

The problems existing in the management of the elderly care community and the countermeasures for improvement

Jingjing Zhang

Cangzhou Medical College, Cangzhou Hebei 061001

Abstract: With the accelerating of the aging process, the elderly population accounts for the increasing proportion of the total population in our country. Under these circumstances, the retirement community appears in the public vision, and has received higher attention. Community management work can provide a certain guarantee for the lives of the elderly, solve the process of China's development of pension, elderly service and other problems, enrich the lives of the elderly, improve the quality of life of the elderly, and then promote the promotion of Chinese people's happiness.

Key words: Community management for the elderly; Problems; Improving countermeasures

Introduction: The data of the seventh National census show that by the end of 2020, the population aged 60 and above reached 264.02 million, accounting for 18.7% of the total population, of which 190.64 million were aged 65 and above, accounting for 13.5% of the total population. It is expected that in the next 20 years, China's elderly population will increase by an average of 10 million per year, and by 2050, the world's elderly population will reach 2.02 billion, of which the elderly population in China will reach 480 million, accounting for almost a quarter of the global elderly population, accounting for one third of the total population in China, and the elderly living alone and empty-nesters will increase to about 118 million. Due to the influence of China's family planning work and medical level, China is developing towards an aging society, in this process, the old-age care work has also been highly valued by all sectors of society, the old-age community is one of the measures to solve the problem of social old-age care in the community can be the interaction between the elderly and the way to organize interaction to enrich the life of the elderly. However, from the current actual situation, the construction of domestic elderly care community has achieved good results, so that the life of the elderly has been some protection, but there are also some needs to be adjusted and improved content, if you can do these work, you can further improve the level of management of elderly care community. In this case, it is of great practical significance to study the management of elderly care community.

1. The existing problems in the management of elderly care community

1. The concept of understanding is not in place

At present, the community elderly care service mechanism has not been fully formed, there is a lack of correct understanding about the development of community elderly care work, and the existing management concept is not advanced enough. The existence of this problem has limited the improvement and construction of elderly care communities to a certain extent, resulting in the progress of the construction of elderly care work can not be promoted. In addition, the community elderly care workers in the concept of lack of service awareness, management staff can not regulate their own behavior, but also to a certain extent, reduce the quality of management work.

2. There are problems in the elderly medical insurance

With the increase of age, the physical function of the elderly is declining year by year, and some pains appear in life, which has a great impact on the life of the elderly. There are still some problems in the medical insurance system for the elderly, which lead to high medical expenses for the elderly, and they will not enter the hospital to receive medical treatment independently when the degree of pain is mild. The medical insurance system for the elderly is not perfect, which reduces the quality of life of the elderly to a certain extent.

3. The elderly have no spiritual support

In the process of cultural construction and basic leisure facilities construction in community management work, young people are often the main ones, and the leisure areas for the elderly are limited, and they can participate in few activities. This situation will lead to the lack of spiritual support for the elderly, and neglect their emotional needs for family and neighbors. Without implementing relevant strategies to meet these needs, the elderly have a low sense of belonging, which will reduce their happiness to a certain extent.

4. It is inconvenient for the elderly to buy things

In the process of the construction of community shopping malls, there is no special area for the elderly, so that the elderly can not quickly choose the right commodities for their own use when shopping. According to the needs of China's social development, most shopping malls will upgrade their services and carry out intelligent services, but the elderly can not use intelligent services, which further improves the difficulty of independent shopping for the elderly. In addition, the management level of elderly care community management is limited, can not give the elderly too much help, can not help the elderly to complete the shopping, will also affect the experience of the elderly.

5. Insufficient number of professional personnel

Judging from the current actual situation, there is a shortage of professional talents in the operation process of elderly care communities, and the number of existing practitioners is insufficient. In addition, most of the personnel involved in the management of the elderly care community have not participated in the training of professional knowledge, and have insufficient accumulation of professional knowledge. It is difficult to improve their ideological level according to the needs of the society, and they cannot actively carry out independent learning in

the management work. As a result, the management level of the elderly care community is difficult to be significantly improved.

2. Specific improvement measures for existing problems in the management of elderly care community

1. Change the thinking of community management

After clarifying the problems existing in the management of the elderly care community and the factors affecting the management of the elderly care community, the community should pay more attention to the relevant factors and actively improve them, so as to improve the quality of the management of the elderly care community. At the same time, fully realize the importance of solving the problem of old-age care, actively promote the concept of old-age care and respect for the elderly, and strengthen the influence on the minds of young people. In addition, in the management of the elderly community, we should pay more attention to the elderly and constantly optimize the community service. In addition, in the field of education, morality such as respecting and caring for the elderly should be integrated into moral education in the stage of compulsory education.

2. Improve community medical and health care institutions for the elderly

In the management of the elderly care community, relevant personnel should actively improve the community elderly medical insurance system, solve the problems of difficult and expensive medical care for the elderly, and lay the foundation for improving the quality of life of the elderly. In the process of community management, we should actively establish community medical service institutions to deal with fever, cold and other diseases of the elderly in the community hospital. In addition, we should improve the medical expense reimbursement system, reduce the cost of the elderly to see a doctor, and ensure that the elderly have the ability to pay their own medical expenses.

