

Coordination and Effectiveness of Public Welfare Activities for the Elderly

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Abstract: Starting from the aspects of policy, management, media platform, activity content, service effect and so on, this paper analyzed the current pension public welfare activities in China and found out the existing problems; This paper proposed that through policy coordination, information coordination, management coordination, training coordination and incentive coordination, the public welfare activities for the elderly can develop healthily and improve the effectiveness of public welfare activities for the elderly.

Keywords: Pension; Public Welfare Activities; Coordination; Effectiveness

1. Introduction

According to the latest statistics, China's elderly population over the age of 60 has exceeded 250 million. Xi Jinping proposed that "all the elderly can have a happy old age". Under the promotion of national policies, public welfare activities for the elderly have been carried out vigorously and played an important role in the cause of elderly care. Under the advocacy of the Communist Party of China, China elderly care public welfare activities have been vigorously carried out and played an important role in the elderly care cause. Elderly public welfare activities are generally spontaneous voluntary behaviors, lacking effective coordination organizations, difficult information communication, overlapping and random service items, and service content that does not fully match the actual needs of the elderly. How to coordinate the volunteer's pension public welfare activities to make it more effective can further create a good social environment for the elderly, filial piety and respect for the elderly, and promote social harmony and civilization.

2. Status of Pension Public Welfare Activities

Elderly public welfare activities refer to non-profit service activities provided by volunteers or volunteer service groups using time, skills and love for the elderly or groups of elderly. Elderly volunteers are regarded as a kind of human resources and play a role in making up for the shortage of professional elderly care service teams. With the vigorous development of public welfare volunteer services, elderly volunteer services have become an important part of my country's elderly public welfare undertakings, with corresponding policies, organizations, norms, media platforms and specific activities, which have achieved positive results.

2.1 Policy

In 2013, the State Council of the PRC issued the "Several Opinions on Accelerating the Development of the Elderly Service Industry", requiring active support for the development of various voluntary organizations serving the elderly and conducting voluntary service activities. The government encourages cadres of government agencies, employees of enterprises and institutions, and students of various schools to participate in voluntary activities for elderly care services^[1]. In 2019, the General Office of the State Council's "Opinions on Promoting the Development of Elderly Care Services" also called for "vigorously support voluntary elderly care services..., vigorously cultivate a team of elderly care volunteers, and speed up the establishment of a volunteer service record system," etc., to protect the legitimate rights and interests of volunteers." In 2021, the General Office of the State Council also issued the "Notice on the Implementation Plan for Effectively Solving the Difficulties of the Elderly Using

Smart Technology”^[2], and the National Aging Office also issued the “Notice on Carrying out the Action of “Smart Helping the Elderly”, requiring help the elderly to solve problems in smart technology. Practical problems faced in the application of technology. Such policies have effectively promoted the development of public welfare activities for the elderly.

2.2 Management

At different levels, there are public welfare activity organizations serving the elderly to manage public welfare activities for the elderly. Such as “China Volunteer Service Federation”, “Nanjing Pension Volunteer Service Federation”, “**University Youth Volunteer Federation”, “**University Love Society”, “Community Home Care Service Guidance Center” and so on. The Red Cross, charitable organizations, and the Communist Youth League organizations of enterprises and institutions have all carried out public welfare activities for the elderly at a certain level of management.

2.3 Media Platform

For example, the “National Volunteer Service Information System” (China Volunteer APP) launched by the Ministry of Civil Affairs, public welfare activity networks such as Public Welfare Cloud, “Home Rehabilitation Cloud Pension” platform, etc., in order to effectively link a large number of public welfare activities inside and outside the school and online and offline information, some Colleges and universities have set up large-scale volunteer service websites, such as “**University Youth Volunteer Service Network”, etc.

2.4 Activities

For example, the “Wisdom Helping the Elderly” public welfare activities, “helping the poor to send warmth, helping doctors to send health, helping music and entertainment, helping chatting and comforting, and helping emergency and rescue” and other “five-assistance and five-delivery” special elderly care service activities, “Learn from Lei Feng Volunteer” “Service Month” activities, Double Ninth Festival respecting the elderly activities^[3].

