



Demand for Rural Social Care Services and Development Measures

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Abstract

In recent years, the aging of our population has become an increasingly prominent issue. China has entered the stage of population aging, becoming the country with the largest elderly population in the world, which is a typical phenomenon of "aging before getting rich". The rapid increase in the degree of population aging has led to a rapid increase in the demand for elderly services. Therefore, the central, provincial, and municipal governments at all levels have put forward relevant policy opinions to accelerate the development of elderly services, comprehensively requiring all regions to actively cope with the aging population and vigorously promote elderly services. However, the aging of China's rural population has long been higher than the urban population, while it lags far behind the cities in terms of senior care services. As a result, for rural areas, the aging problem concerning the elderly is becoming more and more prominent and needs to be solved by scientific and reasonable countermeasures. Therefore, in the context of the trend towards an aging population, this paper discusses and researches the above-mentioned problems.

Keywords

Rural Social Elderly Service, Demand, Countermeasures

1. Introduction

Population aging is one of the major social challenges facing China in the 21st century. China has entered a period of rapid population aging, with the elderly population growing rapidly at an average rate of 3% per year. Coupled with the fact that China is a large agricultural country, the agricultural population accounts for a large proportion of the national population, and among this agricultural population, the elderly live in rural areas. With the reform of the economic system and social changes, as well as the deepening of the aging population, the problems of the elderly in rural areas in terms of economic security and family services have become increasingly prominent: changes in family structure threaten the traditional family model of old age. The gradual migration of the rural working population to the cities has led to an increase in the number of "empty nest families" year by year. The number of elderly people in rural areas is increasing, and in turn, the demand for elderly care services is becoming more urgent (Sun Jingjing, 2020).

With the increase of the "low security" and "five guarantees" assistance standards, as well as the development trend of deepening full coverage and increasing payment standards of the "new rural insurance", the problem of elderly services in rural areas is also becoming more and more obvious. Respect for the elderly is the essence of traditional moral culture, and care for the elderly population and considerate service is the embodiment of a society with a high moral civilization. At present, further optimizing the rural elderly service model is an inevitable choice to effectively maintain the stability and harmony of rural society under the crisis of the aging population. The further optimization of the rural elderly service model is an inevitable choice to effectively maintain social stability and harmony in rural areas during the crisis of the aging population. It is also a realistic way to improve the level of comprehensive services

for the elderly in rural areas, as well as an effective way to further implement the moral construction project for citizens from the perspective of humanistic care. It is also an effective way to further implement the moral construction project of citizens from the perspective of humanistic care.

In terms of integrated urban and rural development, the pressure to solve the problem of rural elderly services is huge, largely because of the mismatch between the demand for elderly services and the supply of elderly social resources. Whether this problem can be solved or not is directly related to the quality of life of rural elderly people, the harmony and stability of rural society, and the realization of the great goal of China's integrated urban-rural development and the completion of a moderately prosperous society in all aspects. Therefore, strengthening the research on the issue of rural elderly service guarantee, and exploring and improving the suitable elderly service model should become a social issue of common concern for families, society, and government.

2. Analysis of the current situation of demand for rural elderly services

2.1 Economic demand

Compared with the urban elderly, most of the rural elderly people get their living supply from their children, and the rural elderly are a special group. Through the field survey of the elderly, it can be found that most of them do not have a lot of labor savings, plus they suffer from some chronic diseases and thus need financial support from their children (Wang Qiaoli, 2020). In the survey, there is a large gap between the expected income and the actual income of many elderly people, 10 people (5%) think that the average annual income of less than 3,500 yuan can satisfy their quality of life in old age, 24 people (12%) who earn 3,500-4,500 yuan, 36 people (18%) who earn 4,500-5,500 yuan, and 130 people (65%) who earn more than 5,500 yuan (as shown in the following table).

Table 1. Expected income of rural elderly to meet their living (N=200)

Expected revenue	Number of people	Percentage (%)
Under 3,500 RMB	10	5
3,500-4,500RMB	24	12
4,500-5,500RMB	36	18
5,500RMB or more	130	65

2.2 Needs for spiritual comfort

The research on the spiritual comfort of the rural elderly is divided into the following four aspects: firstly, the demand for chatting and relieving boredom reaches 63%, which shows that the rural elderly do not have a lot of requirements for recreational activities, but only need a person to chat and relieve boredom with, and the reason for their high demand is that their children are always away. Secondly, in terms of psychological guidance, the rural elderly need 40% of it, and society has always ignored the heart of the elderly, thinking that they have experienced a lot and have enough ability to solve their psychological problems. However, the reality is that many elderly people have more or less psychological problems, especially those in rural areas, and they are more likely to feel lonely. Many of them want to participate in various recreational activities, but they can't let go. For the rural elderly, they are less educated and their recreational activities should be more targeted compared to the urban elderly. Finally, in terms of end-of-life care, only 10% of the rural elderly need it, but this does not mean that it is not important, to a large extent, the rural elderly do not know about it or do not want to talk about it (as shown in the table below).

Table 2. Introduction to spiritual comfort for the rural elderly (N=200)

Activities	Number of people	Percentage (%)
Chatting to relieve boredom	126	63
Psychological guidance	80	40
Recreational activities	114	57
Hospice Care	20	10

2.3 Demand for medical care services

The health condition of the rural elderly is not very optimistic, as can be seen from Table 3 below, the demand of the rural elderly for "regular medical checkups" reaches 75%, but through talking with the interviewees, it is found that only 54 of them have regular medical checkups, which is not in line with the actual demand, and the reasons for this are mainly from the following two aspects: first, the economic situation The second is that the medical condition does not allow, the medical condition of the rural health office is limited, so it is impossible to achieve a full range of medical examination; the demand for "accompanying medical treatment" accounts for 51%, and the home treatment accounts for 40%, if the elderly's children are not around at this time, the village hospital is unable to solve the problem. It is very difficult for the elderly to seek treatment from the big cities, which will cause delay and delay and delay the best treatment period.

