

Reflection on the development status and dilemma of rural elderly care services

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Abstract: In recent years, with the intensification of population aging, population aging has become a major obstacle to China's economic and social development, which has also caused a series of pension problems. Although in recent years China has introduced a series of positive measures to cope with the aging of the population, and has been committed to solving the problem of rural pension, the problem of pension has been alleviated to a certain extent, but compared with the town, the development of rural pension services in China is relatively late, the problem of pension is still prominent, only the establishment of an effective pension service system in rural areas can help solve this problem. In order to promote the better development of rural areas, the state proposed the implementation of the rural revitalization strategy, and the proposal of the 2018 rural revitalization plan pushed the new round of rural pension plan to a new stage, thus providing some strategic opportunities for the construction of rural elderly care service system. This paper will analyze the development status of rural elderly care services in China, combine the rural revitalization strategy, explain the opportunities and challenges brought by the rural revitalization strategy to China's rural elderly care services, and explore the way to further improve China's rural elderly care service system.

1. Introduction

The aging of the population has become an important national condition in China, and rural pension is the short board of China's pension industry, but it is also the key to promoting the progress of China's pension cause, which is directly related to the stability of China's rural areas and the sustainable development of agriculture. With the increasing aging degree in China, based on the characteristics of unbalanced aging development between urban and rural areas, rural areas have become the focus and difficulty of coping with the challenges of old-age care in China [1].

Traditional rural family pension is facing challenges and weakening functions [2]: (1) With the acceleration of urbanization, more and more young people are migrating to urban areas to work, resulting in the proportion of actual elderly people in rural areas much larger than statistical data; (2) The family structure is becoming smaller and more centralized[3], which makes the proportion of children old-age decrease. These are a huge challenge to the traditional rural concepts of "raising children and preventing old age" and "having many children and blessings".

In order to solve China's rural problems, China has promulgated the "Rural Revitalization Strategic

Plan (2018-2022)", pushing the new round of rural revitalization plan to a new stage. The construction and improvement of the rural old-age service system is not only related to the old-age problem of rural residents, but also to the realization of the strategic goal of rural revitalization. The Strategic Plan for Rural Revitalization (2018-2022) also puts forward the goal of "establishing a multi-level rural elderly care service system based on home, relying on communities and supplemented by institutions".

2. Development status of rural elderly care services

In order to solve the problem of population aging, the state has introduced many relevant policies, but it has not solved the fundamental problem of population aging. From a regional point of view, the problem of rural aging is particularly prominent, and it is expected that by 2045, the proportion of elderly people over 80 years old in rural areas in China will reach more than 22% of the rural elderly population. The total number of rural elderly population in China is higher than that in cities, and the mental health level of rural elderly in China is lower than that of urban elderly and ordinary elderly, and the characteristics of vulnerability and vulnerability are obvious, and the problems of left-behind elderly in rural areas, medical environment problems, and agricultural sideline problems have brought great difficulties to rural elderly care services [4]. In the face of the pension pressure brought by these problems, it is necessary to find a long-term applicable pension model.

China's rural old-age care services started late, and the existing problems are more prominent, the main problems are:

2.1. The supply of elderly care services is insufficient, and the service content is single

At present, rural old-age care is mainly family old-age care, and institutional old-age care accounts for relatively low. According to the "2018 China Rural Pension Status Survey Report" released by Shanghai University of Finance and Economics, 98.5% of the rural elderly choose home care, and the proportion of institutional care accounts for only 1.3%. At the same time, from the perspective of service content, it can only ensure basic survival needs such as food and clothing, and service content such as chronic disease treatment and prevention, health examination and so on cannot be widely carried out in rural areas at present[5].

2.2. The spiritual needs of the elderly are difficult to be met

In recent years, there has been a large number of population outflows and "hollowing outs" in rural areas, and the number of "empty nesters" has been increasing. Although the children honor the elderly materially, they do not pay enough attention to the spiritual needs of the elderly, and some children even work outside the home all year round and rarely see their parents. According to the survey, only 45.4% of the rural elderly live with their children, and 25.5% of the rural elderly live with their grandchildren, not only do not enjoy their old age, but also bear the responsibility of taking care of the third generation.

2.3. The supply of professionals in rural elderly care services is insufficient

Modern elderly care involves disease treatment and prevention, nutrition and health preservation, nursing and rehabilitation, mental health and other disciplines. However, due to the rural working environment, economic income and other reasons, it is difficult for elderly care service professionals to meet the needs of rural elderly care services.

3. New opportunities for building a rural elderly care service system

In his discussion of the interaction between institutions and actors, Anthony Giddens proposed the inter-embedded relationship between institutions and actors, arguing that people can influence social institutions through action, and institutions can in turn promote human action [6]. The "rural revitalization" strategy is mainly a strong response to the current outstanding problems of insufficient and unbalanced rural development, including the relative lag in the field of rural infrastructure and people's livelihood, the arduous task of poverty alleviation, and the "hollowing-out" of the rural collective economy. The "rural revitalization" strategy is undoubtedly an excellent opportunity for the construction of rural elderly care service system.

