

Modern aspects of systemic support and improvement of the quality of life of older citizens in the digital economy on the example of the Khabarovsk territory

Piunko L.E.

Far-East Institute of management, branch of the Russian
Presidential Academy of National Economy and Public
Administration
Khabarovsk, Russia
lusiena_03@mail.ru

Tolkacheva E.V.

Far-East Institute of management, branch of the Russian
Presidential Academy of National Economy and Public
Administration
Khabarovsk, Russia
e-v-tolkacheva@yandex.ru

Abstract — The article is devoted to the study of socio-economic aspects of the life of older citizens in Russia, the review of the modern state program "Demography" in the context of improving the quality of life of older citizens, the features of its implementation, including the issues of vocational training and additional vocational education of persons of pre-retirement age in the direction of digitalization and the digital economy for the period 2018-2019; a brief analysis of the effectiveness of the goals of the existing regional programs aimed at education (training), employment promotion, support for physical activity of older people, as well as increasing the availability of medical care and social services, taking into account the needs of older citizens and the use of modern information technologies in the framework of the digital economy program is given.

Keywords — *digital economy, demographics, quality of life, older generation, information society*

I. INTRODUCTION

Currently, the Russian Federation is developing dynamically in socio-economic terms. The state administration takes into account modern technological challenges, as well as the needs of the economy and society in terms of the development of information technologies, information systems, networks and communication channels, digitalization of the economy. The government of the Russian Federation initiates project activities for the purpose of integration in society of means of digitalization, forms and methods of transition of the country to digital economy for all population, including for the senior generation-senior age groups. Federal project "Development and implementation of a program of systematic support and enhance the quality of life of senior citizens (Older generation) (hereinafter the project "Older generation", the passport project approved: 24 December 2018) aimed at achieving the goal of increasing the expected healthy life expectancy to 67 years [9, 10].

The project "Older generation" identifies the task of developing and implementing a program of systemic support to improve the quality of life of older citizens.

At the same time, the implementation of the project "Older generation" includes a set of measures (about 70), divided into 4 large groups. It presents, among other things, sections aimed at improving health care and monitoring, as the older population is most susceptible to various diseases, including chronic. It should be noted that the project "Older generation" does not contain clearly defined objectives for the integration of medical care for older citizens with telemedicine. Such results are not stated in the project, neither for older citizens living in hard-to-reach areas, nor for the population of older age groups living far from large cities.

Thus, this article is aimed at assessing the socio-economic living conditions of older citizens in the context of the implementation in Russia of the national project "Demography".

II. PREREQUISITES FOR THE DEVELOPMENT OF THE PROGRAM "DIGITAL ECONOMY" AND THE NATIONAL PROJECT "DEMOGRAPHICS"

A. *Directions of life expectancy and improvement of quality of life in Federal programs and projects of digitalization and medical care*

It should be noted that the national project "Demography" is one of the key national projects in Russia for the period from 2019 to 2024, within which five Federal projects are to be implemented, including the project "Older generation" [11]. It details and specifically identifies the position to increase life expectancy in Russia and improve the quality of life of citizens of older age groups. Measures of the health care system on medical examination, carrying out necessary and additional screenings (researches) of the senior age group are designated and fixed, information and communication actions with participation of mass media are provided. In particular it is assumed:

- 1) Change the attitude of society to old age and older people, to convey to society (young groups of the population, first of all) the potential of older people. [11]

2) Explaining to older people the importance of forming an individual life strategy that allows them to feel comfortable and confident in this older age. This kind of explanatory information should be present on the websites of banks, various insurance companies, and most importantly, in those information services that are popular among the population: social networks, messengers; and of course, on the official websites of ministries and agencies involved in the implementation of the programs "Digital economy", "Telemedicine", "Demography".

3) Explanation on concrete examples, that senior age — this full-fledged phase life human, with their advantages. [11]

4) Explanation of the activities of the state and non-profit organizations in the field of support for older people. It is necessary to involve not only the media, but also employers, medical and educational institutions. [11].

B. Regional directions of the Older generation project in the digital economy

Regional programmes are expected to include activities aimed at obtaining education (training), promoting employment, supporting physical activity of older people, as well as increasing the availability of health care and social services, taking into account the needs of older citizens. Activities should facilitate the transition of older people to positive, active and development-oriented positions, including volunteering and "silver" volunteering. In the sphere of social services, the priority will be the development of hospital-substituting technologies with a primary focus on the provision of social services at home, technologies that ensure the receipt of social services by citizens living in rural areas, the expansion of the practice of mobile, including interdepartmental, teams to provide various services in remote, hard-to-reach areas. In the field of health care, the priority will be to provide older citizens with medical examinations and preventive examinations, including citizens living in rural areas [9, 10].