Table 3. Introduction to medical services for the rural elderly (N=200)

Services	Number of people	Percentage (%)
Regular medical check-ups	150	75
Accompanying medical visits	102	51
In-home treatment	80	40

3. The path choice of China's rural old-age service demand

3.1 The government, family, and society work together to build a rural elderly service demand system

From the perspective of the real demand for rural elderly services, the demand for elderly services in rural areas is diversified, but due to the limited investment of rural elderly funds, it is difficult to meet the growing demand for elderly services under the current conditions. In this regard, it is urgent to establish a multi-level system for the demand for rural elderly services (Li Chao, 2014). At the government level, there is a need to increase financial support. Governments at all levels should allocate a certain percentage of special or targeted funds to support the construction of the rural elderly service demand system, include it in the year-end assessment system of managers at all levels, and implement a one-vote veto system. At the rural community level, a "multi-level, broad-coverage" network of services for the elderly in rural communities should be gradually established. A more ideal network of elderly service needs in rural communities should include the following contents: "housekeeping service" centers, which are responsible for providing daily food and living services for the elderly, "nursing service" centers, which are responsible for providing daily care for the elderly who lack family care or have difficulty moving. The center is responsible for providing medical care, health care, and physical examination services for the elderly; the center is responsible for providing cultural, recreational, and leisure services for the elderly; and the center is responsible for providing 24-hour service hotlines for the elderly. "Emergency services" centers. In terms of families, on the one hand, the government should actively promote the culture of "respecting, respecting and loving the elderly" and actively create a good atmosphere for family aging. On the other hand, the government can also provide reasonable and scientific regulations to protect family aging. As far as the social aspect is concerned, the government or the community should make full use of various social resources to build professional volunteer teams, and legal, medical, cultural, and educational institutions to establish regular mutual assistance mechanisms, so as to provide a richer and more professional platform and conditions for the establishment and development of the rural elderly service demand system.

3.2 Improving and perfecting the rural elderly service system

Through the previous analysis, we can know that the demand for rural elderly service is mainly in the aspects of "life care", "domestic service" and "spiritual culture", so the government or the community must focus on these three aspects in strengthening and improving the construction of the rural elderly care system. First, it is necessary to train rural senior care professionals and improve service quality. Higher education institutions or vocational and technical education institutions can offer majors in senior care service management, in addition to strengthening vocational training for senior care practitioners, enhancing professional ethics education and vocational skills training for senior care service practitioners, and strengthening the sense of responsibility to ensure that senior care service personnel

master basic health care, nursing and rehabilitation skills. Secondly, it is necessary to establish a system for evaluating the level, quality, and effectiveness of rural senior care services. The first is to develop rigid and unified service standards and management systems and implement standardized management and services to improve the level and quality of services. Second, to establish a "reward and punishment" mechanism, so that the service level and quality are directly linked to the service provider's salary and remuneration. Third, to establish a service effect evaluation mechanism. By means of issuing service quality questionnaires, door-to-door interviews, or telephone sampling, we can understand the opinions and suggestions of service recipients and evaluate the effectiveness of senior care services, so as to correct and improve the service mode and enhance the service quality and level. Thirdly, establish and improve the supporting system of rural senior care service. A lot of practical experience shows that the establishment and perfection of the supporting system directly affects or determines the sustainable development of rural senior care services. Therefore, it is imperative to strengthen and improve the construction of supporting systems in rural areas to meet the real needs of rural elderly care and promote the "professionalization" and "standardization" of the development of rural elderly care services (Peng Xue, 2013).

3.3 Pay attention to the construction of cultural infrastructure needed by the rural elderly

In addition to material life, the needs of the elderly for spiritual comfort are also essential. Therefore, in order to meet the spiritual and cultural needs of the elderly, it is inevitable to strengthen the construction of cultural infrastructure in rural areas (Lu Fuqin, 2018). First, the concept that rural cultural construction is optional should be changed. We should fully realize that elegant culture and art can purify and change the social atmosphere, and then improve the rural cultural network, establish and increase the group art museums, cultural centers, and village cultural stations, and widely carry out activities such as "sending operas to the countryside" so that the elderly can enjoy a healthy and happy "cultural feast" in their own homes. Secondly, we should increase the funding for the elderly facilities in rural areas. The source of funding can be shared by government finances, collective economy, and families to solve or alleviate the problem of insufficient funding for elderly facilities in rural areas. In addition, social resources can be fully integrated to encourage social forces, enterprises, and institutions to participate in fundraising activities for rural elderly care, so as to broaden the funding sources of rural elderly care. Third, integrate rural community resources and improve rural cultural infrastructure. Communities with economic conditions can consider establishing larger-scale comprehensive cultural activity centers in relatively concentrated places to carry out various sports, cultural, and entertainment activities. Strengthen the construction of rural cultural stations or "farmhouses", place books and newspapers suitable for the elderly, and actively carry out various recreational and cultural activities with rural characteristics and suitable for the psychological characteristics of the rural elderly, such as choirs, rice-singing teams, and dance teams. In addition, in rural areas, physical exercise facilities should be increased as much as possible to provide more comfortable exercise conditions for the elderly.

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