

Research on the Construction of Elderly Care Service System in Zhanjiang Smart Community

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Abstract

With the continuous growth of the elderly population in Zhanjiang, Guangdong Province, the demand for elderly care services has changed greatly. The traditional home-based pension and professional institution pension model can not meet the pension needs of more and more elderly people. The level of wisdom in Zhanjiang is constantly improving. Building a smart community home-based elderly care model can not only meet the elderly care needs, but also reduce the daily life pressure of family children, which is conducive to the harmonious and stable development of society. Firstly, this paper analyzes the analysis of the current situation of elderly care in Zhanjiang, combs the relevant policies of elderly care in Zhanjiang, analyzes the main problems of community intelligent elderly care in Zhanjiang, and puts forward some constructive suggestions combined with the actual problems and development status.

Keywords

Zhanjiang Community; Smart Pension; Smart Community.

1. Analysis on the Current Situation of Community Intelligent Elderly Care in Zhanjiang

1.1. Analysis on the Current Situation of Population Aging in Zhanjiang City

Table 1. Statistics of the elderly in Zhanjiang City from 2010 to 2020

Time (year)	Population aged 60 and above in Zhanjiang (ten thousand)	The proportion of the elderly aged 60 and above in the total population of Zhanjiang City (%)
2011	102.4	12.7
2012	103.35	12.8
2013	104.32	12.9
2014	110.99	13.4
2015	112.42	13.6
2016	117.98	14.1
2017	118.32	14.3
2018	125.17	14.7
2019	130.16	15.2
2020	132.77	15.5

According to the data of Zhanjiang Bureau of Statistics (Table 1), after calculating the population status of the elderly aged 60 and over in Zhanjiang in the decade 2011-2020, it can be found that in the decade, the number of elderly people has increased from 1024000 to

1327700, with a cumulative increase of 303700, and the proportion of the elderly population in the total population has also increased from 12.7% to 15.5%, an average increase of about 3 percentage points. From the growth trend of the overall data, it can be found that the proportion of the elderly population in Zhanjiang is increasing year by year. Therefore, it is urgent to solve the problem of aging in Zhanjiang City, which requires us to really understand the needs of the elderly. At the same time, we should also change the traditional pension model, so that the elderly can understand and experience the convenience brought by the new pension model such as smart community pension.

1.2. Analysis on the Current Situation of Elderly Care Service in Zhanjiang City

Zhanjiang's aging population is growing rapidly and vigorously, the proportion of the elderly in the population continues to grow, and the supply of social elderly care services is unbalanced. Therefore, in response to the National Smart elderly care strategy, in June 2016, Zhanjiang realized resource integration through the dual influence of administration and society, and explored and implemented the smart home-based elderly care service platform "12349". The main way is to set up a demonstration base for respecting the elderly and a designated residential elderly care service base under the guidance of the Civil Affairs Bureau, build an online information platform for smart home-based elderly care services, introduce smart home-based elderly care professional institutions, connect 30 community elderly care service stations in the urban area, integrate various resources, create a new model of smart elderly care, and make efforts to carry out structural reform on the supply side of elderly care, which has effectively promoted the sustainability, health and Rapid development. However, the smart home-based elderly care service in Zhanjiang started late, the coverage is small, and the service level still needs to be improved. According to the author's field research, by 2020, the largest elderly care service center in Zhanjiang has only 700 beds, and the number of residents is only 240, with an occupancy rate of 34.3%, while the occupancy rate of other elderly care institutions is lower. At the same time, many smart elderly care related products do not consider the use ability and living habits of the elderly. The products are too single to meet the needs of the elderly and can not fully reflect the personalization and diversification of smart elderly care services, which hinders the development of community smart elderly care services in Zhanjiang City.

2. Analysis of Community Smart Pension in Zhanjiang

2.1. The Elderly have Low Recognition of Smart Community Services

Through the author's visit to the elderly care service community and conversation with the elderly, it is concluded that due to the simple promotion method and the low effect of policy promotion and social cognition, the elderly have a relatively low comprehensive understanding of the intelligent home-based elderly care model. At the same time, most elderly people lack awareness and personal experience of smart community and smart elderly care service system. Among them, economic factors are the biggest factor restricting the demand for elderly care services. In the early stage of the popularization of intelligent elderly care, the degree of service intelligence is directly proportional to the price. Some smart elderly care services are designed to meet the needs of the high-end market and can not meet the needs of the elderly. Some smart elderly care services need to install multiple apps in the equipment. There are many service names, which makes it inconvenient for the elderly to use and operate. Therefore, the participation and enjoyment of intelligent elderly care products and services are generally not high in Zhanjiang City