2.5 Service Effect

The public welfare activities for the elderly have played a certain role in improving the social environment of elderly care, filial piety and respect for the elderly, and have good social benefits. If divided from a long period of time, there can be long-term effects, short-term effects and random effects.

(1) The long-term effect is the cumulative effect of volunteers' persistence in serving the elderly for many years. For example, the Youth League Committee of the Fourth Company of China Railway Fourth Bureau organized volunteers to carry out voluntary services for the elderly apartment in Hefei city. Over the past 36 years, volunteers have changed batch after batch, but the activities have never stopped. The volunteers brought a lot of emotion. Some elderly people with intellectual disabilities can remember the appearance and clothing of the volunteers. Every time they see them coming, they will say, “You are here again!” Since the beginning of 1995, the love relay has accompanied the blind old man Kong Fanyun through more than 20 spring and autumn. Years of students come and go, but the love of volunteers to keep their promises has not changed. “As Liang Guangshun, a student from the Department of Mechanical Engineering of Tsinghua University, said: “It is not difficult to do a volunteer once, but it is difficult to do it all the time, and volunteering has become a habit of mine. “

(2) Short-term effects are those achieved by focusing on services for a shorter period of time. Generally focused on “Learn from Lei Feng Activity Month”, “Learn from Lei Feng Activity Day”, and “Chongyang Festival Respect for the Elderly Activity Month”, etc., the participating units and people are the most, including government agencies, charitable departments, enterprises and institutions, Communist Youth League organizations, college student voluntary groups, etc. The most obvious effect.

(3) The random effect is the effect obtained by volunteers providing services for the elderly according to their own time. The duration of the activity is mostly half a day to one day, and the activity date is random.

3. Problems Existing in Old-age Public Welfare Activities

There is no doubt that the public welfare activities for the elderly have achieved results and promoted social harmony. However, further analysis shows that there are many disordered factors in these activities, and the activities are carried out unbalanced.

(1) More activities are held in Lei Feng month, and fewer are held during normal times. On Lei Feng month or Lei Feng day, volunteer activities often overlap in time and content, resulting in grouping, formalization, and poor service continuity. For example, “there are more than a dozen groups of volunteers in nursing homes on Lei Feng day”, there are so many volunteers that the elderly can't bear it. In normal days, it is necessary to serve the elderly, but it is difficult for volunteers to come to serve. Although there are examples of volunteers from the School of Mechanical and Electrical Engineering of Lanzhou Jiaotong University, who have been in love relay for more than 20 years and accompanied the blind old man Kong Fanyun, but after all, they are too few.

(2) There are more activities in cities and less in rural areas. There are more activities in areas with convenient transportation and less activities in remote areas. Volunteers arrange pension public welfare activities according to their own time, or are forced to complete a certain task, so they first choose to carry out activities in cities or areas with convenient transportation.

(3) More activities are held in nursing homes than in residents' homes. Nursing homes are concentrated for the elderly, and the social benefits are obvious, so few people enter the homes of residents to carry out activities, and even fewer serve the elderly in rural households.

(4) There are more general activities and less professional activities. Statistics on the content of general pension public welfare activities. Most of the activities are cleaning, heart-to-heart chat, gift giving, performances, etc., which are determined by the composition of the volunteer team and are the easiest activities to complete. While doing massage rehabilitation for the elderly requires certain medical professional skills, haircuts or repairing items for the elderly also require certain operating skills, and ordinary volunteers are powerless.

4. Coordination of Public Welfare Activities for the Elderly

The most important thing in pension public welfare activities is not the number of volunteers and the number of activities, but through the establishment of an effective coordination and incentive mechanism to guide more caring people in the society to join the ranks of pension volunteer services in an orderly manner, so that pension public welfare activities are sustainable and non-stop. The sudden and universal development provides normalized elderly care services for the elderly and the elderly in distress, and improves the effectiveness of elderly care public welfare activities.

