

Research on the Construction of "Three Social Linkage" Community Home-Based Care Service System in Changchun

Yan Gao

JiLin Engineering Normal University, Changchun, Jilin, China

**Corresponding author e-mail: 123042979@qq.com*

ABSTRACT. *This paper expounds how to construct the community home-based care service system with the linkage of the three social organizations, and realize the community home-based care service system based on the home-based care system, supported by the community service and supported by the institution care system.*

KEYWORDS: *"Linkage of the Three Social Organizations"; Community Home Care; Service System*

1. Introduction

Changchun city is in the embryonic stage of the "three societies linkage" mode, and has not yet realized the clear positioning, interconnection and interaction among the "three societies" in a real sense. However, there are few experiences that can be used for reference. In the process of promotion, Changchun city is faced with various problems.

2. Connotation of community home-based care service with the linkage of three social organizations

Community home-based care service refers to a new mode of combining community and home-based care service under the leadership of the government, focusing on the interconnection and interaction among the community, social organizations and social workers. Based on the community, social organizations related to the elderly are introduced and professional social workers are organized to carry out the service.

Problems existing in the development of community home-based care services in Changchun

2.1 Insufficient elements for the construction of community home-based care service system

(1) Lack of government input

Most of the service centers in Changchun only provide space and lack personalized and professional services. There are also some community service centers with service characteristics, which have problems such as overcharging and unguaranteed security of facilities. Due to the limitation of funds, some service centers are unable to perfect and cash all the service contents. The service contents provided by them tend to be single and fail to provide high-quality services.

(2) Insufficient participation of social forces

Pension service industry has a long investment cycle, low profitability and slow capital return. Under the influence of profit-driven capital, most private capital will not flood into this industry. At present, the government's financial expenditure is the main source of funds for the community pension service center, and the funds obtained through market operation and social donation are very little, very little. The single fund channel greatly restricts the development of the whole community pension service model. The government's financial support is far from enough, and the participation enthusiasm of other social forces is very low and input is limited.

(3) The quality of employees is not high

At present, the elderly service practitioners in Changchun are basically laid-off workers, people with employment difficulties, and people who move from rural areas to urban areas. Only a small number of them are those who have graduated from universities. They basically have not received professional training, so it is difficult to guarantee the quality of service. Training is not in place, the practitioners are not highly specialized, lack of necessary professional support, barely able to cope with the basic daily care and housekeeping services, satisfied with the spiritual level and other higher level of demand, not to achieve targeted precise services.

2.2 The operation mechanism of community home care service system is not perfect

(1) Poor integration of community home-based care service resources

Changchun city in recent years promote the equalization of public services and generalization, also spend a lot of money to improve the quality of community public service, but the lack of reasonable use of these resources, such as most of the young people in the community did not put our organized for the care of the elderly, to achieve mutual aid, the number of volunteers are far cannot satisfy the demand of community endowment, although have the participation of volunteers, but the lack of systematic and organized.

The marketization degree of community home-based care service is not high

The marketization of the elderly care services in Changchun, especially the community elderly care services, started late, and there are still few standardized and high-quality service institutions and intermediary institutions, resulting in the small scale of the entire elderly care market, which is difficult to meet the actual needs.

(2) The function of community home-based care service system is insufficient

The scope of services provided is relatively narrow, basically limited to the provision of daily household services to care for the elderly, but not expanded to a high level, professional and systematic services. A complete medical service system has not been established. In terms of spiritual comfort and mental health, most communities have not established effective service points. They do not care enough about the psychological status of the elderly. Moreover, the service content is relatively single, mostly confined to the housekeeping service related to taking care of the elderly, which also leads to the difficulty in meeting the actual needs of the current elderly community services.

3. Research on the construction path of community home-based care service system with "linkage of three social organizations"

3.1 government-led -- premise for the development of community home-based care services

Community home-based care for the aged is a huge systematic project. It is not something that can be done by the government, the community or an enterprise alone.

(1) Construction of community home care infrastructure

Based on the reality of the community and the physical and psychological characteristics of the elderly, the community health service center shall be adjacent to the newly-built residential areas. In the old and old urban areas, the construction of community old-age service centers shall be accelerated by means of reconstruction or leasing. We will strengthen barrier-free facilities for the elderly and disabled in the community and upgrade ramps, handrails and elevators.

(2) Develop community home-based support policies

The government subsidizes the construction and operation of non-profit pension service organizations through purchase of services and public venture investment. Project as the starting point, the establishment of elderly service docking mechanism. Adhere to the community elderly service project operation, according to the characteristics of the elderly in the community, to meet the conditions of the elderly institutions to buy services, the implementation of "private public assistance", "public private".

Through the formulation of supporting policies, various pension organizations, the implementation of land supply, tax preferential policies, especially for a variety of public welfare pension organizations to provide pension services exempted from

business tax, the community into the elderly service organizations, electricity, water, gas and heat to enjoy the use of residents price; Old-age care workers who participate in the practical training and fire training organized by relevant departments can enjoy vocational training subsidies according to regulations.