In seven subjects of the Russian Federation it is planned to create regional geriatric centers and gerontological departments, in which at least 11.0 thousand citizens older than working age received assistance [9]. In 2019, at least 2.5 million views of television and radio programs, television documentaries, Internet sites aimed at supporting and improving the quality of life of older citizens should be provided [9].

Based on the analysis of the presented statistical data on the implementation of the project "Older generation" at the regional levels, including in the Khabarovsk territory, it can be concluded that the main activities are aimed at improving the living conditions of the older generation, and not at an active process of its integration with younger categories of the population, creating conditions for the continuity of generations, transferring the experience of the older generation to younger groups, including information processing (data data), and, accordingly,, exchange of knowledge of younger generation with older age groups in the sphere of modern digitalization of economic processes.

C. Social features of the implementation of regional programs for the implementation of the project "Older generation" in the digital economy

There is another aspect of the difficulties of interaction between the programs "Older generation" and "Digital economy", which is, as it were, outside the framework of state measures for training and medical care of older age groups in modern conditions. The state should not remove or replace the duties of citizens themselves: to take care of themselves; to involve in the care of themselves (in the case of, for example, disability, incapacity, etc.) their close relatives. In the case when a citizen is completely alone (has no relatives) - the state takes care of him.

The activities of the program development of the Federal project "the Older generation" and the task "develop and implement a program of systematic support and enhance the quality of life of senior citizens" purely the prerogative of the state. At the same time, Russia is now developing those relations when completely capable and deliktotvornye citizens shift the responsibility for caring for their close relatives, who in turn do not have the opportunity to fully take care of themselves, to the state and social services. Moreover, we are not talking here about the payment of alimony, namely, measures related to care, training, medical care or support in the case of medical care older citizens from their children, pupils, grandchildren, nephews, etc.; and forcibly, according to the norms of family legislation of Russia, unfortunately, this problem can not be resolved.

The basis of the reluctance of the younger generation to take responsibility and care of the older generation lie in the atomization of the family as a social institution.

At the same time, older citizens should organize their lives and activities in such a way as to preserve their health and vital functions as long as possible; integrate and Orient themselves in the labor sphere, updating their professional competencies and professional knowledge, skills and abilities. Russia is a social state. But, this thesis can not be implemented only in one direction, in the sense that the state should take care of its citizens. Despite the fact that the state today, as fully as possible already carries out this multi-vector function; within the framework of the concept of the social state, citizens also have a duty to take care of their well-being and make efforts to achieve it.

In Russian society, in its historical and cultural paradigm of development, the high quality of life of society is integrated into its community structure, the Central place of which is occupied by the traditional family, and, in Russian society – the family as a category is considered more widely than in Western European culture. Modern Western European doctrine can consider an individual as a "family", which from the standpoint of Russian culture is unthinkable and absurd.

III. CHARACTERISTICS OF THE CONCEPTUAL FRAMEWORK OF THE PROJECT "OLDER GENERATION"

Based on the formulations of tasks and results presented in the project "Older generation", it should be noted that in General it is based on the principles and concepts of 20 years ago.

Let us consider in more detail the results indicated in the project "Older generation". One of them is the development and implementation of a program of systematic support and enhance the quality of life of citizens, the older generation , which does not contain provisions outlined in the "strategy of information society development in Russian Federation to 2017 – 2030", - the formation of a new technological basis for the development of the social sphere [3]. At the same time, this provision can be implemented through the wide dissemination of modern domestic information and communication technologies in the practice of social care and social support for older citizens, including the integration of the Internet of things-connecting things (physical objects) equipped with built-in information technologies to interact with each other or with the external environment without human participation.

The result of the project "Older generation", which involves "the Creation of a system of long-term care for the elderly and the disabled, as part of measures aimed at the development and maintenance of functional abilities of senior citizens, including balanced social services and medical assistance at home, in semi-mobile and stationary form, with the involvement of nursing services and caregivers, and support family care", designating as a priority the development of a system of family care for the elderly, there are no measures to support close relatives of elderly people engaged in caring for them. The family form of social support for the elderly (family for the elderly), which is formed at a slow pace, is adequately supported by the state in terms of socio-economic costs only in respect of citizens who are not closely related to the elderly.

In turn, there is a need to increase the level of social protection of older citizens and members of their families caring for and supporting their loved ones. The main cause of social insecurity is the difficulty of combining work and caring for a close relative. Thus, close relatives are faced with a dilemma: to stop working and experience economic difficulties, or to accept the inevitable deterioration of the living conditions of their older relatives. But these significant factors influencing the development of the system of family support for older citizens are ignored in the project "Older generation".

It should be noted separately the result " Assistance in bringing social service organizations in the subjects of the Russian Federation into proper condition, as well as the elimination of queues in them". By the nature of the related activities, it can be noted that there is no serious conceptual basis for the allocation of these activities and the result in a separate block. All the activities stated in the block could logically be placed within the broader in its formulation block "Creation of a long-term care system".

