



Research on the service of rural private elderly care institutions in Heilongjiang Province

Yang Shi

Harbin University of Commerce, Harbin, Heilongjiang, China,

1765539733@qq.com

Abstract. In rural areas, because of the core family -based family pension models, the number of family care models has become the mainstream. The role of children who should be responsible for the responsibility of pension is forced to be weakened. At this stage, it is urgent to alleviate the severe pressure of pension in rural areas. Therefore, summarize the development of the pension institutions in Heilongjiang Province's pension institutions, and find out the key factors affecting the development of the pension institutions of the rural citizens in Heilongjiang Province, in order to meet the growing demand for pension services in rural areas in our province to become the top priority for rural people to run the elderly institution.

Keywords: elderly people in the countryside; private care institutions; pension services

1 Introduction

The aging of population is an important problem that exists in many countries in the world. The internationally accepted definition of population aging is that the population over 60 years old accounts for more than 10% of the total population, or the population over 65 years old accounts for more than 7% of the total population. Developed countries entered the aging society earlier, and their countermeasures are more mature than those of developing countries. In recent years, with the aging of the rural population, the weakening of the function of traditional family pension, the change of concept and the improvement of the elderly's demand for pension, the problem of rural pension has attracted more and more attention. According to the results of the seventh population census, the elderly population in Heilongjiang Province has reached 15.61%, while the declining birth rate and rising death rate have led to an increase in the average age of the population, and the old-age dependency ratio has risen to 21.07%. Compared with the national average of 16.46% in the same period, the aging degree is deeper and the social old-age support pressure is greater. The development trend of population aging in rural areas of Heilongjiang Province is more rapid than that in urban areas. The number of empty-nest elderly, senior elderly, disabled elderly and chronic elderly in rural

areas of Heilongjiang Province continues to increase, and the severity of rural population aging is prominent.

2 Literature review

(1) Research on rural old-age care methods. Li Shujuan (2021) believes that there are three modes of old-age care in rural areas: home-based old-age care, institutional old-age care and social service old-age care. At present, home-based old-age care is mainly used¹. Li Juan (2022) believes that rural old-age care must give play to the responsibilities and functions of multiple subjects, and proposes to build a rural socialized old-age care model of "big welfare + small public welfare", which focuses on the government's responsibility for old-age care and gives play to the advantages of other multiple subjects². Sun Yuxue et al. (2023) analyzed the current situation of the rural elderly population and their needs for old-age care in Heilongjiang Province. Based on the existing family and institutional old-age care models in rural areas, they drew on more mature old-age care models at home and abroad and proposed a new rural old-age care model, including home-based old-age care, mutual old-age care, old-age care in ecological industrial parks and old-age care in succession³.

(2) Accelerate the research on the construction of rural elderly care institutions. Wang Shiyi (2021) believes that the supply and security of facilities should be accelerated, the construction and development of elderly service facilities should be included in the national economic and social development plans, overall plans for urban and rural construction and overall plans for land use at all levels, and the layout plan of elderly service institutions should be formulated as soon as possible⁴. Li Banghua (2021) proposed that during the "14th Five-Year Plan" period, it will focus on promoting the network construction of three-level elderly care services in counties and villages, strengthen the guarantee of basic elderly care services for the elderly with special difficulties, and promote the convergence and development of rural elderly care services in the rural revitalization strategy and the national strategy of actively coping with population aging⁵.

3 Present situation of rural private nursing institutions in Heilongjiang Province

3.1 The situation of rural elderly population in Heilongjiang Province

As shown in Table 1, based on the resident population statistics of Heilongjiang Province by region in 2021 by Heilongjiang Provincial Bureau of Statistics, detailed data on the rural population and the proportion of the population aged 65 and above in 12 prefecture-level cities and 1 regional administration can be seen. According to the table, it can be analyzed that the rural population of Heilongjiang Province is huge, and the population aged 65 and above accounts for a large proportion. It can be seen that the population of Heilongjiang Province is aging seriously, and the demand for pension services is great.

Table 1. Permanent population statistics of Heilongjiang Province by Heilongjiang Provincial Bureau of Statistics in 2021

district	Har bin	Qi- qi- har	Sui- hua	Da qin g	M ud an- jia ng	Jia mu si	Jix i	He ihe	Sh ua ng ya sh an	He ga ng	Yi ch un	Qit aih e	Gr eat er Kh ing an
Rural popu- lation (10,00 0)	294 .21	188 .58	211 .63	76. 54	78. 31	75. 11	41. 04	44. 75	38. 21	15. 49	13. 49	15. 75	2.1 3
Pro- portion of the popu- lation aged 65 and above	14. 65	16. 16	15. 69	14. 33	17. 35	15. 59	17. 31	15. 63	16. 66	16. 45	18. 22	15. 16	16. 38

Source: Heilongjiang Provincial Bureau of Statistics

3.2 Operation status of rural private pension institutions

According to the Department of Civil Affairs of Heilongjiang Province, based on the needs of the health care of the elderly, Heilongjiang Province is based on the home, the community is supported, institutions are supplemented, and medical care is combined to promote the sustainable development of the cause of the elderly. There are now nearly 2,000 nursing homes in Heilongjiang Province. The nature of the elderly care institutions is diverse, including private, public, public private, public assistance, public private, public private, public public. This paper mainly studies the nature of rural private pension institutions. Among the province's 9,026 village committees, 4,693 have rural old-age service facilities, accounting for 52%, including 1,137 rural old-age service stations, 182 rural mutual old-age service facilities, and 3,374 rural activity rooms for the elderly. A three-level rural old-age service backbone network has basically taken shape, with county-level central nursing homes as the core, regional township nursing homes as the support, and rural self-help and mutual assistance services as the supplement. Through the research on typical rural private pension institutions in 12 prefecture-level cities and 1 regional administration in Heilongjiang Province, the browsing of relevant websites and the online interviews of institutions, the basic operation status of rural private pension institutions is as follows.

