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The Cooperation Path and Development Dilemma of Social Organizations Participating in Community Elderly Care Services: A Case Study of Y Social Organizations in Zhejiang Province

Aiwei Jin *

Inner Mongolia University of Technology, Inner Mongolia, China
*** Corresponding author Email:** rsc@imut.edu.cn

Abstract: Based on the current national conditions of aging in China, this paper takes the study of Y social organization as the research object, explores the mode and path of Y social organization's correct participation in community elderly care service. It summarizes the value of Y organization's participation in community elderly care service, and the problems and difficulties faced in the development process, so as to further propose the optimization path and means. This research plays a positive role in the future development and improvement of Y organization and in the development of other social organizations.

Keywords: NGO; Social Organization; Elderly Care Service.

1. Introduction (The Raising of Problems)

By the end of 2020, there were 264.02 million people aged 60 or above in China, accounting for 18.70% of the total population, including 19.064 million people aged 65 or above, accounting for 13.50% of the total population. It is expected that by 2025, the number of people aged 60 or above will exceed 300 million which makes China transform from a mildly aging society into a moderately aging society. With the development of China's economy and society, the needs of the elderly are not only limited to the material level such as food, clothing, housing and transportation, but also expanded to the spiritual level such as entertainment, education and social participation. According to the 2019 White Paper on the Development of China's Elderly Care Industry, daily consumption accounts for 61 percent, medical care 22% social entertainment 13% and old-age finance 4% of the per capita consumption of the elderly in China. Obviously, it is difficult for a single government supply or private pension institutions to meet the diversified needs of the elderly for pension services in the current society, and the pension market is in the state [1] of insufficient supply. In addition, at this stage, China is implementing the "9073" pension model, which is about 90% of the elderly are in the home pension, about 7% of the elderly rely on community support for the elderly, and 3% of the elderly live in institutions for the elderly. In other words, the vast majority of the elderly in China are home and community pension. However, the inverted pyramid structure of "421" makes it very difficult to support the family, and the burden of the government will be more and more heavy. With the diversification of social governance subjects, social organizations have become one of the subjects participating in social services which play an increasingly important role [2].

Social organizations are sometimes referred to as non-governmental organizations (NGO) in international, non-profit organizations (NPO) or The Third Sector. Social organizations refer to non-governmental organizations that mainly carry out various voluntary public welfare or mutual benefit activities for the purpose of social public interest, not for profit. In recent years, the relevant departments of the Central government have issued a number of documents and regulations to regulate and guide the ways and means for social organizations to participate in community elderly care. In 2013, The State Council issued several Opinions on Accelerating the Development of Elderly Care Services, emphasizing the need to establish a community-based, home-based, and institution-based elderly care service system. In 2018, the Ministry of Civil Affairs issued the Opinions on Vigorously Cultivating and Developing Community Social Organizations, further detailing the development direction for social organizations to participate in community elderly care services, and playing a positive guiding role. More and more social organizations are continuously participating in community elderly care services, and they provide self-supporting service platforms for the elderly. For the elderly groups to provide life, spiritual, psychological and other aspects of services and help, its existence not only slowed down the imbalance between supply and demand of China's pension service market, but also promote the development of China's pension industry, maintain social stability. The Blue Book of Social Organizations: Report on China's Social Organizations (2016-2017) clearly indicates that China's social organizations continue to change and develop, and social organizations will become the main force of China's elderly care services. By November 2018, the number of community social organizations nationwide had reached 393,000, of which 66,000 were registered by grass-roots civil affairs departments, and 327,000 were managed by streets and communities. Some volunteers also participated in serving the elderly as volunteers or social workers through public welfare organizations. In the process of promoting community elderly care, social organizations play a backbone [3] role and have also received strong support from the state.

This study takes social organization Y in Zhejiang Province as a case study, analyzes the core of social organization Y's successful development in a short period of time, focuses on its characteristic projects and service content, and deeply

explores the function and value embodiment of social organization's participation in elderly care services. On this basis, it summarizes the realization difficulties faced by social groups. And then put forward corresponding countermeasures and suggestions in order to improve the ability of social organizations to provide elderly care services.

