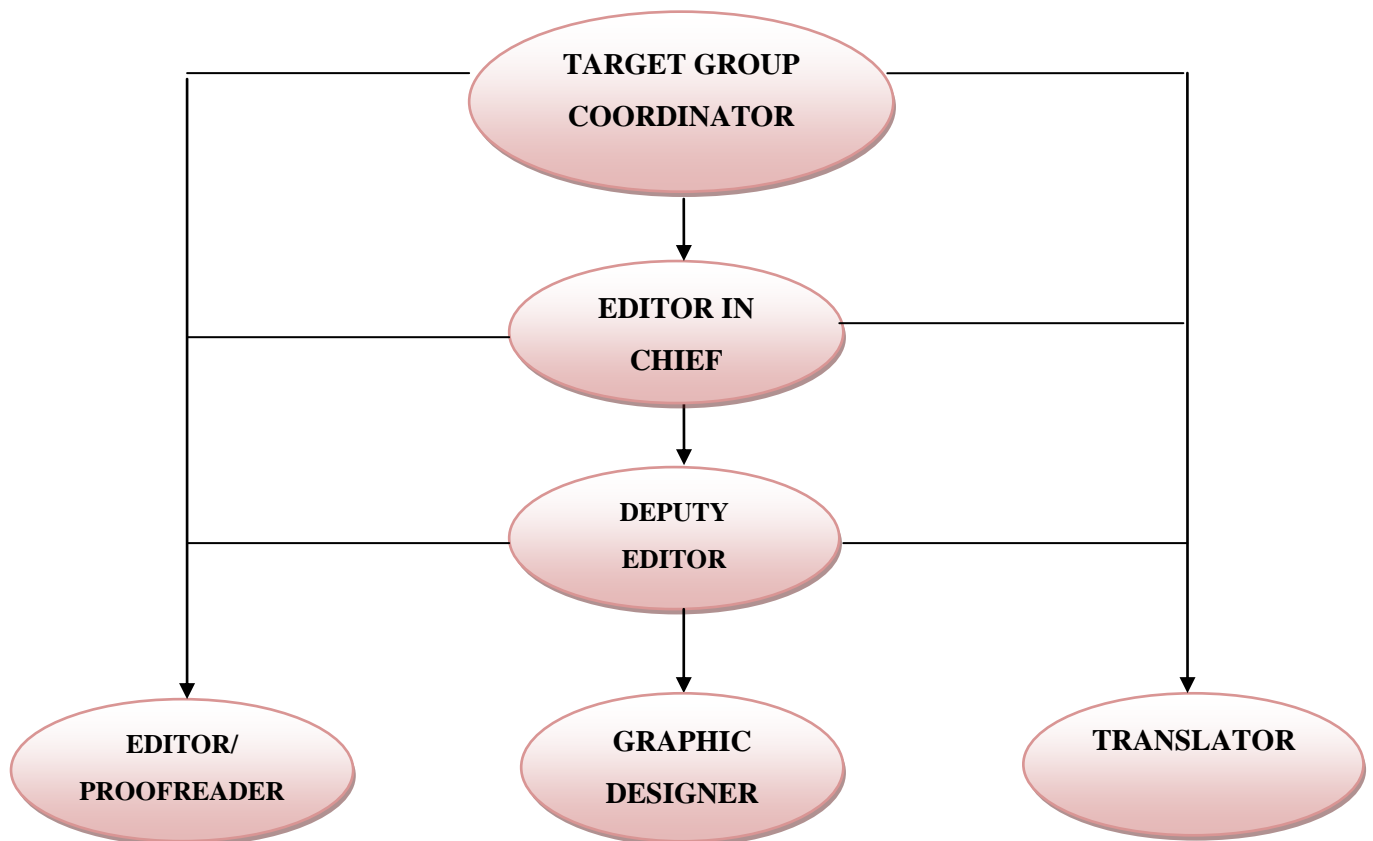
Nevertheless we did not give up the idea and tried to find another solution. Finally, we managed to find support by means of another project run by the Iskérka organization. The project is called “With social service users and Dutch Expertise towards system changes” and is financed by the European Social Fund and via Operational Programme Human Resources and Employment and the State Budget of the Czech Republic. The content of the project is described in chapter 2.2.2. Therefore also the original idea had to be adapted and the magazine got a new function, next to its original mission: to become also a newsletter of the mentioned project.

