

# Research on the Path of Promoting Social Organizations to Participate in Rural Elderly Care Services

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**Abstract:** Social service organization is essentially the main body of public relations, an emerging force in social services, and an important supporting force in rural elderly care services. In recent years, China's population aging problem has been aggravating. In the composition of the rural population, there are many elderly people, and the problem of elderly care services is imminent and needs to be solved. This paper proposes the strategy of participating in rural elderly care services through the intervention of social organizations, hoping to explore new ways of rural elderly care services through the professional talent team and promote the normalized development of rural elderly care services.

**Keywords:** Social Organization; Rural Elderly Care; Service Team

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## Introduction

The demand for rural elderly care services is huge. When more social service organizations enter the field of elderly care services, they solve many problems of elderly care services and play a vital role in social elderly care services. At present, more and more young people are leaving the countryside to go to the city, resulting in an increasing number of empty-nest and left-behind elderly people in rural areas. Therefore, it is necessary to give full play to the role of social organizations in rural elderly care services, and to unite the power of the government and the family to solve the problems of rural elderly care services.

## 1. Standardizing care services for the elderly, promoting high-quality development

The quality of life of the elderly depends on the quality of elderly care services, which determines the happiness of sunset life. The elderly care service is a special group facing the elderly and has its irreplaceable professionalism. First of all, it is necessary to fully recognize the psychological characteristics and physiological characteristics of the elderly group, in order to achieve the "accuracy" of elderly care services. That is to meet the individual, differentiated, and diversified needs of the elderly with different habits, cultures, and health conditions, so as to provide targeted professional care services. However, another aspect of the high quality of elderly care services is reflected in the specialization, standardization and normalization of services. The Municipal People's Congress Social Construction Committee believes that, in order to build a home-based elderly care service center, the key is to implement the housing problem. We must strengthen the main responsibility of the township government, integrate the resources of housing facilities within the jurisdiction of rural towns, and provide them free of charge to operating organizations, thereby effectively reducing their operating costs. The committee's recommendations resonated with the government's initiatives. The Qingdao Municipal Government has issued regulations that the housing of the town-level home-based community aged care service center and its subordinate rural community aged care service stations shall be provided by the government free of charge. The specific sources include revitalizing idle government assets and rental housing. "The house is provided by the government, and this one item can greatly reduce the operating cost, so that the charges can be lowered, and the elderly who are interested will be able to live there, and the rural

pension will achieve a win-win situation.” The head of the pension facility is optimistic about the policy.

## **2. Forge professional service team to optimize pension services**

The quality and accomplishment of pension workers determine the development of the pension service industry; The status of employees determines the social status of the pension service industry; Whether the skill level of employees is professional or not determines the quality of service and is directly related to the happiness index and sense of gain of the elderly. To improve the quality, economic treatment and social status of the employees of old-age service is the basic condition to solve the old-age service. The professional construction of the elderly is imminent, and the over-aged and amateur voluntary service can only be an important supplement of the elderly service industry. A Full-time professional pension service team is the fundamental core guarantee for the development of the pension service industry. “There are seven things in the life: firewood, rice, oil, salt, sauce, vinegar, tea.” The Social Development Committee of the NPC has proposed that in accordance with the principle of "families as the main body, children as the main force, government guidance and social participation", we should set up rural pension service funds, and give priority to solving the problem of providing for the disabled and mentally disabled in rural areas by adopting the mode of "children contributing a little, government subsidizing a little and society donating a little". This has led to a good trend of children supporting the elderly and social assistance, but also to alleviate the shortage of rural elderly pension funds realistic predicament. The proposal has been valued and affirmed by the leaders of the Municipal Party Committee and the municipal government, and will be incorporated into the government's special action plan after further improvement.