2. Y Case Introduction of Social Organizations

2.1. Basic Information about Y Social Organizations

Y Social Organization originated from a public welfare project, and was formally established in 2017 with the support and help from all walks of life. Y Social organization is committed to developing into a social organization that helps the elderly realize active aging. It has grown from five people to more than 30 people, including 10 core members and more than 130 registered volunteers, including elites in the field of elderly care. During these years, the organization has been practicing the service purpose of "starting from one, one line". With its rich volunteer service experience and super volunteer service ability, it has provided intimate care and services for more than 30,000 elderly people of different degrees, which is called "warm elderly care". Y Social organizations according to the diverse needs of the elderly, in-depth integration of information technology and elderly care services, intelligent facilities and equipment as the medium, based on age-appropriate transformation, the implementation of online + offline service model, forming a full-scene intelligent elderly care cloud platform, full-cycle active elderly care service concept, full-link home care service ecological structure of stable triangle structure, in order to provide enabling old-age care and all-round security services for the elderly.

Y Social organization has more than three years of operating experience, although the establishment time is relatively short, but its rapid development and growth, so that it has been reported by more than 200 mainstream media, such as CCTV-1, China Youth Daily and other media, won more than 50 national, provincial and municipal awards, and applied for 8 soft patents, which can be seen from these. The development model of Y social organization is very effective under the current social structure.

2.2. Y Key Projects Run by Social Organizations

So far, Y social organizations have established 46 community bases and created 108 home-to-home "happiness lists", including more than 20 brand projects, such as home improvement services for aging, universities for the elderly, construction of friendly communities for the elderly, public welfare assistance for the elderly in need, and human resources development for the elderly.

(1) Smart Silver Nest

Smart Silver Nest is a one-stop digital home care service platform that deeply integrates Internet technology and elderly care services. It implements fine design services to one household, customizes the most suitable matching transformation plan, and carries out six professional services including cleaning, meal, medical, bath, walking and housing assistance through a 3-piece smart home set as the standard. For example, the smart bed belt is installed under the mattress, which can monitor the heart rate and breathing of the elderly in real time, and provide instant monitoring services for the elderly in need. At the same time, the application of AI intelligent technology has changed the service efficiency and quality of life. When the elderly is in need, they can make a call to the background with the touch of a button. Through the intelligent system, they can push the demand tasks to the service staff and directly help to book the required services, so that their families can also understand the status of the elderly in real time. In addition, the use of intelligent technology to develop a home-to-home service transformation plan, plus equipped with intelligent facilities and equipment and professional nursing team, for elderly families to provide a high security housing environment and barrier-free facilities transformation, such as the installation of handrails, smart crutches, improve the old circuit, greatly reducing the risk of accidents at home for the elderly.

(2) YDYM Club

Organization Y also created a "Enjoy the Old Paradise", focusing on "age-appropriate space, active pension" for the elderly between 50 and 70 years old activities, but also to other age groups and elderly families to radiate, through online platforms to show offline activities, with the help of the new era of media power to widely spread the relevant knowledge of the elderly, through the cumulative video shooting time of more than 2,500 minutes, By short videos, public accounts and other forms to fully demonstrate the elderly's positive attitude towards life. At the same time, the live broadcast can also be combined with the revitalization of rural areas and the promotion of the selection of good products, to carry out more than 200 online live broadcasts. Radiate new ideas for the elderly to the society, so that the public can also feel the positive life of the elderly in their later years, so that more people find that the life of the elderly is no longer our inherent impression of "no value, no vitality, no ability".

(3) The Old Steed Action

Y organization to actively mobilize the urban elderly volunteer resources, in the way of urban-rural pairing, to enrich the richness and happiness of rural life. The first is to cooperate with various community elderly associations, veteran cadres' retirement activity centers and other organizations to fully tap the elderly volunteers, turn the elderly groups with technology, experience and cultural skills into volunteer groups, and go to the countryside with civilization and love to provide volunteer services for rural children, lonely elderly people and other groups. Second, with the support of rural cadres, institutions and social caring people, Lao Ji volunteers go to different villages every week to carry out a series of volunteer services such as cultural education, quality development, free health clinic and agricultural knowledge salon. The third is to help rural residents set up their own volunteer service team. Through the "elderly volunteer team" participating in elderly care services in cities, the villages are driven to set up their own elderly volunteer team in the form of literature and art, teaching, helping and other courses and activities, so as to solve the problem of internal civilization construction in the countryside from passive to active, so that the countryside can cultivate spiritual civilization life independently. To build a "double old civilization".