4.1 Policy Coordination

China has issued policies related to elderly care services, but in practice, it is necessary to coordinate policies for different service groups, different regions, and different time periods in order to benefit the long-term and orderly development of elderly care public welfare activities. For example, with regard to “time bank”^[4], some elderly care public service providers have proposed “time bank, we have also considered it, but the population mobility rate in China's cities is too high, after serving the elderly in a certain place for a period of time, will it be possible to travel to other places? Still acknowledging that service hours are valid? This requires the government to have a complete set of pension systems and policies to support it.”

4.2 Information Coordination

The information asymmetry of old-age care services is an important factor that restricts the service timeliness. Communication platforms between elderly groups or individuals and volunteers are not sufficient. For example, “34 elderly people in a certain community said that they had not received volunteer services and did not know where to obtain these services.” “The asymmetry of supply and demand information, the lack of in-depth understanding of service needs of elderly volunteers and the narrow channels of service information sources” lead to a certain blindness in the development of volunteer activities. Volunteers participating in public welfare activities for the elderly cannot accurately grasp and judge the specific needs of the elderly group, which often leads to waste of resources and

unsatisfactory effects, reducing the timeliness of public welfare activities for the elderly. Therefore, it is very important to establish a more effective information platform. Not only to establish a platform, but also to communicate the supply and demand information of urban and rural elderly or elderly groups and public welfare activity groups in a timely manner through painstaking and meticulous investigation and research.

4.3 Management Coordination

The combination of volunteer elderly care services and professional services is an effective way to meet the needs of elderly care with low cost and high efficiency^[5]. Therefore, the effective management of relevant government departments is very important. In terms of management, it is necessary to coordinate the volunteers, service hours, service areas, and service contents of different industries. In particular, through coordination, it is necessary to avoid clustering and duplication of related activities during the national volunteer service period, and then there is a lack of continuity and persistence of activities.

College students are the main force in pension public welfare activities. A city may have multiple colleges and universities, and a college has multiple departments and majors. The coordination of volunteers in different schools and the coordination of volunteers in different majors and grades within the school will have a great impact on the effectiveness of services. Volunteer associations of colleges and universities should unify the volunteers of various departments, and the volunteer associations of a city should unify the volunteer associations of colleges and universities in the city where they are located. And through the release of supply and demand information, guide the orderly and continuous development of pension public welfare activities, so that volunteers can provide targeted services, thereby improving the effectiveness of services.

4.4 Training Coordination

After a person enters old age, there will still be various needs, which requires volunteers to provide diversified services according to the diversity of the needs of the elderly and the different levels of needs. Therefore, it is not enough for volunteers in public welfare activities for the elderly to be full of enthusiasm. They also need systematic professional training in order to adapt to the diverse needs of the elderly. For example, volunteers in ; medical schools (or volunteers in hospitals) can train trainers from other schools in medical care and massage, so that they have certain professional knowledge; volunteers majoring in psychology can volunteer for other majors. Through various forms of training, the form and content of volunteer services are avoided to be too simplistic. Elderly care institutions can also train volunteer service skills, work steps and precautions, and through training, the service effect tends to be ideal.

4.5 Incentive Coordination

A volunteer incentive system should be established and improved, and through appropriate incentives, the public welfare undertakings for the elderly can develop sustainably. For example, for activities in villages far away from volunteers, appropriate subsidies for transportation and meals are given; the number of volunteers in colleges and universities is larger than that in other industries, and it is more necessary to mobilize enthusiasm through incentive measures. Through “volunteer registration, volunteer service object selection, service information feedback, assessment and evaluation” and other links, encourage and reward college students participating in pension public welfare activities, or issue certificates, or issue social practice certificates to them, or give them second class performance Scores, etc., to stimulate the enthusiasm of college volunteers.

5. Conclusion

Xi Jinping pointed out that “the government should build more platforms for volunteers” and “I hope that the majority of volunteers, volunteer service organizations, and volunteer service workers will base themselves on the new era and show new achievements.” We study the status quo and existing problems of public welfare activities for the elderly, find out the way to coordinate public welfare activities for the elderly, through policy coordination, information coordination, management coordination, training coordination and incentive coordination, so that elderly public welfare activities can develop healthily and improve the effectiveness of elderly public welfare activities , to show the new actions of elderly

care volunteers in the new era and promote social civilization.

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