3. Establish activity centers for the elderly

In view of the lack of spiritual sustenance of the elderly, the relevant management personnel of the elderly care community should not only ensure the clothing, food, housing, transportation and other aspects of the elderly in the community construction and management work, but also pay attention to the psychological changes of the elderly and meet their spiritual needs. In the management of the elderly care community, we should actively establish the elderly activity center, which is a bridge and bond to strengthen the relationship between the elderly care community and unite the elderly. Through calligraphy and painting exhibition, chess match and other activities to enrich the activities of the elderly, and for the elderly to establish a certain leisure and entertainment places, so as to make their lives more fulfilling, so as to provide spiritual support for the elderly, reduce their psychological pressure, and then provide a certain guarantee for their physical health. Encourage the elderly to go out of the house, feel the sunshine, actively participate in the activities organized by the activity center, make full use of the convenient conditions provided by the activity center, constantly improve the quality of life, truly enjoy a happy life, and spend their old age in peace.

4. Strengthening community culture construction

In the process of the construction and management of the elderly care community, the management personnel should strengthen the construction of community culture to ensure that the elderly can find a certain sense of belonging in the cultural construction, so that the spirit of the elderly can be sustained. Managers can regularly carry out group activities by playing dramas and crosstalk, so that the elderly can choose activities according to their own interests. In addition, universities for the elderly can be established in community management, so that the elderly can learn the skills they want to master in the universities. In addition, libraries and activity rooms are set up in the community, so that the elderly can learn culture and relax themselves in the community in their spare time.

5. Establishing a talent market for the elderly

Some elderly people no longer work after retirement, causing them to doubt themselves and deny their own value, which will lead to lower happiness of the elderly. To solve this problem, in the management of the elderly community, it is necessary to establish a small talent market to help the elderly find jobs within their ability, help them realize their value, and avoid the elderly to have doubts about themselves.

6. Improve the recruitment of professional talents

Improve the recruitment standards of professional talents, improve the reliable talent guarantee for the management of elderly care communities, make it a long-term job, and then improve the level of management. Guide and support volunteers, volunteers and sinking party members to actively participate in volunteer service for the elderly, relying on relevant information systems, community network information platforms, etc., timely release the service demand of the elderly and volunteer service supply information, and promote the effective docking of supply and demand. In addition, the education department needs to require colleges and universities to do a good job in the training of relevant professional talents, ensure that the personnel have a certain knowledge of community management, and ensure that they can scientifically carry out cultural activities and medical system construction according to relevant professional knowledge. In addition, administrators should strengthen the management of on-the-job personnel and provide them with regular training opportunities, so as to improve their professionalism and constantly improve the scientific management work.

7. Improve relevant legal mechanisms

According to the needs of the management of the elderly care community, the relevant management departments should gradually improve the relevant laws and regulations to ensure that the management personnel can carry out management work in accordance with the relevant laws and regulations. Punish fraud and cult organizations in accordance with laws and regulations to ensure the rights and interests of the elderly. At the same time, we should increase the publicity and popularization of laws related to the elderly, so as to improve the legal awareness of personnel, and actively provide legal aid for the elderly to ensure that the elderly can protect their rights and interests through

legal channels. Promote the effective experience of reform and innovation of elderly care services in various localities and departments, establish the evaluation, incentive and constraint mechanism of policy implementation, and provide a reliable legal guarantee system for promoting the high-quality development of elderly care services in China.

Conclusion: In the process of social development, the aging problem becomes more and more prominent. The aged care is related to personal happiness, family harmony and social stability. Supporting the elderly is not only a passive acceptance of services, but also a process of enjoying and enjoying old age. We should ensure that the elderly have something to support, something to do, something to rely on, something to enjoy and something to live in. The construction of elderly care communities should continue to promote the management of elderly care communities according to the working mechanism of government-led, departmental collaboration and social participation, so as to effectively deal with the negative impact of the aging problem on social development. However, it is worth noting that there are still some problems in the management work of elderly care community, such as the concept of managers cannot meet the management needs of the elderly, the imperfect medical insurance system, the spirit of the elderly is not satisfied, the professionalism of relevant managers is not enough, and the normative laws and regulations are not perfect. These problems make the elderly care community can not provide a good environment for the elderly. In response to these problems, managers should actively change their management ideas, carry out cultural construction, establish the elderly talent market, ensure that the elderly always have something to do in life, and then find spiritual sustenance for the elderly. In addition, the pension community should actively recruit professional talents, and industrialization and standardization of related work, so that the pension community management can play its own due positive role in solving the problem of pension in our country, and then promote the long-term stable development of our society.

References:

- [1] Caixia Zhang, Construction of community home-based care service system featuring traditional Chinese medicine “Integration of physical medicine” [J]. Education and Teaching Forum,2020(44):130-132.
- [2] Xuying Wu, A questionnaire survey on residents’ pension and health-related knowledge under three pension modes [J]. Journal of Xinjiang Medical University, 2019,43(10):1383-1388.
- [3] Yongtao Su, Dedicated to precision medicine to open up the “last mile” of wound repair [J]. Chinese Journal of Burns and Wounds,20,32(5):305-307. (in Chinese)
- [4] Yuanyuan He. Paying attention to the evaluation and intervention of geriatric syndrome [J]. Chinese Journal of Clinical Health Care, 2019,23(5):577-581. (in Chinese)
- [5] Shaoying Du. Status and Countermeasures of home-based elderly care in urban areas [J]. Chinese Journal of Gerontology,2013,33(12):2980-2982. (in Chinese)
- [6] Ranran Zhou. Jiangsu Rural community elderly care service “one village one station” [N]. China Society News,2022-10-25(001). (in Chinese)

Project Information: Hebei Provincial Department of Human Resources and Social Security “2023 Hebei Human Resources and Social Security Research Project” -- Research and Practice of “Health and Nursing Integration” Talent Training in Higher Vocational Colleges under the background of “Aging” (Project No. : JRSHZ-2023-02059)

About the author: Zhang Jingjing, female, 1984-, experimentalist, master candidate, research specialty: Educational management