3. The Value of Y Social Organizations Participating in Community Elderly Care Services

Y Social organizations excavate and cultivate a part of the elderly, in order to embody their value, and finally realize the magnificent transformation of the elderly from "served" to "value creators", and build a comprehensive platform for the realization of the value of the elderly.

3.1. The Service Content is Diversified to Meet the Differentiated Needs of the Elderly

Firstly, pay close attention to the needs of the elderly. From the perspective of the elderly, meet their physiological and health needs. For example, in the Smart Silver Nest project, the organization often takes care of the elderly, washes their feet, cuts their hair, sends them favorite food, provides them with massage and other services, and immediately meets the needs of the elderly to enhance their sense of gain, happiness and satisfaction. Secondly, innovate the form of elderly care service supply. In YC University for the Elderly, more than 130 quality courses have been offered, more than 5,670 classes have been taught, and the total number of classes has been more than 54,000. The University for the Elderly truly combines the characteristic regional culture and the cultural background of the new era, carries out the construction of characteristic cultural courses, and upholds the school philosophy of "starting from one, learning for happiness", providing the elderly with alternative entertainment courses. To meet the spiritual life of the elderly. Thirdly, build a volunteer service network for the elderly. In the Old Search operation, Y organization has mobilized more than 420 elderly volunteers in Kochi city, entered more than 16 towns and townships, cooperated with more than 20 colleges and universities, served 13,700 people in total, and spent a total of 4,620 hours as volunteers, transferring urban culture and services to rural areas, and improving villagers' cultural life quality and happiness of life. To realize the derivation of intrinsic volunteer rural services, and truly realize the double old civilization.

3.2. Multi-subject Link, Integrate All Kinds of Social Endowment Resources

First, actively seek resources and public welfare cooperation to alleviate organizational difficulties. Y Social organizations in the Smart Silver Nest and the aging transformation project, mobilize the participation of social organizations such as a number of brand chain pension enterprises and various volunteer teams in the region, deepen the multi-department linkage mechanism, and the District Party Committee Network Information Office connects with the District Education Bureau, the district Public security branch, the District Science and Technology Association, the District Women's Federation and other units as well as the three major telecom operators. Set up fixed service points in places such as university for the aged and community service center for the aged. Second, we will provide comprehensive teaching services to meet the diverse spiritual life of various groups. In the project of Silver Nest University for the Elderly, social organizations, together with volunteer teams from various universities, retired medical professionals, teachers and other professional groups, actively participate in helping and volunteering teaching services, setting up more than 30 teaching points, developing more than 8 curriculum systems, offering 130 courses, giving more than 5,670 lessons, and attending more than 54,000 classes. Third, we actively organize various competitions to expand the scope of influence. In the Silver Nest Life Hall project, social organizations continue to develop and expand the volunteer team. At present, more than 10,000 volunteers have joined, constantly update and optimize the activity curriculum, and constantly enrich the organizational structure. In 2021, more than 110 themed activities have been held, attracting more than 10,000 people to actively participate, and maximizing the service needs of the society's existing resources, in order to realize the maximum degree of resource sharing in the whole society.

3.3. Diversified Service Methods to Tap the Potential Value of the Elderly Group

First, "the elderly + migrant workers' children" will produce a chemical reaction of happiness and education. The talented and skilled elderly will be transformed into teachers, and classes will be held regularly for the children, which will inject new vitality into the later life of the elderly, and provide opportunities for children with poor economic conditions to learn skills. Second, "the elderly + the disabled" will generate a spark of knowledge. As a vulnerable group, people with disabilities are not accepted by society and lack the capital to settle down. Voluntary groups can pass on their skills and experience to these vulnerable groups, which can not only share the social pressure, but also share the skills and warmth. Third, "senior citizens + university students volunteers" will create a positive learning atmosphere that promotes learning. The retired group has more than 30 years of work experience and interpersonal skills, while the college student volunteers lack social work experience and discipline but are very energetic. Therefore, college student volunteers can have energy and positive emotions to add fun to the life of the elderly. In the process of getting along with them, the elderly can pass on their experience, communication skills and ways to get along with them and other valuable experience summed up in the first half of their lives. Fourth, "rural-urban pairing + conveying civilization" can improve the quality and happiness of the countryside itself. Lao Jied action links urban and rural elderly care, not only solves the elderly's pressure on the contemporary society, but also when the elderly participates in social activities to innovate the elderly care model, its scope of influence also radiates to the disabled groups, migrant groups and other special vulnerable groups in the society, and successfully transforms the value of the middle-aged and elderly groups in the society.