IV. ANALYSIS OF INDIVIDUAL STATISTICAL INDICATORS OF THE FEDERAL PROJECT "DEVELOPMENT AND IMPLEMENTATION OF THE PROGRAM OF SYSTEMIC SUPPORT AND IMPROVEMENT OF THE QUALITY OF LIFE OF OLDER CITIZENS"

Analyzing the current statistical data related to the implementation of the national project "Demographics" within the framework of the Federal project "Older generation" on

the digital economy and digital social sphere, we can see that most of the indicators have an increasing trend.

According to table 1 for the Khabarovsk territory with the introduction of the regional project "Older generation", it is planned to increase the basic indicators listed in the table by 3-5 times, and such an increase in the planned indicators is indicated for most regions, i.e. the Khabarovsk territory corresponds to the average Russian values in this area.

TABLE 1. INDICATORS OF IMPLEMENTATION OF THE FEDERAL PROJECT "DEVELOPMENT AND IMPLEMENTATION OF A PROGRAM OF SYSTEMATIC SUPPORT AND ENHANCE THE QUALITY OF LIFE OF SENIOR CITIZENS "SENIOR CITIZENS"" IN THE KHABAROVSK REGION

Base value		The period of implementation of the Federal project, year					
Value	Date	2019	2020	2021	2022	2023	2024
1. The level of hospitalization for gerontological beds of persons older than 60 years per 10 thousand of the population of the corresponding age							
0,0	December 31, 2017	9,8	29,5	39,3	51,3	51,3	51,3
2. Coverage of citizens older than working age preventive examinations, including medical examination, %							
19,13	December 31, 2017	25,8	30,8	36,8	55,7	65,3	70
3. The proportion of those over working age are diagnosed with the disease and pathological condition, are under medical observation, %							
63,37	December 31, 2017	63,4	63,4	64,7	68,9	80	90
4. Number of senior citizens who have completed vocational training and additional vocational education							
-	December 31, 2017	482	964	1446	1928	2410	2892

a. More table copy: Federal state statistics service: information on the socio-economic situation in Russia // Official website of the Federal state statistics service: section Federal project "Older generation" of the national project "Demography": [Electronic resource] : <https://www.gks.ru/metod/proekt.htm>

It should be noted that the national project "Demography" is one of the key national projects in Russia for the period from 2019 to 2024, within which five Federal projects are to be implemented [11].

At the same time, the official portal of the Federal state statistics service does not provide information on indicators, and also does not provide a method for calculating the indicator "the Share of elderly and disabled people living in stationary social service organizations of the "new type" of the total number of citizens living in stationary social service organizations" [7]. Accordingly, it can be concluded that Rosstat has just started collecting data, but has not yet calculated the indicators of the Federal project "Older generation". Currently, only orders on the methods of calculating the indicators of this Federal project are published on the Rosstat website, so it is not possible to highlight any results on its implementation at the moment.

V. CONCLUSION

There is a discrepancy between the content of the Federal project "Older generation" and the significant principles of the development of the social sphere-technologization, integration of information and communication technologies in order to

improve the quality of life of older citizens. At the same time, it is not only about improving the interaction of the state with older citizens and persons representing their interests, but also about creating a new technological basis for providing social services and rehabilitation of this category.

A. Areas in the "Older generation" project that deserve revision

1) the project "Older generation" does not declare activities related to the organization of training of citizens providing family care for the elderly. In General, there are no results suggesting an increase in the competence of specialists directly involved in support and assistance in solving the problems of older citizens. These results seem to be at the mercy of regional authorities and other entities implementing projects within the framework of the Federal project "Older generation".

2) also, the project does not declare the results implying the humanization of social space by developing the information space of older citizens. This is possible in order to improve the social protection of older citizens, and may include a set of information resources, their information systems and the necessary information infrastructure that helps to restore the ability of older citizens to navigate in space, primarily in the framework of social and environmental adaptation.

Not declared creation in organisations social services environment, which includes elements of the Internet of things, connecting things (physical objects) with embedded information technologies to communicate with each other or with the environment without human intervention, to improve the quality of social services for this category.

It would be advisable to link the organization of events on vocational training and additional vocational education of persons of pre-retirement age with the activities of the national project "Education", Federal projects: "Digital educational environment" and "New opportunities for everyone". To organize training of citizens of the senior generation and citizens of pre-retirement age it is supposed not on the grant basis. In this case, there is a continuity of previously used successful practices of teaching older citizens, but there is no innovative basis, and competition between different potential organizers of training is not stimulated, which can have a negative effect on the quality of educational programs.