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3.2.3 Realization Phase

3.2.3.1 Forming an Editorial Team

For the purpose of creating an international magazine of Iskérka, an editorial team was settled. It was composed of six members working closely together – four clients of Iskérka, one employee of Iskérka and me. I was responsible for managing, supervising and coordinating the whole process of magazine realization. The members of the editorial team were selected based on their motivation and interest and also their previous experience and skills. They were appointed to the positions of editor in chief, deputy editor, editor and proofreader, graphic designer and translator. Competences for each position were defined. The editorial team was responsible for writing, collecting and selecting the final articles that were prepared to be published. When finalizing the magazine, this body is expected to provide proofreading, graphical processing and its distribution.

Table 1: The Structure of the Editorial Team

After assigning roles within the editorial team, regular common meetings were established. They were held once every two weeks. The feature of regularity was necessary for the members of the editorial team to help them adapt to ordinary routine tasks and working habits which are necessary for every regular job. Within the first meeting, we set up the rules, revised the goals of the magazine and tried to find out the team's expectations. Already during the first meeting I found out how strong, motivated and intelligent the people with a psychiatric background are. Step by step a magazine was created thanks to their diligence and high motivation. The gradual work on the magazine led to strengthening personal responsibility of each member of the editorial team, improving also time management and team work skills of the clients involved.

3.2.3.2 *Structure of the First issue of the Magazine*

First we addressed to contributors discussed already in the preparatory phase. Based on the areas of topics which also were defined in the preparatory phase (see chapter 3.2.1), the Editorial team selected and finally approved around 14 articles which will be incorporated into the magazine in the following order and with the following titles:

1. Leading article aiming at introducing the magazine to readers ***“Dear readers”***
2. Introduction of the Iskérka organization and its statutory representative ***“Iskérka and its spiritual mother Blanka Mikolajková”***
3. A letter of motivation written by a client of Iskérka ***“I got the second chance”***
4. Introduction of Stichting De Boei ***“Inspiration from the Netherlands”***
5. A letter of motivation by Hans Marechal, Stichting De Boei manager ***“My motivation to help”***
6. Reports from a learning trip to the Netherlands ***“Focus on what you can, not what you cannot”***
7. Outcomes from the narrative research ***“Narrative research – life stories of people with a psychiatric background”***
8. Clients’ Council ***“Unique Dutch know-how adapted into Czech practice”***
9. Course Recovery is up to you ***“Innovative approach to recovery”***
10. Article written by the social worker of the Psychiatric Hospital Kroměříž ***“Social care in Kroměříž mental hospital”***
11. Article about changes in the Labour authority written by the head of the Employment Office, Labour Authority Zlín ***“Labour Authority and its new competences”***
12. Interesting events from the international projects ***“What happened in Iskérka and the international project”***
13. Poem written by a client of Iskérka ***“The Song of Depression”***
14. Anecdotes created by a client of Iskérka ***“George tells jokes”***

3.2.3.3 *Graphic Design of the First Issue, Print and Distribution*

Although the articles for the magazine have already been completed, proofreading is still in the process. It will be arranged by a client of Iskérka who has a degree in journalistic studies. The graphic design is being prepared by another client who studied graphics and information processing in cooperation with a professional graphical studio. Print and distribution of the magazine will be completed after this bachelor thesis has been finished.

3.3 Feedback – Benefits for Clients Involved in the Editorial Team

Although the print and distribution of the project are still to come, the most important phases have already been successfully fulfilled. As far as impact on society and other organizations, these are a subject of long-term evaluation. Nevertheless, already now it is possible to evaluate the impact of the process of project realization on clients of Iskérka involved in the editorial team.

For the purpose of obtaining feedback from the editorial team members, clients of Iskérka, people with a psychiatric background, I applied the method of a structured interview.

3.3.1 Method and Respondents of a Structured Interview

The structured interview records feedback of members of the editorial team, clients of Iskérka, from the process of creating an international magazine. The first step was formulating 14 questions that correspondent with the expected benefits as they were determined within the preparatory phase (see chapter 3.2.1). After that I arranged separate meetings with each member of the editorial team. The interview was held with four of its members in the positions of editor in chief, deputy editor, editor and graphic designer who all were clients of Iskérka (people with a psychiatric background). The answers were recorded by a voice recorder, subsequently rewritten and organized in a table. The outcomes of the structured interview were compared with the expected

beneficial impact on the members of the editorial team and the most important findings were summarized.