4. Analyze the Difficulties Faced by Y Organization in Participating in Community Elderly Care Services

4.1. Single Source of Funds and Insufficient Self-Hematopoietic Function

First of all, the funds from the government are limited. In the start-up activities of Organization Y, the total proportion of services purchased by the government gradually decreases, and is dominated by the social payment, that is, the payment of the beneficiary group at the C end and the elderly human resources service fee paid by enterprises. With the continuous expansion of the scale of the organization, the activities of the organization are rich and wide in content, and a large amount

of manpower and material resources need to be deployed in the operation of the activities, resulting in high operating costs of the organization. The main expenditure comes from the support of personnel and the investment in various equipment and facilities, which accounts for the largest proportion. The annual expenditure of labor alone is close to 3 million yuan. It does not include the cost [4] of facilities required for aging and smart aging. Next, social fundraising is low, which is related to the lack of formal donation channels in China, and also related to the tax incentives for donations. According to the tax law, the public welfare donation expenditure within 12% of the total annual profits of the enterprise and the part of the individual donation amount that does not exceed 30% of the tax payable can be deducted when calculating the tax payable. finally, while ensuring the service and quality, Y organization should attract investment and attract more forces to join in its activities, which requires more resources and costs.

4.2. The Public Awareness is Low and the Internal Stickiness of the Organization is Not High

Firstly, the shift or disappearance of a sense of identity within the organization. Organization Y is an extremely young team, with an average age of 26, and young people's choice of career will change with the growth and change of values. Team identity and sense of value are the core factors in the development of an organization. Every member must agree with the concepts and values of the organization when joining the organization. However, with the further deepening of the social experience of the members and the further expansion of the development of the organization, the focus of the team goal will be gradually weakened, and even the goal will be shifted. Secondly, the fracture of social relations resources. Each core member of the entrepreneurial team will accumulate important resources and social networks. If the organization members leave and cannot find suitable candidates to replace them in a short period of time, it is likely to have an important negative impact on the development of the organization. Just as each core member is a pillar of support, whether the house is solid or not is linear with the number of pillars. The reduction of one pillar will undoubtedly increase the pressure borne by other pillars. Thirdly, there is a disunity of values within the organization. For the difficulties and problems arising in social activities, conflicts and contradictions within the team, if not properly handled and solved, will lead to organizational centrifugation, affecting the stability and sustainability of organizational development.

4.3. The Application of Science and Technology is Hindered, and the Risk Sharing Mechanism is Missing

In 2017, the National Health and Family Planning Commission issued the Action Plan for the Development of Smart and healthy Elderly care Industry (2017-2020), which mentioned that 500 smart and healthy elderly care demonstration communities should be built within 5 years, which means that smart elderly care has entered the fast track of development, making smart elderly care the focus of social attention, and Y organization also responded positively, when there are still many practical problems. First, the application of smart elderly care is insufficient. Poor consideration of the environment of the elderly and their personal acceptance ability leads to obstacles for the application of smart devices by the elderly. Especially, the operation of smart pension products is very cumbersome, which will cause the elderly to have resistance to this, which will affect the application and development of smart pension products, and also cause waste of resources. Second, smart technology is restricted by traditional concepts. When Y launched the Smart Silver Nest project, it was to take care of the elderly who have lost the ability to take care of themselves and prevent them from having accidents, but most of this group of elderly people would prefer caregivers to machines. In addition, the smart system is an application in the field of artificial intelligence, which is difficult for the elderly to understand. For some elderly people with low education level, it is a challenge and test for the organization staff in terms of acceptance and use. Third, there is a mismatch between the supply of wisdom and the supply of elderly care demand. With the continuous improvement of the needs of the elderly, for example, it is no longer the basic physiological needs, but more the enrichment of the spiritual life of the elderly, chatting, leisure and entertainment. Although the elderly's acceptance of new technology is not high, the demand of the elderly group is rising, and smart products do not increase with the growth of the needs of the elderly group, which will not only cause a waste of resources, but also may restrict the development of the smart pension industry.

5. Countermeasures and Suggestions

The participation of social organizations in elderly care services can alleviate the current pressure on elderly care and promote the overall development of the home-based elderly care model. In order to give full play to the role of social organizations in the field of elderly care and solve their difficulties in participating in social elderly care activities, we should strengthen policy support, provide financial security, and use science and technology to empower them.