2.2. Smart Community Service Content is Limited

Home-based care services for home-based care services home-based care services should be reflected in the daily life of the elderly. The results of field visits also show that the intelligent pension services have not been spread out in the community. There are two main types of services: the Internet plus family care service provided by the Zhanjiang intelligent home care service center, which is based on the "Zhanjiang Internet" plus home care service. It mainly provides home-based door-to-door assistance, day care in the station, health management and other services for service objects in the community; The services provided by "12349" service platform are mainly normal life care items such as daily housework, food delivery and shopping, and various details of daily life are the main focus of these service contents. The convenience implementation of medical, entertainment and first aid business has not satisfied the elderly, and the diversified service needs of the elderly have not been accurately taken care of in such a system. In addition, community smart elderly care products are only smart phones and bracelets, and the products are very single.

2.3. Lack of Professionals in Smart Community Services

The acceleration of population aging trend also promotes the explosion of aging service demand, which also directly reveals the lack of talent training in China's aging service industry. In terms of the basic connotation of service demand, life, medical care and spiritual demand are the development focus of the elderly care service industry. This requires people with specialized quality and multiple functions to fill the vacancy. At present, it is difficult to find professional personnel in the actual pension industry. However, through the investigation and research after the reporter's field interview, it can be learned that there is a great lack of elderly care service practitioners in Zhanjiang, and the total number of multi-level elderly care talents is seriously insufficient. Many elderly care workers are mainly in their 40s-50s, are older, and their cultural quality and professional level are insufficient. Even though most service providers regularly carry out professional knowledge education and professional skill training, which can meet the elderly care needs in daily nursing and other business fields, the quality of elderly care services in Zhanjiang will also be affected because they can not provide necessary psychological counseling and other professional consulting services for the elderly in time.

2.4. Smart Community Services Lack Coordination among Government Departments

Service quality is the core factor affecting consumer satisfaction. The improvement of service quality largely depends on the coordination and cooperation of various departments. Although since 2015, Zhanjiang has continuously issued policies and documents related to smart home elderly care services. However, in the research, it is found that in the specific community work, the implementation of the policy is discounted, even there are only simple documents and no actual work. This is a fatal injury to smart home elderly care services. In addition, the weakening of executive power will directly affect the quality of life of the elderly and make everything before lose value. At the same time, in the process of the practice and promotion of smart family medical business in the country, many units, including the cultural commission, the competent department of education, public security, real estate market supervision, the competent department of housing and urban rural development, as well as towns and streets, have considerable difficulties in coordination and cooperation. In the development of different forms and tasks, the development of intelligent home-based elderly care business will be subject to corresponding restrictions because there is no clear understanding of the specific tasks and responsibilities of various institutions and the specific operation process of each task, and there is no necessary information communication and interaction.

3. Sorting out Smart Elderly Care Service Policies in Zhanjiang

The national level attaches great importance to intelligent elderly care services in order to improve the quality of life of the elderly in Zhanjiang. The State Council, the National Health Commission and the National Medical Security Bureau have successively promulgated a number of policies, laws and regulations to support and encourage smart elderly care. The policies of smart elderly care in Zhanjiang in recent years are summarized in Table 2.

Table 2. Sorting of smart pension policies in Zhanjiang in recent years

Time of issue	Unit sending document	File name	Content related to smart pension
2021.12.2	Zhanjiang Civil Affairs Bureau	"Implementation plan of Zhanjiang City for developing zhihuijia elderly care industry"	Accelerate the construction of smart health, build an information platform, broaden the service mode, and increase support for the smart elderly care industry
2019.6.20	Zhanjiang Civil Affairs Bureau and Finance Bureau	"Regulations of Zhanjiang Municipality on the administration of supporting smart community elderly care services in newly-built residential quarters"	Standardize community intelligent elderly care services to protect the legitimate rights and interests of the elderly
2018.3.10	Zhanjiang Civil Affairs Bureau	"Notice on the establishment of Zhanjiang smart elderly care service center"	Fully open the smart elderly care service market and improve the quality of elderly care services
2016.7.10	General Office of Zhanjiang Municipal People's Government	"Opinions of Zhanjiang on accelerating the development of home-based and community elderly care services"	Build an intelligent elderly care service information platform