I set up the following questions:

1. What motivated you to participate in the process of publishing a magazine?
2. What did you find difficult while preparing the magazine?
3. Which task did you perceive as easiest?
4. What did you enjoy most while preparing the magazine?
5. What was beneficial for you during the preparation of the magazine?
6. Did you gain new skills?
7. Did your work on publishing a magazine bring you any incentives?
8. Can the magazine in your opinion help also other people with a psychiatric background?
9. Do you think that the magazine will contribute to better awareness about the problems of the target group?
10. What is the main goal of the magazine?
11. Did the magazine help you to raise your self-confidence?
12. Was there anything you were not satisfied with during the process of creating the magazine? Anything you would like to change?
13. How do you assess the working atmosphere during preparation of the magazine?
14. How do you assess the cooperation between members of the editorial team?

The group of respondents is rather compact (all people with a psychiatric background, all clients of Iskérka, all involved in the magazine project) but at the same time variable as far as basic personal characteristics concern. Two of the four respondents are male, two are female. The respondents are of various age - 25, 38, 55 and 63 years old. Two of them have a university degree, one is a secondary school graduate and one respondent has only a basic education. All of them experienced work before their psychiatric problems occurred.

3.3.2 Results of Interviewing

Question 1: WHAT MOTIVATED YOU TO PARTICIPATE IN THE PROCESS OF PUBLISHING A MAGAZINE?	
Respondent	Answer
Resp. 1	I was motivated by a popular Dutch magazine published by the clients of our partner organization Stichting De Boei called “Brulboei”. I had a chance to take part in two working visits there and to see in practice how the magazine is published. If we know that the magazine is helping people with a psychiatric background in the Netherlands, why would it not help in the Czech Republic. To sum it up, what motivated me most was the reciprocal international cooperation and the opportunity to help other people with this disease.
Resp. 2	I was already involved in a similar magazine published previously. Thanks to the magazine, I have a chance to show my skills and experience. I wanted to publish a serie of articles about De Boei. As I am also a qualified trainee of yoga, I was also thinking of publishing articles about yoga exercising. Further I wanted to bring in my poem on schizophrenia. Finally I got so motivated that I became deputy editor of the magazine.
Resp. 3	I was interested in editorial work due to my previous journalistic experience.
Resp. 4	I wanted to become a part of something new and I wanted to achieve something. I wanted to utilize my knowledge from the school, where I studied graphics and information processing. The idea of a clients’ magazine, where we can present our life stories, drew me into the whole process.

Question 2:	
WHAT DID YOU FIND DIFFICULT WHILE PREPARING THE MAGAZINE?	
Respondent	Answer
Resp. 1	For me the biggest problem was adapting to working procedures and following the division of tasks. I would appreciate better awareness of the time schedule, dividing tasks to individual members of the Editorial team and so on.
Resp. 2	While preparing the magazine, everything was new for me. Learning was as a game. It perceived it as a challenge and, it was a joy from creating. I did not see any difficulties. Everything was being solved continuously, step by step, one task followed the other. Surprisingly, it went unexpectedly easy.
Resp. 3	I did not feel much confidence when I got the task to make a short summary from several extensive texts.
Resp. 4	As the graphics is being solved now, I am working on a proposal of the magazine's graphical design. What seems most difficult to me is to come up with a proposal that would appeal to as many members of the editorial team as possible.
Question 3:	
WHICH TASK DID YOU PERCEIVE AS EASIEST?	
Respondent	Answer
Resp.1	I am happy to do interviews with other people. Such work is very interesting and beneficial for both sides. By finding out information, I can get closer to a person which gives me energy.
Resp. 2	Compiling articles from different contributors and organizing them in the magazine was easiest for me.
Resp. 3	The easiest task for me was writing my own article.
Resp. 4	I considered the meetings of the editorial team and consultations of ideas and proposals as easiest.

