

Research on the Supply of Community Home-Based Aged Care Services from the Perspective of Welfare Pluralism

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Abstract: With the increasing aging of China's population, community-based elderly care is gradually becoming the mainstream of the elderly care service system as a new elderly care model. In the perspective of welfare pluralism, we examine the dilemmas of family, community, market and government participation in the community aging at home service in Jinan Y community, and propose a corresponding solution to balance the participation boundary of multiple actors, which can not only benefit the problem of aging at home in Y community, but also provide some reference to other pilot areas of community aging at home service model in China. This study will not only be beneficial to the problem of aging in place in community Y, but also provide some reference significance to other pilot areas of community aging in place service model in China, so as to promote the healthy and orderly development of community aging in place model.

1. Introduction

China is about to enter the age of deep aging, and the aging problem faced by the elderly is becoming more and more prominent, which is of great concern not only to the society, but also to the State. Jinan is one of the first cities in Shandong Province to enter the ageing population. According to the data of the Seventh National Congress, there are 1,837,000 people aged 60 and above in the city, accounting for 19.96%, which is 1.26 percentage points higher than that of the whole country. Taking Jinan's Community Y as an example, it is of great significance to explore its community aging-in-place model based on the perspective of welfare pluralism, in order to improve the aging-in-place service system in Community Y and provide reference experience for other pilot regions in China.

2. Concept Interpretation and Theoretical Foundation

2.1. Community Aging-in-Place

As an important means to solve the elderly problem in China, community home care is a new model of elderly care. Community elderly at home refers to the elderly care model that relies on professional services provided by professionals to provide comprehensive and personalized services mainly for the elderly who have financial difficulties and are unable to take care of themselves, with the family as the center and the community as the support. The community-based elderly care is mainly presented in two forms: firstly, professionally trained service personnel provide home care services for the elderly who meet the requirements of home care services; secondly, day care centers for the elderly are established in the community to provide day care services for the elderly [1].

2.2. Theory of welfare pluralism

In the 1970s, Western scholars put forward the idea of welfare pluralism, which quickly became a new theoretical paradigm in social policy research [2]. The essence of welfare pluralism is the joint cooperation and cooperation of welfare subjects from one to multiple, advocating that the government, market, society and individuals share the responsibility of welfare, and emphasizing

the importance of "participation" and "decentralization". Combined with the theory of welfare pluralism, the community home care service has initially formed a pluralistic supply pattern in which the government, market, society and family share the responsibility.

3. The Current Situation of Home Care Service Supply in Jinan Y Community

Community Y is located in the Huaiyin District of Jinan City, Shandong Province, which has an area of 0.25 square kilometers, 2,300 households and about 5,800 people; there are more than 1,300 elderly people aged 60 and above in this community, accounting for 22.4% of the total number of people in the community, of which 44 households have lost their independence and 430 elderly people live alone, accounting for 36.4% of the total number of elderly people, of which more than 90% of the elderly people choose the home-based elderly care model. In order to meet the multi-level elderly needs, Jinan Y community opened a pilot elderly care, carried out intelligent community home care to explore the most suitable elderly service model [5], and established a community day care center in 2021 with a public-private operation mode, which was operated by Zunshang Health Industry Co. The actual needs of the elderly in various aspects such as health, diet, recreation, and property determine the content of the supply of home care services in Y community.

3.1. Health

Community Y relies on the social welfare center of Huaiyin District to provide medical rehabilitation and health care services for the elderly living alone in the community: regularly organizing ophthalmology, otology and cardiology experts to do basic physical examination, preventive treatment, lectures, massage and physiotherapy services for the elderly living alone in the community; establishing basic personal exclusive health records for all the elderly in the community, measuring blood pressure, blood sugar, height, body temperature, heart rate and other basic health services for the elderly at the specified time. Health services; regular home care services for the elderly who are disabled and living alone.

3.2. Diet

In response to Jinan City's policy of "Implementing Opinions on Promoting Meals for the Elderly", and in order to solve the problem that meals are not easy for the elderly who are old and widowed, Y Community relies on the canteen of the Social Welfare Center of Huaiyin District to launch a "universal + preferential treatment" dining policy for the elderly over 60 years old living alone in the community. For the quality of meals, in order to make the elderly eat well and feel the warmth of a 'big family', the community service center has commissioned nutrition experts to match diverse dishes in order to improve the quality of the elderly's meals and meet the needs of different elderly's tastes, so as to ensure that the elderly can enjoy good food and strengthen their immunity at the same time.

3.3. Recreation and culture

Community Y has set up the Lakeview Club to promote the culture of Lakeview for the elderly living alone, which is a healthy and sustainable way of life in short. The club offers a series of colorful activities for the elderly in the community, such as chess and mahjong, handicrafts, smartphone classes, vocal music, dance, health classes, tea parties, health tours and so on. The elderly can contact each other with their familiar friends and ball players every day to increase their emotional contact and reduce the loneliness brought by old age. Once an elderly person living alone does not participate in the activities, we will contact them by cell phone or door-to-door in time.