3) is not treated as an alternative social support measures that improve the quality of life of older citizens and those approaching retirement age, aimed at promoting Russian companies in order to ensure that workers of this category conditions for remote employment. There are no pilot projects testing this area of support for persons of pre-retirement and retirement age. Also, there are no proposals for a mechanism to encourage employers to organize remote employment of older persons. On the other hand, the qualification requirements in the cluster of information and communication skills, specialized knowledge in working with software and digital technologies have become higher and clearly defined in professional standards and qualification handbooks, which contributes to increased productivity and subsequent cost

savings in the production cycles, while for older citizens, improving these skills requires additional efforts and assistance from their younger colleagues, or in the context of "children help parents". There is no statistical assessment of the social and psychological difficulties of such a transition, but it is necessary

B. Questions of statistical monitoring in the framework of the project the "Older generation"

1) In Russia, as in other countries, there are some difficulties in assessment, including statistical, of the level of preparedness of the population to transition to a digital economy and integration of digital processes in the social sphere, the more necessary correction of the program "Older generation" in terms of psychological and social care for older people in their further studies.

The state and society should consider all traditional cultural and moral values that existed in society as a permanent coordinate system that allows to observe the continuity of generations in Russia, as a fundamental basis of social processes in society, taking into account the peculiarities of the transition of society to the digital economy.

2) currently available official statistical indicators can not fully reflect the state of Affairs in Russia regarding the success of the Federal project "Older generation".

According to state statistics, it is very difficult to assess and even more so to predict the possible risks and success of this project. Prepared by may 2019 as part of the implementation of paragraph 6 of the minutes of the meeting with the Prime Minister of the Russian Federation Dmitry Medvedev dated may 17 2019 No. DM-P12-26pr concerning implementation in subjects of the Russian Federation of the actions directed on formation of active longevity and growth of quality of life of citizens of the senior generation, the analytical note of the Ministry of labour and social protection of the Russian Federation contains the vague unsystematic information which is not allowing to estimate accurately the basis formed for the beginning of 2019 for implementation of the Federal project.

Thus, this article monitors the results of the implementation of the national project and regional programs, including measures to increase the period of active longevity and healthy life expectancy, including the health status of citizens older than working age, the number of older citizens engaged in physical culture and sports at newly created facilities, retrained and trained on specially organized courses, including computer literacy [9, 10].

References

- [1] Resolution Of the government of the Russian Federation No. 584 of 27.06.2016 / [electronic resource ATP "Garant"] / access mode: <https://www.garant.ru/products/ipo/prime/doc/71331038/>
- [2] Resolution of the Government of the Russian Federation of 15.04.2014 No. 313 (ed. of 29.03.2019) "on approval of the state program of the Russian Federation" Information society "" / [electronic resource ATP "Consultant Plus"] / access mode: http://www.consultant.ru/document/cons_doc_LAW_162184/

- [3] Decree of the President of the Russian Federation of 09.05.2017 No. 203 "on the Strategy of information society development in the Russian Federation for 2017-2030" // [Electronic resource] / access Mode: <http://www.consultant.ru/cons/cgi/online.cgi?req=doc&base=LAW&n=216363&fld=134&dst=100017,0&rnd=0.1308918453004113#0> .
- [4] Decree of the President of the Russian Federation dated 07.05.2018 No. 204 "on state goals and strategic objectives of the development of the Russian Federation for the period up to 2024" // [Electronic resource] / access Mode: <http://www.kremlin.ru/acts/bank/43027/page/2>.
- [5] Federal state statistics service: information on the socio-economic situation of Russia, 2018 // [Electronic resource] / access Mode: <https://gks.ru/storage/mediabank/oper-12-2018.pdf>
- [6] Federal state statistics service: information on the socio-economic situation of Russia, January-August 2019 // [Electronic resource] / access Mode: <https://gks.ru/storage/mediabank/oper-08-2019.pdf>
- [7] Official website of the Federal state statistics service: section Federal project "Older generation" of the national project "Demography": [Electronic resource] / / [access Mode]: <https://www.gks.ru/metod/proekt.htm>.
- [8] Official website of the Federal state statistics service: section "Digital economy of the Russian Federation" // [Electronic resource] / access Mode: http://www.gks.ru/free_doc/new_site/figure/anketa1-4.html.
- [9] Federal project "Older generation" of the national project "Demographics": [Electronic resource] / / [access Mode] : <https://strategy24.ru/ru/demography/projects/natsional-nyy-proyekt-demografiya>
- [10] Official website of the Ministry of labor and social protection of the Russian Federation: Federal project "Older generation" of the national project "Demography": [Electronic resource] / / [access Mode]: <https://rosmintrud.ru/ministry/programms/demography/3>
- [11] Site of the journal "Journalist": Federal project "Older generation" of the national project "Demography": [Electronic resource] / / [access Mode]: <https://jrnlst.ru/demography>