Question 4:	
WHAT DID YOU ENJOY MOST WHILE PREPARING THE MAGAZINE?	
Respondent	Answer
Resp. 1	It was mainly writing. It has become my hobby. Although I am still a beginner, I would like to continue and improve in this field. I was also very pleased to see the growing number of articles coming from different contributors. I found a new sense in it I realized that I do not want to run away from this assignment. Before I attended a course named "Symbiosis" which was a course on editorial work and communication with public. It helped me.
Resp. 2	I enjoyed the compiling of the final form of the magazine.
Resp. 3	I enjoyed writing articles and common meetings with a pleasant group of people.
Resp. 4	The common meetings of the editorial team were fulfilling for me. I also enjoyed working with the graphical program which I got thanks to the project on the magazine.
Question 5:	
WHAT WAS BENEFICIAL FOR YOU DURING THE PREPARATION OF THE MAGAZINE?	
Respondent	Answer
Resp. 1	I noticed improvement of myself, a small step forward. The more you write, the better you do it. We also learnt how to work in a team. Each member of our editorial team held a different opinion which we had to accept and respect. It was important to accept criticism from the others. For me personally it is difficult. However, it encouraged me to think and to reconcile with the opinions of other people. I was pleased to see that the number of people who contributed with their articles

	to the magazine was increasing continuously. They joint us which enforced our efforts.
Resp. 2	While processing the magazine, there was nothing new for me. On the contrary, I had the feeling that I was teaching the others.
Resp. 3	For me it was the feeling of doing something useful. The feeling that I participated at the birth of something meaningful.
Resp. 4	Working on the preparation of the magazine was for me a new activity, where I could learn something different. I was satisfied with the feeling that I can help other people via the magazine. I gained new life experience. I also observed my own personal growth in the sphere of information technology due to new graphical programmes.

**Question 6:
DID YOU GAIN NEW SKILLS?**

Respondent	Answer
Resp. 1	I have learnt how to work in a team, how to accept and put up with criticism. I have learnt to behave responsibly, to be patient. I have also gained experience from working with a computer. I learnt how to communicate with managers.
Resp. 2	Right now, I don't see any.
Resp. 3	Regarding my journalistic skills, I learnt how to focus on the most important ideas and facts, how to highlight them and afterwards make a final summary.
Resp. 4	Partially. Mostly I practiced those abilities I had gained before and applied and further developed them.

**Question 7:
DID YOUR WORK ON PUBLISHING A MAGAZINE
BRING YOU ANY NEW INCENTIVES?**

Respondent	Answer
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Resp. 1	I received a lot of stimuli thanks to the magazine. Due to the visit of Stichting De Boei in Iskérka this March, I gained a lot of new contacts. Already now I see many challenges. I would like to deepen the relationship with the partner organization via e-mails and together to compile common articles for the next magazine issue. Due to our cooperation with the Psychiatric Hospital Kroměříž, I see a future in involving the patients and the staff of the hospital into the process of creating a magazine. It could also serve as rehabilitation for them by sharing their own life stories.
Resp. 2	It was a joy to create a magazine in which I would like to continue.
Resp. 3	The fact that the magazine serves also as a basis to a bachelor thesis written by Michaela Vašků encouraged me to apply for a doctor's degree and to write a thesis with the topic "Self- cure and self-recovery from a crisis".
Resp. 4:	Firstly, I felt very motivated while preparing the magazine. It helped me to raise my self-confidence. Working on the magazine gave me new responsibility and I realized that I am able and prepared for another job.
<p>Question 8:</p> <p>CAN THE MAGAZINE IN YOUR OPINION HELP</p> <p>ALSO OTHER PEOPLE WITH A PSYCHIATRIC BACKGROUND?</p>	
Respondent	Answer
Resp. 1	Certainly yes. Mainly by mediating Dutch know-how based on 20 years experience to the Czech Republic, by examples of life stories with recovery can motivate other people with a psychiatric disease and improve their health condition. Also the positive experience of the clients of Iskérka who made a step forward in their lives. Motivation from personal stories is very important. It helps in the Netherlands and it can also help here.
Resp. 2	Yes, it can. By approaching also other people from Iskérka to active involvement into the process of publishing the magazine, they gain self-confidence and they realize their own usefulness in society.