5.1. Strengthen Policy Support and Develop a Mutual Assistance Circulation Mechanism for Voluntary Services for the Aged

The internal relationship and stickiness of the team will be directly related to the quality and efficiency of the participating activities, and building a solid internal relationship of the team is the most effective means to solve the weak internal stickiness. First, we should improve the legal protection and clarify the legal status of social organizations participating in elderly care services. We will maintain the coordination between legislation on elderly care services and other regulations and policies. Actively improve relevant laws and regulations on elderly care services and other supporting systems, and speed up the establishment of regulations, institutional elderly care and other administrative regulations [5]. Second, strengthen personnel training and promote capacity building of social organizations. Local governments, universities, institutions for the elderly and other sources of cooperation to accelerate the development of professional personnel. On the one hand, we will expand the scale of personnel training, intensify vocational education and training, and expand enrollment and personnel training. On the other hand, it is necessary to cultivate innovative talents, constantly strengthen the construction of textbooks and curriculum reform, improve the relevant mechanisms of regular on-the-job training and distance training for personnel,

pay attention to both vocational education and academic education, so as to improve the quality of elderly care service employees. Third, implement all-round supervision to improve the level of social organizations' participation in the operation of elderly care services. Through legislation, the supervision system that has proven effective in practice will be upgraded to legislative norms, the comprehensive supervision of elderly care services will be legalized, the status quo of chaotic and inefficient regulatory bodies will be changed, a sound and scientific evaluation mechanism will be established, the supervision procedures will be standardized, the supervision functions and powers of relevant government departments will be clarified, and the specific legal system[6] will be scientifically and accurately designed.

5.2. Expand the Source of Funds and Expand the Self-Generated Income of Social Organizations for the Elderly

First, establish a stable adjustment system for government funds to purchase elderly care services. A linkage mechanism between government funds for purchasing services and GDP, prices and inflation levels should be established to ensure that social organizations have reasonable and stable sources of funds for growth. Second, we should optimize the forms of government subsidies and expand the sources of fund income. At present, China's pension funds mainly come from the government's financial allocation and welfare subsidies, welfare lottery and private capital investment. The government should attach more importance to home-based care services, increase financial support, take the initiative to assume a supporting role in home-based care, help communities and home-based care institutions improve facilities for the elderly, increase tax incentives for for-profit elderly care institutions, and appropriately relax restrictions on donation channels.[7] Third, social organizations should be encouraged to achieve self-hematopoiesis. On the basis of providing basic home care services, for-profit charging projects such as health derivative products and rehabilitation nursing should be developed to compensate for the lack of public welfare expenditures, and taxes and fees should be reduced for home care services of social organizations to achieve sustainable development.[8]

5.3. Use Skills and Technologies to Promote Social Organizations to Participate in the Construction of the Elderly Care Service System

In a sense, the smart pension project is of great help to the daily life of the elderly. On the basis of the early stage informatization and service platform construction of the smart system accepted by the elderly, the database capable of mining the needs of the elderly service should be built, which is the key point that the convenience of the future is directly related to whether the smart pension industry can enter a new stage. First, attach importance to platform construction, set up construction goals, establish elderly care information database, strengthen the analysis and application of elderly care information data, and build a multi-party elderly care service supply platform and support system for elderly care service providers. Second, establish an evaluation mechanism to improve the credibility of social organizations participating in elderly care services. Building a pragmatic, efficient and convenient smart elderly care supervision platform, realize unified supervision of service resources, establish a multi-departmental service linkage mechanism, and comprehensively promote the construction of an evaluation system for elderly care services in home-based communities. On the basis of designating and agreeing with the evaluation standards for the quality of community elderly care services, the evaluation indicators and methods of different elderly care services are specifically refined, and the universality and particularity of the evaluation are always comprehensively considered, so as to conduct a comprehensive and scientific evaluation and improve the quality of home-based elderly care services. Third, strengthen scientific and technological empowerment and support social organizations to enrich the content of elderly care services. The use of intelligent technology, systems and equipment, the use of the Internet, the organization of various forms of elderly activities, relying on intelligent platforms to establish elderly database, real-time grasp of the elderly situation, in the process of carrying out elderly care services to prevent digital indifference, pay attention to humanistic care, strengthen the integration of online and offline elderly care services.

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