3.4. Property

Community Y cooperates with the Industrial and Commercial Bank of China through the institution to provide Lodu senior care service. The elderly who live alone can get LeDou by depositing money in the bank, and they can also get LeDou by participating in activities at the day care service center. The elderly can use the accumulated beans to exchange them for the needed

senior care services and senior care items. This way not only can make the elderly's personal property fully protected and motivate them to deposit money and participate in volunteer activities, but also has positive significance for increasing the bank's deposit and adding volunteers to the service center.

4. The Dilemma of Community Elderly Care Service Supply in Jinan City

4.1. Confusion of Double Pressure from Families

Families, as one of the participants in community elderly care at home, are also the main responsible persons for elderly care. Family factors have a significant impact on the participation of the elderly in community home care. On the one hand, the aging of China's population is deepening, small and core family structure is the development trend, and only children gradually become the main force of family elderly care. On the other hand, due to the erosion of the concept of raising sons to prepare for old age for a long time, family aging has been the primary choice for the elderly, so the willingness of the elderly to participate in community aging at home is somewhat inhibited.

4.2. Low degree of community work administrativeization and service supply

The community aging in place uses the community as a hub platform to bridge the service providers and service suppliers. As an outsourcing unit of government services, the Y community is not clear about its own development orientation, which is manifested in excessive reliance on the government and serious bureaucratization. In addition, the community lacks the main consciousness of welfare provision and tends to treat welfare provision as the completion of the tasks assigned by the superior^[3], which is not conducive to the benign operation of community home care.

4.3. Low market participation and uneven service supply quality

For a long time, social welfare has been considered as a public product and the government should be the main body of welfare supply. Therefore, this has in fact prevented the market from playing a role in the supply of the main body, thus making its low involvement in the community elderly home care. Moreover, the standard of market participation in community elderly care services has not yet been clearly established, thus, under the immature market mechanism, the quality of welfare products provided by market players varies and the quality of services is very worrying.

4.4. Inadequate laws and unclear definition of government supervision functions

The Jinan government attaches great importance to the community elderly at home service in Jinan, and has issued relevant documents in the practice of community elderly at home service, but Jinan has not yet formulated corresponding laws and regulations, so the lack of legal support for the community elderly at home service is not conducive to its long-term orderly development. The government, as the manager and participant in the community elderly at home, is prone to the lack of participation in the management and overstepping in the market.

5. Optimization Path for the Supply of Home Care Services in Jinan Y Community

5.1. Enhance the willingness of families to participate

According to Johnson's view, the informal sector, including relatives, friends and neighbors, is an important welfare resource in the multi-welfare system^[4]. Firstly, families should focus on the supply of welfare responsibilities. With some material satisfaction, what the elderly need more is sufficient affluence in their souls. Secondly, for the government and community's vigorous propaganda and introduction about the community aging at home as an emerging way of aging, families should guide the elderly to change their views on aging, so that the elderly can gradually accept the concept of living at home in the community in the environment and atmosphere.

5.2. Improve the consciousness of participation of community subjects

The community is a community closely related to the elderly, and it is also a meeting point of various social forces. ^[5] Firstly, the government should devolve power to the community and emphasize its autonomous status. Secondly, communities should promote the emerging elderly care model and stimulate the participation of the elderly in the community by creating a warm atmosphere for the elderly. Finally, the community should increase the investment in infrastructure and fully integrate and utilize various combined government devolved resources and community location resources to build the infrastructure needed for community aging in place.

5.3. Exploring the positive role of market assistance

When the market participates in senior care services, the supply of non-public welfare adopter services should be completely handed over to the market, and quasi-market mechanisms should be actively introduced for public welfare services ^[6]. Firstly, enrich the product types of community adopter services. Secondly, improve the quality on community home care services. Finally, develop flexible and diverse new ways of senior care services. According to the diversified service needs of the elderly, integrate the community human resources to meet the service needs of different elderly people.

5.4. Establish a complete legal system and give play to the leading role of the government

The state should formulate a set of legal system that specifically protects community elderly at home, and regulate social activities while integrating social forces to guarantee the healthy development of community elderly at home services. The government should highlight its leading position in many aspects such as ensuring the fundamentals, promoting involvement and strong supervision ^[7]. For example, it should carry out the form of linkage supervision and long-term cooperation with primary health care institutions to jointly provide community elderly welfare provision and promote the sustainable development of community home-based elderly care.

6. Conclusion

Community home care as an emerging model of elderly care its existence advantages are becoming increasingly significant, and it plays a vital role in the development and prosperity of China's elderly care industry. The government should give full play to its leading position and establish a complete legal system. The market should actively assist community-based senior care services and allocate excellent senior care welfare resources for them. The community, as the comprehensive hub center of senior care services, should increase its consciousness of participation and establish a mechanism to ensure the long-term orderly operation of the community-based senior care model. Families, on the other hand, should actively work on the ideology of the elderly at home and change the traditional family concept of aging in place. In the future, the community elderly at home should be the stage for multiple supply bodies to build services together and give full play to their own advantages, so as to realize the sustainable development of community elderly at home service resource supply.

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