Resp. 3	The magazine as well as the international projects of Iskérka and Stichting De Boei are important pioneers for other people with a psychiatric background in the Czech Republic.
Resp. 4	Yes, it can. They have the chance to read the magazine and to find out that they are not the only one who suffers from psychiatric disease. They will read about what helped these people in their recovery process which is very motivating and inspiring.
<p>Question 9:</p> <p>DO YOU THINK THAT THE MAGAZINE WILL CONTRIBUTE TO BETTER AWARENESS OF THE PROBLEMS OF THE TARGET GROUP?</p>	
Respondent	Answer
Resp. 1	Yes. Currently there is little awareness of problems of people with a psychiatric background and as a result, the society stigmatizes the target group. The target group is still a taboo for many people. The media always present a negative overview on the people with a psychiatric background, always the most serious and the worst cases are introduced on television. This influences the thinking of other people and brings a negative effect on the target group. Therefore the magazine will be beneficial not only for the target group of people with a psychiatric background but also for the public.
Resp. 2	Yes certainly. We inform our readers about people with a psychiatric background, about their daily problems, about their life stories, about their recovery.
Resp. 3	Yes, it will certainly increase the awareness of society about the target group.
Resp. 4	I certainly think so. People with a psychiatric background are very often presented in the media. However, very often in positions of murderers and dangerous people which evokes a general contempt towards the target group. Many people also confuse people with a psychiatric disease with mentally retarded people. The magazine can change the situation.

Question 10:**WHAT IS THE MOST IMPORTANT GOAL OF THE MAGAZINE?****(grade the options as in school, 1=highly important, 5=not important)**

- a) Promotion of the target group of people with a psychiatric background
- b) Emphasis on the client's potential and his strenghts
- c) Tool for self-realization, self-presentation, initiating creativity
- d) Tool for motivation and activation of people with a psychiatric background
- e) De-stigmatization of people with a psychiatric background
- f) Presentation of know-how from the international cooperation of De Boei and Iskérka

Respondent	Answer
Resp. 1	All the options are of the high importance. I would give them all "1" mark.
Resp. 2	It is difficult to say which of the goals is less important than the others. In my opinion, they all have the same value, which means mark "1" to all.
Resp. 3	For me personally, they are all equally important. Therefore I mark them "1".
Resp. 4	If I consider all these options, I have to say, that for me they all have the same importance. My mark is "1" for all of them.

Question 11:**DID THE MAGAZINE HELP YOU TO RAISE YOUR SELF-CONFIDENCE?**

Respondent	Answer
Resp. 1	It sure did. I had the opportunity to create something new, to develop and use my skills. It motivated me to creative activities that I like. The magazine gave new sense to my life and that I see as most important. Furthermore, already now I can see the openness of some people towards the target group. I gained back my lost self-confidence which encourages me to help others and to empower them to enjoy life.

Resp. 2	No.
Resp. 3	Yes, partially.
Resp. 4	Yes, it did. For me personally the feeling that I have achieved something is very important. I would like to see that I am doing a good job.
<p>Question 12:</p> <p>WAS THERE ANYTHING YOU WERE NOT SATISFIED WITH DURING THE PROCESS OF CREATING A MAGAZINE? ANYTHING YOU WOULD LIKE TO CHANGE?</p>	
Respondent	Answer
Resp. 1	I was not satisfied with the attendance of some people during the meeting of the editorial team. I also did not like the communication with one particular member of the team. Nevertheless, I had to learn how to get on with him and finally I perceived it as a challenge and good life experience.
Resp. 2	There are always tasks that can be improved or that can be done in another way. Regarding the magazine, I would change the process of selecting articles.
Resp. 3	I don't know.
Resp. 4	Everything was arranged according to my vision.
<p>Question 13:</p> <p>HOW DO YOU ASSESS THE ATMOSPHERE DURING PREPARATION OF THE MAGAZINE?</p>	
Respondent	Answer
Resp. 1	The atmosphere was very pleasant. The truth was that we did not have to think over the steps, to define clearly particular tasks and their follow-up. We did not know it in the beginning. We are still learning.
Resp. 2	The atmosphere was very factual, efficient and hardworking. I enjoyed it.
Resp. 3	The atmosphere was enjoyable. I like determined, enough self-confident

