



An Analysis of Community Elderly Service Centres in the Context of Population Ageing—An Example of Community T in Guangrao County, Shandong Province

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Abstract. In the context of the new era, the problem of an ageing population has become particularly prominent with the development of the economy and the progress of science. How to establish a relatively perfect family and community-based elderly service mechanism so that it can function as an elderly service has become a much-needed research topic. This study aims to investigate the current situation and difficulties faced by the T community elderly service centre in Guangrao County, Shandong Province, through the evaluation of the centre's staff and the elderly people living in the centre, so as to make reasonable suggestions for the future development and popularisation of the T community elderly service.

Keywords: population ageing · community care · current situation · dilemmas · suggestion

1 Introduction

According to the results of China's 7th Population Census in 2020, people aged 60 and above account for about 18.70% of the total population in the country, of which people aged 65 and above account for about 13.50% of the total population. Compared with the 6th Population Census in 2010, the proportion of people over 65 has increased by 4.63 percentage points [1]. According to some scholars, by 2025, the proportion of China's population aged 60–65 will reach 20% and 14% respectively [2]. In the face of the increasingly serious problem of population aging, how to find an effective way to provide for the elderly has become an urgent practical problem [3]. The “Twelfth Five-Year Plan for the Development of China's Aging Cause” points out that it is necessary to “build a social old-age service system based on home, relying on the community and supported by institutions, and create a new old-age care model with Chinese characteristics” [4]. The “14th Five-Year Plan” National Planning for the Development of the Elderly Cause and the Elderly Service System further pointed out that it is necessary to “support property enterprises to give full play to their advantages of being close to households and cooperate with community elderly care service institutions to provide home-based elderly care services. At the township (street) level, regional elderly care service centers

with functions such as full-day care, day care, home-based services, supply and demand docking, and resource coordination are being built” [5].

Community aged care service centres are aimed at elderly people aged 60 or above, providing them with services such as food supply, individual care, health care, spiritual comfort and health care rehabilitation, etc. They are a new model of ageing in the community that both the elderly and their own children are more willing to accept, and a form of service for the elderly that is in line with the traditional Chinese culture and lifestyle of ageing. [6]. They have the characteristics of significantly saving resources for ageing, reducing It is also an ideal model of elderly care that can be used to avoid the shortcomings of the community compared to family care and institutional care. [3] Community elderly care service centres not only allow the elderly to enjoy professional elderly care services, but are also a positive attempt and exploration to alleviate the current increasingly serious pressure on the elderly, as well as to further create a good social atmosphere of respect and love for the elderly. It also plays a positive role in further creating a good social atmosphere of respecting and loving the elderly, shaping a positive community culture and promoting the spiritual civilisation of the city.

During our interviews with the community leaders, we learnt that the problems faced by the elderly in the community are mainly during the working days, when all the adults and children go to work and school, leaving the elderly alone at home, which makes them feel lonely and isolated. This not only increases the burden on the children, but also affects their work efficiency. Based on the above, the T Community Aged Care Service Centre has explored a special model of aged care service suitable for the region.

2 Current Situation of the Development of T Community Aged Care Service Centre

2.1 Basic Situation of T Community Aged Care Service Centre

T Community Aged Care Service Centre was established at the end of 2021, with a construction area of about 1,143 square meters. It is well-equipped with electricity, water supply and drainage, communication, etc. the surrounding traffic is convenient, and Guangrao County People’s Hospital and Forest Park are near, the environment is quiet and suitable for the elderly to retire.

The centre is divided into a number of areas such as a day rest area, a dining room, a rehabilitation and fitness area, and a nutrition and meal preparation room.

Using the principle of scientific and reasonable distribution. The ground floor of the centre has a reception hall, a medical room, a rehabilitation training room, a kitchen, a laundry room, a dining room and a multi-functional hall, which can meet the needs of the elderly in the centre for outpatient medical treatment, rehabilitation training, dining and cultural and sports activities. On the third floor, there are 5 rooms for the elderly with 11 beds, as well as a handicraft area and a physiotherapy room to meet the needs of the elderly for handicraft activities, Chinese medicine and physiotherapy.

2.2 Service Targets and Service Contents

The service targets of the T Community Aged Care Service Centre are mainly elderly people aged 60 or above in the T Community and its nearby communities, providing

them with comprehensive aged care services, such as short-term care, day care and cultural entertainment. At present, there are 14 elderly people living in the centre. In addition to providing personalised care services to the elderly, the staff will also provide monthly meals and home visits for the public good.

2.3 Sources of Funding

The main source of funding for the T Community Aged Care Service Centre is government funding, but it also relies partly on the fees charged for the services provided to the elderly.

3 Difficulties in the Development of T Community Elderly Service Centre

3.1 Imbalance Between Supply and Demand of Elderly Services

According to the survey, it is found that the elderly population in T Community and nearby communities is relatively high, and there are more types of elderly people, such as: senior citizens, empty nesters and so on. This means that they will have different needs, and even compound needs will emerge. The services provided by the newly developed T community elderly service centre are relatively homogeneous compared to other elderly care institutions, and in addition, there are fewer professional caregivers. It cannot well meet the diversified and individualized needs of the elderly.

3.2 Influence of Traditional Concepts

The consumption consciousness of the elderly is relatively conservative, they are not willing to spend money, dare not spend money, and do not want to spend money indiscriminately. According to the findings of the survey, the monthly income of the elderly in most T communities mainly comes from pensions and child support. Their limited sources of income and reluctance to spend money have become their common psychology.

3.3 Shortage of Professional Service Personnel

According to the survey, it was found that there is a shortage of professional nursing staff in T community elderly service centre. The current average staff of T community elderly service centre is more than 60, mostly female, with a low level of education, and can only provide simple services such as cleaning and water delivery to the elderly, and cannot provide sound and comprehensive services to the elderly as professional social workers do.

4 Conclusions

Active ageing embodies the three major concepts of participation, health and protection. The establishment of community day care centres not only meets the connotation and requirements of active ageing but also responds to the trend about building a modern governance system for the cause of ageing in China. As for the current dilemma of community day care centres, suggestions can be made to optimise them in terms of four factors, including talent training, market and concept. First, strengthen the training of professional talents to alleviate the problem of talent drain in the elderly care industry, and actively promote community elderly service centres and other elderly care institutions to rely on vocational colleges and universities to build practical training bases that integrate industry and education, so as to drive vocational and technical colleges and other institutions to train the high-level skilled talents required by the industry. Secondly, through market regulation, strengthen the allocation of market resources and rationally use market-oriented means to attract the entry of local social capital and fundamentally solve the problem of single capital investment through the establishment of a multi-channel investment mechanism. Thirdly, in the face of the lack of community management and services, the community can link up with university resources and introduce university students studying social work elderly care and service management to provide voluntary services for the T community elderly care service centre. University students can use the theoretical knowledge acquired in the classroom to help the community day care centre develop a service plan suitable for the elderly and improve the level of service for them. College students majoring in social work serve not only older adults, but also children, youth, and other community residents in need. Fourthly, in response to the problem that the elderly are heavily influenced by traditional attitudes, the government can revise its policy on day care centres and promote them from the top down; the community can work with social workers to promote day care centres to bring benefits and convenience to the elderly in the community; the government and the community can also use new media tools, such as WeChat, to publicise and promote community care centres and slowly guide the thinking of the elderly. The government and the community can also make use of new media tools such as WeChat to publicise and promote community elderly service centres, slowly guiding the minds of the elderly and diluting their traditional thinking.

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