

Research on the Current Situation of Infant Care Industry in Shenmu City and its Surrounding Areas

Yunxia Sun

Shenmu Vocational and Technical College , Shaanxi Shenmu, 719300,China

Abstract: This study comprehensively and deeply explored the development status of infant and child care industry in Shenmu City and its surrounding areas by investigating and interviewing the problems such as the parenting pressure of 0-3 year old infant and child families and their expectations for public care services, the operating status of infant and child care industry, and the challenges faced by the development of childcare institutions, and on this basis, put forward corresponding policy recommendations.

Keywords: Shenmu City; Infant care; Present situation

Introduction

Following the issuance of the Guiding Opinions of the General Office of the State Council on Promoting the Development of Care Services for Infants and Children under the Age of 3, Yulin also issued the corresponding Implementation Plan in August 2020, which requires “government guidance, social participation, demand and problem oriented, and active research on the problems in the care services for infants and children under the age of 3 in our city”. This study actively follows the policy requirements, To carry out the research on the development status of infant care services in our city, in order to provide the Shenmu Municipal Government with policy recommendations on infant care services. This research adopts the method of questionnaire, field visit and in-depth interview. Self compiled questionnaire, 500 questionnaires were distributed using questionnaire stars, 487 valid questionnaires were received, and in-depth interviews were conducted with different groups to obtain research data.

1. Status quo of infant care industry in Shenmu City and surrounding areas

1.1 At present, the pressure of family childcare is high

1.1.1 At present, the family is the main care provider for infants and young children, and the ancestors are the main care provider for infants and young children

The study found that the local 0-2 year old infants were mainly cared by family, the caregivers were mainly grandparents, followed by maternal grandparents, and most of the grandparents were parents of dual employee infants. The interview found that the higher the education level of mothers, the more family care is preferred, especially for families with younger infants, higher education level of mothers but no formal work, and with the help of the elderly ^[1].

1.1.2 The current pressure on family childcare is high

According to the questionnaire survey, parents generally report that the pressure of childcare is high. Children aged 0-1 are mainly unattended and lack of care energy. The pressure above 1 year old is education pressure and work pressure. The pressure on education is the greatest, followed by the pressure on role transformation and life adjustment.

In addition, family care costs are high. According to the interview, the current parents' childcare expenditure is basically more than 2000 yuan, with families with two children and three children reaching 3000-5000 yuan. The minimum cost for parents to send infants to the childcare center is 2150 per month, and the maximum cost is 3499 per month, excluding meal expenses. The average expenditure of parents in the childcare institution is 2573 yuan per month. In addition to daily care, food, clothing, medical treatment and other expenditures, family childcare is under great pressure.^[2]

1.1.3 The pressure of raising children in families with second and third children is greater

At present, among the population born in Shenmu, the proportion of one child per year is 37%, the proportion of two children

is 51%, and the proportion of three children is 10%. It shows that the newborn babies in Shenmu City mainly have two babies in recent years. This increases the pressure on families to raise children. First of all, parents of the second and third child families have extended their childcare time, and their quality of life has declined. Many parents said that “when they are older, they start to go to kindergarten and have a second child. They don’t want to do anything these years”. This is related to the fact that both parents are post-80s and post-90s generation. Parents prefer to live an independent and quality life, while children will affect their own quality of life. Secondly, families with two or three children face too much pressure due to the coordination of interpersonal relationships among multiple children. Many families said that Dabao needed to be debugged after the arrival of the second child, and most parents said that Dabao would have various behavioral and emotional problems.

1.2 Parents have a high demand for infant care services

1.2.1 Parents hope to get more emotional support for childcare

The interview found that for novice mothers, emotional support for baby rearing is very necessary. The post-80s and post-90s novice mothers questioned the traditional “confinement” and “childcare” rules, and did not know what the scientific childcare operation method was. In addition, problems such as physical recovery, role adaptation, breastfeeding needs, and insufficient sleep were prone to “postpartum depression”. They were very eager to exchange childcare experience and encourage each other. Some mothers said they wanted to establish a “circle of friends for childcare mothers”.

1.2.2 Parents want more education and guidance

According to the interview, almost 90% of the families with newborn babies need childcare guidance. Novice mothers have no experience in childcare. Some follow the wrong experience of their ancestors, such as “leggings”, “wearing more”, “shaving”, etc. Some families rely on the sister-in-law. Many parents said that “children will have various problems at each stage, and they don’t know what to do”. However, at present, families have very limited access to scientific childcare knowledge or experience. Many parents said, “In most cases, there is no place to ask children’s physical and psychological questions, except when they go to the hospital when they are ill. Sometimes it is difficult to get a definite answer even if they check on the Internet. They are really trying to cross the river without fear of delaying their children.”