	people.
Resp. 4	Every idea was born in a pleasant atmosphere and in harmony among the members of the editorial team.
<p>Question 14:</p> <p>HOW DO YOU ASSESS THE COOPERATION BETWEEN MEMBERS OF THE EDITORIAL TEAM?</p>	
Respondent	Answer
Resp. 1	Some members were very skillful, some of them were less involved. It depended on their current health situation and their activity. However, I think that everybody enjoyed participating in its creation. Right now we are looking forward to the first issue to be finished. It is team work. I like working in a team as it is encouraging to me. In my opinion, not only people who participated in publishing the magazine will be pleased but also other people who will read the magazine. I personally cannot wait until I get the first issue of the magazine.
Resp. 2	Everything was exactly as it is supposed to be in a good team.
Resp. 3	I personally enjoyed the team work. I had a chance to be involved in a group of people, where people complement each other and I could observe close cooperation. I assess the cooperation of particular members of the editorial team very positively.
Resp. 4	I assess the cooperation among particular members of the editorial team very positively. It was based both on friendliness as well as efficiency and hardworking atmosphere on the other side.

3.3.3 Summary of Outcome of the Structured Interview

Question 1 - Motivating Factors for the Work on the Magazine

As follows from the answers, motivating factors leading to participation of clients in the process of realizing a magazine varied. Two respondents pointed out their previous activities in journalism as the driving force. Another respondent was inspired by a similar magazine published abroad by partner organization Stichting De Boei and a third motivating factor was also the opportunity to utilize skills gained previously at school.

Question 2 – Difficulties Met during the Work

When asked about difficulties during preparation of the magazine, one respondent did not see any at all. Two respondents had difficulties in task succession, summarizing the most important facts and one was worried whether the results of his work would satisfy the whole group. The reported difficulties mostly concerned the work organization in a team.

Question 3 –The Easiest Tasks on the Magazine Preparation

The question regarding the easiest task offered four different answers. For one respondent, the easiest was interviewing people. Others considered compiling articles from different contributors and writing an own article as easy. For one client the common meetings of the editorial team were the easiest task. It is obvious that the answers reflect previous experience and individual skills of each respondent.

Question 4 – the most Enjoyable Tasks during the Magazine Preparation

Two respondents most enjoyed writing articles, one of them even stated that thanks to the work on the magazine, he had found a new sense of life. Further favourite activities were compiling the articles, common meetings of the editorial team and IT work. Half of the answers state as most enjoyable activities the same activities reported in question 3 as the easiest ones.

Question 5 – Benefits for Clients from their Work Involvement

This question was aimed at finding out what the clients gained from their engagement in the magazine project. One respondent found his own impact in teaching others and helping other people as beneficiary. Two respondents experienced their personal growth. Another client learnt how to accept criticism in a team. Also the possibility of practising previous experience and skills was considered a contribution. Another answer shows useful and meaningful work as the most beneficiary moment. All the questions reflect skills clients learnt from team work but also discovering a new personal potential.

Question 6 – New Skills Gained by Clients

The question checked if the clients gained any new skills from the project. The answers confirm some of the benefits expressed previously and related to team work and personal growth. The clients report that they improved their communication skills, learnt how to deal with different types of people and how to accept criticism. They learnt to gain responsibility. Also the opportunity to develop previously obtained skills is again reflected.

Question 7 – New Incentives from the Work for Clients

Encouraging clients to new stimuli in the process of publishing a magazine was the subject of this question. All the answers were positive. One respondent sees a challenge in deepening the relationship with Stichting De Boei and Psychiatric Hospital Kroměříž, involving hospital patients in the preparation of the next magazine issue. One more respondent confirms his determination to continue publishing. A very strong incentive was expressed in the motivation of one of the clients to apply for a doctor's degree writing a thesis on the recovery topic.

Question 8 – The Clients' View on Beneficial Impact of the Magazine

All the respondents were certain about the positive impact of the magazine on other people with a psychiatric background. Two respondents believe in power of real stories of people who had recovered from their illness, on other people with a psychiatric background.

Another answer again underlines the feeling of usefulness of all the clients involved in the magazine. According to other respondent, the magazine and Iskérka projects have a pilot function for other people with a psychiatric background. From most the answers follows how important the sample of a recovered client can be for others.

Question 9 – Raising Awareness of the Target Group via the Magazine

All four respondents are convinced about the magazine's beneficial contribution towards social awareness of the target group. Two respondents refer to incorrect viewing of the public towards people with a psychiatric background. They emphasize a negative presentation of the target group in the mass media, often as dangerous people, based on extreme criminal cases. And this, according to the clients' opinion, evokes a general contempt and suspicion against the target group.