According to the statistics of Heilongjiang Provincial Department of Civil Affairs, the coverage rate of rural pension institutions reached 52%; By the end of 2020, the province will have 230,000 beds in various nursing institutions, 38,900 beds in care centers for the elderly with special difficulties (nursing homes), of which 38.61% are nursing beds, and 125,100 beds in private nursing institutions, accounting for nearly 70% of the province's total nursing beds. It can be seen that private pension institutions

play a vital role in the development of the pension service industry in Heilongjiang Province.

4 Problems in the service of rural private elderly care institutions in Heilongjiang Province

4.1 Shortage of staff and lack of professionalism

Rural private pension institutions in Heilongjiang Province face challenges in many aspects: At present, the survey results show that most of the staff of rural private pension institutions are local unemployed women and migrant workers, they lack professional knowledge and technology, do not have enough nursing experience, it is difficult to accept formal vocational training, even if they can take care of their own elderly, it is difficult to make a difference in the field of medicine and psychology. At the same time, due to the poor treatment and low social status of elderly care service personnel, it is difficult to attract and retain talents, resulting in large personnel mobility. Elderly care service is a special service industry. Be patient when dealing with the elderly, who are vulnerable. The nature of work is varied, and the work is both heavy and onerous. Individual old people are grumpy, requiring a strong ability to resist pressure and a better mental state. However, the pension service industry in Heilongjiang Province has a low salary level, young people are reluctant to do it, and the brain drain is serious, resulting in great employee mobility, lack of professional and technical talents, and unstable team. The elderly care service industry is closely related to rehabilitation medical treatment, health care, health guidance and other professional services, and requires relatively high professional skills and service quality of service personnel. At present, the old-age care service for the rural elderly in Heilongjiang Province presents the following characteristics: low education, few occupational health care talents, it is difficult to provide meticulous, healthy and high-quality old-age care services for the elderly, and it is difficult to meet the growing needs of the elderly.

4.2 Insufficient policy support

(1) Lack of sustainable financing mechanisms

While the demand for elderly care is growing, many nursing homes are also gradually expanding. However, due to financing difficulties, coupled with its own pension market profit is low, the lack of financing ways. The government has no unified financial plan and no cooperation with the government, so the government can only put limited funds into the elderly care institutions, but there is no effective financial and policy support for them.

(2) The tax reduction policy is not clear

For a long time, with the gradual reduction of enterprise income tax, business tax, vehicle and vessel tax by the state, as well as the weak implementation of encouraging preferential policies such as water, electricity, gas and heating, private pension institutions have brought a heavy burden. As a public welfare service, the government is duty-

bound to support the elderly service. At present, the public pension institutions are difficult to find a bed, the development of rural private pension institutions is very slow.

5 Ways to improve the service of rural private old-age institutions in Heilongjiang Province

5.1 Strengthen the construction of personnel for elderly care services

Talent team is the prerequisite basis for career development, solving the problem of shortage of high-quality nursing talents for the elderly and strengthening the construction of professional talent team has become an important part of promoting the continuous performance of private nursing institutions. Take a number of measures at the same time, and try to open up high-quality multi-level compound service personnel training "highway". With the increasingly diversified, diversified and multi-level needs for elderly care services, the improvement of comprehensive service capabilities and the expansion of service functions of elderly care service personnel have also increased. Nursing home service staff not only need to master medical nursing and nursing rehabilitation skills, but also special need to learn psychology, health care and nutrition knowledge, and constantly improve the communication and coordination ability in practice, in order to meet the diverse needs of the elderly. Therefore, personnel training must be demand-oriented, so as to adapt to local conditions and clear goals.

5.2 Strengthen policy support

The government is a strong backing for the healthy operation and development of private elderly care institutions, and is the most solid external guarantee to enhance their survival ability. The government should not only play the role of "referee", but also maintain the role of "planner" at all times, and truly fulfill the responsibility of "support". In order to accelerate the supply-side structural reform of elderly care services, further expand the openness of the elderly care service market, and comprehensively promote the better and faster development of the elderly care service industry, the approval and construction procedures for investment projects in elderly care services are optimized; Accelerate the elderly care institutions fire inspection procedures; Support nongovernmental investment in the construction of elderly care institutions; Promote the construction of livable environment projects for the elderly; Accelerate the development of intelligent elderly care services, further promote the integrated development of medical care; Old-age service facilities planning land policy; Increase financial investment in private pension institutions; Strengthen tax incentives for rural private elderly care institutions.

6 Conclusion

With the intensification of the aging of China's rural population, the weakening of the traditional family pension function, the change of the concept of pension, and the continuous improvement of the elderly's demand for pension, the rural pension problem has attracted the attention of all sectors of society, and the innovation and development of rural private pension institutions is the inevitable choice to comply with the future development of the pension industry. Making up for the shortcomings of traditional pension models and concepts, private pension institutions have become a popular trend in the development of The Times, playing a positive role in delaying the aging process, changing pension concepts, and promoting the optimization and upgrading of pension services.

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