4. Construction Strategy of Community Intelligent Elderly Care in Zhanjiang

4.1. Publicize and Popularize Smart Community Services in a Variety of Ways

All departments should clearly grasp their respective functions and responsibilities, cooperate with each other and coordinate their functions under the policy guidance of the overall promotion of social resources and government organs, so as to ensure the success of community intelligent community home-based elderly care services. The government organs should also change the working mode, make the grass-roots organs become the main force of responsibilities, and the district organs become the command organization, assign all kinds of rights to the government organs performing the corresponding responsibilities, or organize and instruct the sub district offices and neighborhood committees to perform them. On the one hand, the sub district offices and neighborhood committees can understand and repay the different needs of the elderly. On the other hand, they can also get close to the masses and respond positively to the actual needs of the elderly. Therefore, various measures taken by the government to promote the success of community intelligent home-based elderly care services should be actively and closely coordinated by all sub district offices and neighborhood committees. Only by optimizing the top-level design of the government and integrating the forces of various social departments can we improve the smart home-based elderly care service system of Chinese society

4.2. Enrich the Content of Elderly Care Services in Smart Communities and Accurately Meet the Needs of the Elderly

At present, domestic smart products have the characteristics of complex operation. When developing smart products, enterprises should fully consider the actual needs of the elderly, cooperate with colleges and universities to develop diversified smart products and simplify the operation process. At the same time, the development of smart home-based elderly care model is facing challenges in information and data security. Enterprises need to give full play to their professional advantages in technology, improve the construction of comprehensive elderly care service platform, expand the functions of elderly care service platform, and ensure information and data security. Therefore, enterprises as platform operators should strengthen the technological innovation of intelligent elderly care products and increase investment in the construction and function expansion of information platform. At the same time, since the key to the supply of smart home-based elderly care services lies in the accurate matching between supply and demand through the information platform, enterprises should be committed to the R & D and improvement of intelligent elderly care terminals, which is more convenient for the use of the elderly and close to the actual needs of the elderly.

4.3. Cultivating Professional Quality Talents

First of all, the government should formulate various preferential policies, improve the employment treatment of elderly care service personnel, and encourage and attract more excellent talents to join elderly care services. At the same time, by making use of colleges and universities, higher vocational colleges and other social forces to further improve the professional level of intelligent elderly care services, it can also promote the healthy development of intelligent elderly care services in Zhanjiang, China. Colleges and universities are a good place to cultivate intelligent elderly care service compound talents, and the university teacher training plan is also a good foundation for cultivating compound talents. By cultivating intelligent elderly care service compound talents, we can also better adapt to the future development trend of China's intelligent elderly care service market. Finally, in order to further improve the acceptance of elderly care practitioners, it is often difficult for staff in the elderly care industry to obtain the recognition of Chinese traditional humanistic thought, especially the problem of nursing staff in elderly homes. According to this situation, local government departments and relevant social subjects such as the elderly care service industry should strengthen the publicity of the elderly care service industry in order to improve their cognition and understanding of the work of elderly care nurses. At the same time, the relevant media will also strengthen the publicity of the responsibilities of elderly care nurses and actively create a good fashion of respecting elderly care workers in the whole society.

4.4. Strengthen Coordination among Departments

Under the guidance of the unified implementation of resources and policies, all departments should clarify their respective rights and responsibilities, cooperate with each other and coordinate their functions to ensure the smooth development of community intelligent home-based elderly care services. Administrative institutions should reform the management mode to make the grass-roots level become the main force of work and the district level institutions become the guiding institutions. Allocate various management powers to departments and institutions that undertake corresponding functions, and instruct sub district offices and residents' committees to implement them. On the one hand, neighborhood offices and neighborhood committees can understand and meet the various needs of the elderly. On the other hand, they can approach the masses and respond quickly to the needs of the elderly. Therefore, a series of measures to promote community intelligent home-based elderly care

services must be actively and closely coordinated by local sub district offices and relevant neighborhood committees.

5. Conclusion

In short, in the Internet era, Zhanjiang needs to keep up with the intelligent trend of pension in the new era. Zhanjiang municipal government gives full play to the leadership and effective participation of local social pension institutions and enterprises, changes and innovates the development concept of Zhanjiang pension mode and service, strengthens the application of information technology and big data technology, constructs Zhanjiang smart community pension mode, constantly improves the quality of pension services, and provides higher quality and Convenient elderly care services

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