

Summary

The book *Functioning of Sociotherapy Day Care Centres and the Branding of their Services* concerns day care centres operating in a specialised or combined specialist care form, where sociotherapy takes place. Such places are called sociotherapy day care centres and are intended for children and schoolchildren.

Chapter One describes the basic assumptions of the research. The general aim of the project was to obtain a picture of the functioning of sociotherapy day care centres (social diagnosis) and then to develop recommendations for their development (impact). The specific aims were to characterise how sociotherapy day care centres function in three cities in Poland (Gdańsk, Katowice, Poznań), and to describe the branding of their services on websites and social networks run by the centres (or on their behalf). In addition, as the research took place during the COVID-19 pandemic, an additional aim was to describe the way in which sociotherapy day centres operated during that time, allowing us to look at the ways in which they adapted to sudden events of historical significance and socio-economic hardship. The data collection methods for this project were desk research and a semi-structured telephone interview. The method of data analysis was template analysis.

Chapter Two deals with the mental health of children and adolescents in Poland and includes an analysis of data in the area of psychopathological problems of this group and the risk behaviours they engaged in. Chapter Three characterises sociotherapy as a group form of assistance provided in specialised (and combined) day support centres. Chapter Four contains a theoretical analysis of the availability of assistance targeted at dealing with children and adolescents' mental health problems. In this chapter, we also address the branding of health services and the importance of how the proposed public health services are communicated to potential clients. Information about the institution's mission and the range of services on offer can not only increase the availability of help for young people in need, but also shape a positive image of support institutions and thus reduce the stigmatisation of clients.

The fifth chapter contains a description of the sociotherapy day care centres that were included in the analysis, together with a presentation of the basic information that these establishments provide on their websites and/or Facebook profiles. It was

assumed that social media are valuable forums to foster brand relationships with consumers. Those selling the service are able to interact with consumers on a regular basis and this communication can be humanised, fostering relationships with customers. In Chapter Six, an analysis of the goals of day care centres is conducted. It was assumed that the goals, the values and the stated philosophy of an organisation together constitutes its mission. Chapter Seven describes the staff and employees of the day care centres. Information about the staff can help to build trust in the facilities. It is worth noting that in the area of psychological and pedagogical services, it is extremely difficult to assess the quality of services before they are used. Communicating the competences of those providing the services is effective in building trust and then emotional connections with consumers. Chapter Eight presents the results of analysing the websites and social profiles of establishments to establish which children and young people are being targeted. With this information, specific social groups can be made aware of the personal or social benefits of taking up the offer, which they might otherwise overlook or overlook altogether. Chapter Nine is devoted to analysing data on the provision of sociotherapy in the day care centres, as according to the Act on Family Support and the Foster Care System (Journal of Laws 2011, No. 149, item 887), such interactions should take place in specialised day care centres. Chapter Ten deals such aspects as activities and actions undertaken in sociotherapy day care centres. These centres play a significant role in supporting the family environment and the community in which the children and young people attending these centres live, so Chapter Eleven examines what family and community activities are undertaken in these institutions. Chapter Twelve describes the results of the research on the work of day care centres during the COVID-19 pandemic. Chapter Thirteen presents a discussion of the results, conclusions and recommendations.

Translated by Rob Pagett