(3) Enrich community home-based care services

Explore the service purchase mechanism, enrich the service content, to meet the needs of multi-level elderly service. We should adhere to the principle that community home-based care services can be divided into free, low-compensation and paid services. Provide free services for the "three noes" old people who live a hard life; Provide relief services for the elderly whose economic income is lower than the subsistence allowance line; For the economic situation is better, the pursuit of higher quality of life in old age to provide high-end care products. Government purchase service, volunteer support service, personal payment service, social service for the elderly.

3.2 Community support -- a platform for the development of community home-based care services

(1) Strengthen the position construction of community elderly service

Community construction and expansion, replacement, leasing, purchase way, speed up the improvement of community office, increase the carrier of community service functions, form the government purchase, community residents' committees led drive, mobilize community social organizations, community residents to participate in the "three social linkage" mutually promote complementary new pattern of community endowment service.

(2) Promote the construction of comprehensive information platform for community elderly service

In order to meet the needs of the Internet plus era, it is necessary to strengthen the construction of community informatization, integrate pension service institutions, volunteers, public welfare organizations and medical institutions with the Internet of things technology, and gradually establish the "Internet plus community home-based care" service model.

3.3 Organizational cultivation -- the guarantee for the development of community home-based care services

"Three social organizations linkage" integrates the three forces of community, social organizations and social workers, turning social organizations and social workers into "community families", realizing resource sharing and joint projects, and fully realizing "three hatches and three elevations" of community, social organizations and social workers.

(1) Actively cultivate social organizations for the elderly

Streamline administration and delegate power, and simplify the direct registration of social organizations for the elderly; Conduct performance testing and evaluation of social organizations. The evaluation of organizations from the aspects of organization size, organization rules, business activities, function radiation and social evaluation can improve the standard operation level of social organizations and enhance their credibility. Under the same conditions, social organizations with good evaluation results can get preferential policies from the government.

(2) Standardization of pension organization services

First, the service method is convenient: the network, smart phones and hotlines are used to issue service orders and monitor service quality, which can save a lot of personnel costs and promote local service resources.

Second, service quality assurance: within 24 hours after the completion of the service, customer service through telephone return visit and We Chat platform feedback to supervise and manage the service, so as to solve the problems in the service process in the first time.

Third, service customization: scientific customization according to the specific requirements of service objects.

Fourth, the service price advantages: according to the composition of the elderly in the community service classification, using low compensation or even free services to provide a variety of professional services.

Fifth, service management is simplified: through remote management technology, the management of the existing pension service model can be easily realized, which makes it easier to standardize the existing model, and the statistics and analysis of service data in the later period are also easier to accumulate.

3.4 Social work construction -- support for the development of community home-based care services

(1) Hire professional social workers

Supported by social workers, foster professional social workers team, promote the building of social work professionalization and specialization, absorbing social work talents through various channels, to establish the social workers registration administration and professional admittance system, encourage community workers to participate in national junior secondary, senior social work division profession qualification examination, to establish certain scale structure is reasonable, quality good service personnel.

(2) Introduce professional nurses

Build a professional service team with professional knowledge of daily care, rehabilitation therapy and disease nursing through phased training. At the same time, based on the actual community, the introduction of professional nurses,

rehabilitation therapists and other professional and technical personnel with professional or professional qualifications.

(3) Build a volunteer team

Incubate and support voluntary service teams, social groups, schools and other organizations in the community; Give play to the advantages of easy communication among the elderly, and attract a number of influential retired comrades to participate in community management services.

4. Conclusion

Community is the integration platform of "three social associations linkage"; Social organization is the undertaking subject of "three societies linkage"; Social workers are the backbone of the "linkage of the three social organizations". The operation logic of the linkage of the three social organizations is that on the basis of clarifying the roles and functions of the "three social organizations", the effective cooperation mechanism of the community, social organizations and social workers is established at the community level, so as to realize the complementarity of advantages and improve the efficiency and quality of social services.

Acknowledgements

This work was supported by 2020 Jilin Province Department of Education "13th FIVE-YEAR PLAN" Social Science Research Project: "Internet + "-driven Jilin Province Smart Home Elderly Service System Construction Research (NO.JJKH20200203SK)

References

- [1] Chen Qiulin. Research on the Innovation and Development Mode of the Old-age Service Based on "Internet +" - Comments on *Stepping into the Development New era of the Old-age Service Industry*. Journalism Lover, 2018(09): 111.
- [2] Dong Pengtao. The Impact of the Rapid Development of Aging on Economic Development and Social Governance in the Internet Era and its Countermeasures. Lanzhou Academic Journal, 2018(11): 165 - 174.
- [3] Zhao Jiayin. The Present Situation and Dilemma of the Intelligent Old-age Mode of New Media. Chinese Journal of Gerontology, 2018, 38(21): 5362 - 5364.