1.3 The employment threshold of infant domestic service industry is low, and the quality of personnel is poor

According to the field visit and research, there are many monthly sister-in-law and childcare sister-in-law in the domestic service industry of Shenmu City, with a preliminary estimate of about 4000 employees and 9 related institutions. There are more monthly sister-in-law and childcare sister-in-law in Yulin and Guanzhong, especially in Xianyang. The interview shows that there is a relatively complete childcare industry in this area. The salary of the monthly sister-in-law is basically 8000 to 10000 yuan per month, and the gold medal monthly sister-in-law is more expensive. The salary of the sister-in-law varies from 3000 to 6000. In addition to holding a health certificate, the monthly sister-in-law and childcare sister-in-law basically have no other qualifications. The survey found that only some of the monthly sister-in-law and childcare sister-in-law were recommended by domestic service agencies, while the rest were introduced by acquaintances. Before taking up their jobs, they can work only after 2-3 months of training. Their education background is basically below that of senior high school, and most of them are about 40-50 years old. According to further interview, the professional ethics of childcare sister-in-law is generally low, and childcare sister-in-law can only guarantee basic food and safety needs, which is far from the needs of parents.

1.4 The total number of infant care institutions is insufficient and the quality is uneven

1.4.1 The number of infant care institutions has increased and the total amount is insufficient

First, the number of infant institutions in Shenmu City is large, but the total amount is not enough. The investigation team obtained data from the investigation of Shenmu Health Bureau. In the past three years, the number of infant care institutions in Shenmu City has increased from 2 to 17, with only 3 on record. About 1277 nurseries are provided, while the annual birth rate of Shenmu City is 6%, and the number of newborns is 5200-5300. According to the goals of the Fourteenth Five Year Plan and the Outline of the Vision Goals for 2035, by 2025, it will be raised from 1.8 thousand people to 4.5 thousand people. According to this calculation, Shenmu City will continue to be short of places to support in the future, and the number of degrees is far from meeting the market demand; Second, the infant care institutions are all run by the local people and are mainly profitable. The operating expenses of kindergartens almost come from parents; Third, early childhood care and education institutions are the main part, assisted by nurseries. Early education institutions are relatively mature in the domestic market, and most of them join various early education brands in China. According to the survey conducted by Shenmu Health Bureau, there are currently 17 nurseries in Shenmu, of which 7 are mainly nurseries and

10 are early education institutions.^[3]

2. Countermeasures for the development of infant care industry in Shenmu City and its surrounding areas

2.1 Encourage diversified forces to establish kindergartens, support kindergartens to open kindergartens, and increase the number of nurseries

Encourage and support qualified kindergartens to use existing resources to open kindergarten classes, encourage employers and communities to jointly establish non-profit infant care service institutions, and the government provides venues and rent reduction. Encourage the use of urban community and rural public service facilities, idle school buildings, parks, idle office space and other resources to provide infant care services; Encourage and support social forces to establish profitable infant care service institutions in the industrial park.

2.2 Follow the policy to standardize the school running of various kindergartens

First, the registration system of various infant care institutions shall be strictly enforced. In accordance with the principle of “who approves, who is responsible”, the health, safety and other qualifications of infant care service institutions shall be approved before registration. Second, we should establish a daily inspection system, set up a parent safety committee, and play a good role in parent supervision. Third, we should use Internet, big data, artificial intelligence and other technologies to optimize services, strengthen supervision over the whole process of services provided by infant care service institutions, make information public on official websites, and accept social inquiries and supervision.

2.3 Establish a joint infant care service system between health and education departments

The health and education departments jointly establish an integrated platform for childcare services, gather doctors from various hospitals and teachers from vocational colleges to establish a talent pool for childcare services, and provide guidance and training for various communities, families and childcare institutions; Maternal and child health care institutions at all levels and primary medical and health institutions shall set up child health business guidance teams to provide basic public health services and maternal and child health services for infant families.

References:

- [1] Shi Zhilei. Liu Sichen's Research on Care Methods and Institutional Care Needs for Infants under 3 Years of Age in Metropolis [J]. Population Journal, 2020.5:18-29
- [2] Hong Xiumin, Zhu Wenting and Zhao Sijie. Research on the Care Support and Nurturing Stress of Young Parents and Infants -- Based on the Survey Data of 13 Cities in China [J]. China Youth Social Sciences. 2020 2:109-114
- [3] Zhao Yaoxing. Research on the Existing Problems and Countermeasures in the Management of Early Childhood Education Institutions in Xi'an [J]. Education Observation 2019.2 (6): 140-141