Question 10 – Main Mission and Goals of the Magazine

This question aimed at finding out which of the goals of the magazine, set up in the preparatory phase, are considered most important by clients. In order to weigh the importance of each of the goals, the respondents had a 5 degree scale. Surprisingly, all the respondents used the top degree for each of the prescribed goals. This means that in the clients' opinion all the goals are equally important, and all the goals are top important. This outcome confirms a shared vision of the involved clients and also their strong believe and determination in the results of the magazine project idea.

Question 11 - Raising Self-confidence of Clients

With this question we wanted to find out if the work on the magazine project helped the involved clients to raise their self-confidence. The clients had four options of responds - "yes / partly / no / I do not know" and could further comment their answers. Three responds were positive, one negative. Two of the positive answers confirmed a raised of confidence without a doubt, one of them stated "partly". One respondent again pointed out that the magazine gave him a new sense of life and encouraged him to help other people.

Question 12 – Satisfaction with the Process of Creating a Magazine, Impulses for Improvements

This question brought in different opinions. One respondent was fully satisfied and would not change anything. Another respondent did not like the attendance of some people during the editorial team meetings and had problems in communicating with a particular person. Which he at the same time mentions as a challenge for improving his own communication skills. One of the respondents would like to change the routine of selecting articles.

Question 13 – Assessment of the Working Atmosphere

The atmosphere during preparation of the magazine was assessed positively by the involved clients. It was described as pleasant, factual, efficient and hardworking. Two respondents noticed good cooperation between the members of the editorial team. One respondent pointed out a learning process in which the definition of tasks and their follow-up had to be learnt.

Question 14 – Assessment of Cooperation between the Members of the Editorial Team

Question about cooperation between the team members provided unequivocal response. All four respondents were very satisfied with the team work. One respondent expressed his motivation incited by the opportunity to work with skillful people. The answers of the others appreciated close cooperation between the team members and friendly, efficient and hardworking atmosphere. Most of these comments had already been mentioned previously by different respondents. This proves that the benefits gained by clients from the team work are really significant.

3.3.4 Benefits for Clients Confirmed by the Structured Interview

In the preparatory phase of the magazine project (as described in chapter 3.1.3.) we set up the expected benefits of the international magazine for the target group, people with a psychiatric background. Although some goals will require a longer monitoring, as to short-term benefits, I was able to evaluate them already at the end of the realization phase of the project in this bachelor thesis, using the method of a structured interview.

As follows from the results of the structured interview with clients involved in the magazine project, all the expected short-term goals have been fulfilled. What the clients really gained from their involvement in the project, was assessed as follows:

Goal 1: introducing the target group and its problems to society.

Achievement: this is a long-term goal, however all the members of the team are convinced that the magazine will raise awareness of the problems of people with a psychiatric background and will help to change the society's view on them, which already started during the magazine preparation by discussing the target group limitations and challenges with cooperating parties and potential funders

Goal 2: activation, motivation, opportunity for self-realization and self-presentation of people with a psychiatric background.

Achievement: the clients confirmed that the work on the magazine helped them to keep active (one even stated that the magazine had brought a new sense to his life), motivated them to further personal development (encouragement to apply for further study) and gave them an opportunity to practise and develop their skills and abilities. An important factor proved to be the feeling of importance and usefulness which helped to raise their self-confidence and contributed to their recovery.

Goal 3: stimulating creativity of the target group (“clients for clients”).

Achievement: the clients were encouraged to create their own articles and poems. Also processing the graphic design of the magazine enriched them and developed their own creativity. Furthermore, while learning to work in a team, the clients were encouraged to be creative in overcoming their own difficulties in communication, in task division and interpersonal relations, they took this creative learning process as a challenge for their own improvement.

Goal 4: emphasis on the client’s strengths instead of weaknesses.

Achievement: the clients held the positions in the team in which they had previous experience, therefore the most successful and enjoyable tasks were those in which they had been able to use the skills obtained in previous jobs and apply them for the new tasks in the project. Further, most of them confirmed that they had also learnt new skills (learning from team work, from cooperating with experts, from work with a graphical program) and discovered their own further potential (capability of teaching the others, learning from each other etc.). Like this, their potential had been able to develop.

Goal 5: opportunity to publish client articles together with expert texts in cooperation with De Boei and experts from the Czech Republic.