## **3. Unimpeded information exchange and break down the gap in elderly care services**

Social organizations should make full use of the connection with hospitals, make full use of information and data, and establish chronic disease files and exclusive medical records by collecting the health status information, hospitalization information and past medical records of the elderly, so as to improve the operability of services; When old people get sick, we can send them to the hospital as soon as possible, and provide a series of green channels such as guidance, referral, medical treatment, expert consultation, etc., so that the elderly can still enjoy the professional services provided by the hospital property in the home community even if they are not fully recovered after discharge. Nursing staff can also directly feedback the problems of the elderly to medical institutions in a timely manner. At the same time, hospital property companies can cooperate with medical institutions in drug management to solve the problem of drug purchase and drug collection for the elderly. We should also establish a connection and business cooperation mechanism between hospitals and medical institutions, so as to unblock the green channel for medical treatment and provide convenient and preferential elderly care services for the elderly. This can form a network of elderly care services with complementary resources and favorable discounts, breaking down the barriers between them. The elderly in rural areas live scattered and prefer to enjoy their old age in a familiar environment. Innovative practices should fully respect the wishes of the elderly in rural areas, seize urgent needs such as healthy catering, medical care, and companionship exchanges, and explore ways of home-based and centralized old-age care, as well as paths to organically combine medical care, public welfare, and industry. We should also develop centralized elderly care institutions in towns, centralized dining institutions in villages, and convenient home service businesses to meet the multi-level and diversified elderly care service needs of the elderly in rural areas. This should be the main direction of the future rural pension system construction. This should be the main direction of the future rural pension system construction.

## **4. Strengthen service construction from the perspective of social organizations themselves**

We need to play a good role as a provider and provide better and more efficient home-based services for the elderly. We will build a team of professionals to improve the supply of home-based elderly care services. We can respectively from the personnel system, management system and staff training three aspects, establish a good talent knowledge system, to improve the quality of home care services to lay a solid foundation. At the same time, we should also actively cooperate with various social forces to broaden their financing channels. According to their own characteristics, social organizations can build a collaborative and sustainable financing model by changing the financing concepts of the government, the market and social organizations, and introducing "crowdfunding thinking". In order to prevent social organizations from relying too much on one of the funding sources, it will provide financial guarantees for social organizations to participate in home-based elderly care services. In order to standardize the management of community and village elderly canteens, we need to introduce chain-operated service enterprises to realize the standardized operation of meal assistance services for the elderly. Formulate interim measures to standardize the management and operation of old-age canteens, and require old-age canteens to have complete certificates and a sound system. The two cities of Pingdu and Laixi respectively issued opinions on the implementation of care services for the left-behind elderly in rural areas, detailed rules for care services, and implementation plans for the "one-to-one" assistance work for the rural left-behind elderly. According to the feasibility and operability of various old-age care services, accurately grasp the demand for old-age care services of the elderly. For regular physical examination and other high feasibility and operability of the elderly service projects, to meet the needs of the elderly, make full use of medical resources and nursing team advantages for the elderly; And the family professional nursing training needs to further strengthen the publicity, do a good job of family professional nursing training service publicity and explanation. For the 24-hour care service, it should be precisely positioned at the semi-disabled and disabled elderly, and take advantage of the intelligent platform and nursing team of the hospital property itself to find service objects and give full play to its own advantages. For online consultation and remote medical advice and other elderly care services with high feasibility but low operability, hospital property enterprises should improve their own ability to provide these services, and use Internet technology to cooperate with medical institutions to provide these services. Or it can cooperate with medical institutions and medical and nursing institutions to jointly cultivate talents for these services with hospitals by taking advantage of the advantages of nurses' high professionalism and strong absorption capacity.

### **Conclusion**

In short, in order to implement the spirit of instructions on population aging and the concept of aging, the supervision of elderly care services needs social organizations to participate in providing better elderly care services for rural elderly groups. This paper puts forward strategies such as standardizing elderly care services, forging professional service teams and strengthening personnel self-construction, hoping to make the optimal allocation of limited elderly service resources and achieve diversified and modern development of rural elderly care services.

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