3.1. Motivate the elderly and enrich their lives

From the perspective of entertainment activities for the elderly, while the overall economy of the countryside has been developed, more living security has improved the enthusiasm of the elderly to participate in social activities and enriched the spiritual and cultural life of the elderly. Individual factors such as gender, marriage, education level, socioeconomic status, and physical health have a significant impact on the psychology of old age [7]. While revitalizing rural industries, some villages have established libraries, homes for the elderly, and leisure and entertainment squares for the elderly. The elderly over 70 years old can eat for free, and some elderly people in difficulty can enjoy the annual subsidy issued by the village, and the elderly have a higher evaluation of their own lives, which in turn makes the mental health of the elderly significantly improved, the living conditions of the elderly can be improved, and the elderly can be happy to be happy.

3.2. Provide a favorable environment for the construction of rural old-age service system

From the perspective of rural spiritual civilization construction, rural style civilization is the guarantee of rural revitalization [8]. In the strategy of rural revitalization, it is clearly required to grasp material civilization and spiritual civilization together, enhance the spiritual outlook of farmers, cultivate civilized new style, good family style, simple folk style, and continuously improve the degree of civilization in rural society. This means that vigorously developing rural culture and promoting rural spiritual civilization is the goal of the rural revitalization strategy. In the promotion of the rural revitalization strategy, it is necessary to strengthen the ideological and moral construction of rural areas, inherit and develop the excellent traditional culture of rural areas, carry out activities to change customs and customs, strengthen the construction of rural public cultural facilities, prosper rural culture, and renew the new atmosphere of rural style and civilization.

3.3. It provides a carrier for the rural elderly to maintain their inherent production and lifestyle

From the perspective of economic development, rural revitalization actively encourages rural areas to develop village advantageous industries and develop agricultural economy on their own land, providing a carrier for rural elderly to maintain their inherent production and lifestyle [9]. Influenced by traditional thinking, most rural elderly people are unwilling to leave their own living environment, and the long-term formation of relationship networks and living habits also prompt them to choose to retire in rural areas, and the development of village agriculture provides a carrier for them to maintain their inherent production and lifestyle, and for the elderly, it provides them with the possibility and support for local care. For the young elderly, agriculture can not only ensure that elderly farmers obtain certain economic benefits and alleviate the economic burden of families, but also provide them with places and opportunities to exert their residual heat, strengthen their

confidence in agricultural production, and promote the realization of old age and dependence[10].

3.4. Ensure the accessibility of elderly care services

From the perspective of policy and financial support, under the dual urban-rural economic structure in the past, the rural old-age service system received less policy support [11]. Based on the government's dominant position in the development of rural elderly care services, social forces have less participation, in other words, the government's financial support is the fundamental material guarantee for the sustainable development of rural elderly care services [12]. Government policy support can ensure the perfect accessibility of rural elderly care services. The rural revitalization strategy and related plans clearly put forward to adapt to the trend of the aging of the rural population, accelerate the establishment of a multi-level rural elderly care service system, form a rural disease elderly care service network, establish and improve the rural left-behind elderly care service system, and develop rural health care industry projects, thereby providing policy opportunities for the construction and improvement of the rural elderly care service system.

4. The reason for the dilemma of rural elderly care services in China

4.1. The concept of the elderly in rural areas is backward

Backward concept has always been one of the major problems plaguing the development of China's rural pension industry. In rural areas of China, family pension has always been the pension model mainly relied on by the elderly [13]. Most rural social security departments do not recognize the challenges faced by the aging population in rural areas, and the awareness of community old-age care is weak. In addition, rural residents' living standards are low and their own education level is low, their concepts can not keep pace with the times, still stay at the traditional level, the acceptance of the new concept of pension on the issue of pension is weak, can not fully understand the new generation of pension services, in the acceptance of the new pension model hesitant.

4.2. There is a shortage of young and middle-aged people in rural areas

The improvement of rural elderly care services is inseparable from young talents, and if rural industries and rural elderly care services are to continue to develop, a group of young and middle-aged talents must be supported by a group of young and middle-aged talents as a backbone force. However, at present, due to the backwardness of the rural economy and the lack of employment opportunities, resulting in the loss of young and middle-aged talents, it is still a problem to attract a large number of young and middle-aged talents in rural areas into the revitalization of rural revitalization industries.

4.3. Legacy of history

Due to the late start of rural socialized elderly care services, whether it is elderly care facilities, service personnel, social organizations, etc., rural areas are seriously lagging behind cities, and in addition, rural elderly people generally face risks such as poverty, health, care and social security [14], compared with the task of rural elderly care service system construction is particularly huge.

4.4. The concept of development is not clear

The concept of development has not been fully integrated into the idea of active aging, and the issues of why, what services to develop, and who will develop need to be further clarified. It is not

clear what the needs of rural elderly care services are and what kind of old-age services should be focused on.

5. Conclusion

In the face of the fact that the proportion of empty-nest families is increasing, effectively optimizing rural old-age care, providing a variety of services for the rural elderly, and trying to respond to their different needs, so that they have an appropriate status and role in the cottage, and have a rich and worry-free old age is one of the problems that the state has been trying to solve. China's rural revitalization strategy provides good infrastructure conditions for rural elderly care and provides sufficient resource support. At this stage, China's rural areas should seize the opportunity of rural industry revitalization, actively develop village advantageous industries [15], take industrial economic development as the priority principle, independently improve the rural pension system, and improve the status quo of rural pension.

Under the background of rural revitalization strategy, realize the rural industrial cycle, gradually get rid of the large dependence on government finance under the premise of government policy support, and explore the path of benign development in rural areas, so as to improve the status quo of rural elderly care services and realize the optimization and improvement of rural elderly care service system.

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