Achievement: some clients of Iskérka felt very motivated thanks to the inspiration from a similar magazine published in the Netherlands in their partner organization De Boei. Also the stories of Dutch clients who had experienced illness and learnt to live with it, had a strong motivational impact on the Czech clients. The opportunity to publish articles with Czech and Dutch experts, the fact that clients’ articles have the same importance as the articles written by psychiatric and other experts, was another driving force for them.

Goal 6: by involving a psychiatric hospital, linking the health and social care (the so-called “cure and care”) which are inseparable in case of psychiatric illness.

Achievement: clients managed to incite cooperation with the psychiatric hospital in Kroměříž in which the hospital provides both the readers’ circle and contributors, anyway this cooperation is indeed another long-term goal inspired by the project.

Further, also other benefits appeared, above the expected ones, which were emphasized by the clients themselves, as follows from the results of the structured interview. In most answers, the clients showed their strong determination to achieve goals, be successful, to take their own responsibility.

4 CONCLUSION

Within the scope of my bachelor thesis, I focused on one of the most vulnerable target groups of people in the Czech Republic, people with a psychiatric background. In the **theoretical part of my work**, I described limitations and barriers of these people leading to their social exclusion, as well as their potential and possibilities of personal development. Further I explained the general importance of organizations aimed at helping these people by providing them social contact and working rehabilitation. I introduced daily care centres Iskérka located in Rožnov pod Radhoštěm and Stichting De Boei from Eindhoven, the organizations with a unique approach towards clients (people with a psychiatric background) based on empowerment and activating to self-recovery. I presented innovative know-how that Iskérka adapted from Stichting De Boei thanks to their long-standing cooperation on international projects aimed at improving conditions for the target group.

The analytical part was inspired by my yearly internship in the non-profit organization Iskérka and monitors the process of creating an international magazine by the clients under my leadership and assistance. The idea of a magazine was inspired by the Dutch organization Stichting De Boei where the clients' magazine is an important voice of clients and a tool contributing to destigmatization and recovery of people with a psychiatric background. Its main mission in the Czech Republic was to introduce the target group and involve clients in the preparation and publishing. Like this, the magazine also contributed to activation, motivation of clients, giving them an opportunity for self-presentation and self-realization and empowering them to regain their own responsibility.

The project on publishing a magazine was divided into four phases – the preparatory phase, the phase of searching for financial support, the phase of realization and the evaluation phase. The preparatory phase included defining the vision of the magazine and the expected circle of readers and contributors, specifying the structure of the magazine and its organizational conditions. Searching for financial funds showed how difficult it is to operate for all the providers of social services in the Czech Republic, pointing

out the non-systematic, non-continuous and non-guaranteed financing of social services in the Czech system.

The phase of realization depicts the forming of the editorial team of the magazine, defining the structure of the first issue, addressing to contributors, selecting and organizing articles, final editing, graphical processing, print and distribution.

Although the final print, distribution and evaluation are still to be completed and long-term benefits of the project can be evaluated later, already during the internship it was possible to reflect the most important benefits gained by clients from the work on the magazine. The beneficial effect on clients who participated in the whole process of preparing the magazine was assessed by means of a structured interview held with the members of the editorial team (clients of the Iskérka organization) and its results are also an important practical contribution of this bachelor thesis.

The bachelor thesis fulfilled the goals that were defined at the beginning. Its practical importance can be considered in four main areas:

1. **Introducing the target group** of people with a psychiatric background, currently unknown and still neglected in our society. Analyzing the problems of the target group as well as challenges for improvements brings a practical effect already in the theoretical part of the thesis.
2. The thesis **presents innovative know-how** from the Netherlands that inspired a Czech social care organization Iskérka, one of the first organizations focused on this target group in the Czech Republic, and therefore can further inspire other organizations in the Czech Republic and abroad.
3. The thesis monitors the **process of publishing an international magazine** by clients of Iskérka from the preparatory phase to the phase of realization. The thesis describes each phase and can be an instructive material for similar project applications by other organizations.
4. The thesis **evaluates the beneficial impact of the magazine project on the clients** involved in publishing by means of a structured interview. The achieved benefits are compared with the expectations set up in the preparatory phase and show practical effect for clients gained from the project.

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Table 1. The Structure of the Editorial Team

