

# Research and Optimization Suggestions of Infant Care Service System in East, Middle and Western Regions

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**Abstract:** The discussion on the aging society has always been a hot issue. How to solve the aging problem is related to the progress of the nation and the rejuvenation of the country. The succession of two-child and three-child policies all reveal the severity of this problem. Due to the unbalanced level of economic development in the middle, east and west regions of China, the demands of the public system of infant care service are different and the current situation is different, and the optimization measures of different regions are also differentiated. But the challenges facing the public system of infant care services are mostly the same across regions, and there are common ways to optimize them. In this paper, the infant care service demand as the entry point, combined with the existing public system of infant care services in different regions of the influence factors and development status, put forward targeted and universal development suggestions. Finally, we will make suggestions for the country and government, promote the development of infant care service systems in different regions in our country together, to help solve the aging population in our country.

**Keywords:** Infant and child care services, Public system, East-central-west regions, Current situation research, Optimization suggestion.

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## 1. Current Situation Analysis

Since the founding of New China to the 21st century, with the change of the market economic structure, the relevant policies of China's infant care service system have been gradually improved. From the welfare of infant care service to the family-oriented service, and then to the standardization and reconstruction of the infant care service system, infant care service is in urgent need of transformation to relieve the heavy pressure of early care from society and family.

Since 2010, with the important turning point in the development of preschool education, a large number of infant care service policies and documents with the nature of planning have emerged, and the exclusive policy discourse system of "care service for infants aged 0-3" has been gradually formed in the policies issued at the national level. The standardization of relevant policies has been continuously enhanced, realizing the opening and socialization of infant care services.

With the continuous expansion of infant care demand, the national policy to support the development of infant care service continues to be issued, and the development of infant care service has entered a period of strategic opportunities. 2019 is known as the "first year of infant care" in the industry. The report of the 19th National Congress of the Communist Party of China ranked "children and children" among the seven livelihood requirements, and the infant care service system gradually reflects the HP and synergy.

In January 2022, the special additional deduction of personal income tax for the care of infants and toddlers under the age of three was officially implemented. The relevant preferential tax policies reflect the government's encouragement and care for the birth and rearing of the people, and help reduce the burden of child rearing of the people. The pace of optimizing the public system of infant care services has never stopped, and relevant measures are still being improved.

Nowadays, the aging population is in a serious situation. Although the "three-child" policy has been proposed, the young people of today have a low fertility intention, which is mainly reflected in the prominent problem of "cannot afford to support" caused by the high cost of fertility, parenting and education. In particular, the peak pressure in the boom period leads to the low fertility intention, and the serious problem of "widowed" parenting. Thus, it can be seen that the public system of infant care service is of great importance to alleviate the problem of population aging, and its ability to lift the fertility constraint is extremely urgent. Therefore, through literature research and theoretical analysis, this paper studies the current situation of public system of infant care service in eastern, central and western regions, and puts forward relevant optimization suggestions, in order to promote the improvement of the current situation of population aging and offer suggestions for China's economic development.

## 2. Feasibility Analysis

### 2.1. Related Policies to Support Infant Care Service System

It is pointed out in the Guiding Opinions of The General Office of the State Council on Promoting the development of care services for infants and toddlers under the age of 3 that the basic principles of the guiding opinions on promoting the development of care services for infants and toddlers under the age of 3 should be based on local management and classified guidance, that is, to carry out targeted care services for infants and toddlers based on local conditions and comprehensive consideration of urban and rural and regional development characteristics (2019). On this basis, it is also noted in the Analysis of the Policy Text of Chinese Local Governments Implementing the Guidance of The General Office of the State Council on Promoting the Development of Infant Care Services under 3 Years Old Based on NVivo that the institutional structure of the infant care services policy issued by local governments focuses on the overall

requirements, main tasks, safeguard measures, organization and implementation. It is the implementation of the Guiding Opinions of The General Office of the State Council, and some regions also show certain local characteristics (Xu Shan et al., 2021).

In addition, the "Policy Analysis of the Development of Chinese Provincial Infant Care Service" carries out a more in-depth specific analysis, which points out that in the process of formulating the provincial implementation plan, it should not only follow the relevant requirements of the "guideline", but also make breakthroughs and innovations based on the actual situation of different places. In terms of the focus of attention, it should not have some emphasis, but not lack of corresponding perspectives. Moreover, the concept of some provinces is not clearly defined, which leads to difficulties in the implementation process of the program. In addition, the measures in most provinces lack attention to family care (Liu Fang et al., 2021).

It can be seen that the infant care service system has been gradually improved, and different regions have put forward different policies and measures according to the relevant policies issued by the state and for the local economic development and the current situation of the infant care service system. However, most local policies lack innovation and are deficient to varying degrees, which need to be optimized.

## **2.2. Infant Care Service System in Different Regions of the Demand Market**

### **2.2.1. The needs of families with young children**

From the eastern region, it is pointed out in the paper "Investigation and Countermeasure Research on Infant Care Service Demand in Liaoning Province" that the pure care model of family or nanny can no longer meet the parenting requirements of the new generation of parents, and there is an increasing demand for specialized care institutions (Wang Xiaoxue et al., 2021). This point coincides with the fact that a single service structure cannot effectively meet the diversified service demands mentioned in Analysis and Countermeasures of the supply and demand of childcare for infants aged 0 to 3 in Urban Areas -- Taking Yangzhou as an example (Bian Hongmei, 2021). In addition, it is mentioned in "Family Demand for Care Services for infants aged 0 to 3 years old in Xiamen" that parents worry about the quality and ethics of teachers and attach importance to the evaluation system (Jin Xiaodan, 2022).

From the central region, Research on the Development Status of Urban infant care Institutions for 0-3 years old -- Taking Hubei Province as an example, it is mentioned that the existing infant care service system is faced with difficulties due to the insufficient supply of institutional care services and the confusion of relevant professional qualifications (CAI Quanling, 2020). Policy Interpretation of Guiding Opinions of General Office of Henan Provincial People's Government on Promoting the Development of Care Services for infants under 3 years Old also mentions the phenomenon of high demand for infant care services but insufficient effective supply in the market. This indicates that there is a high demand for infant care services in the central region, and there is a shortage of supply.

From the perspective of the western region, it is clear in the article "Status Quo, Problems and Countermeasures of infant Care Services in Border ethnic Areas -- Taking Guangxi Zhuang Autonomous Region as an example" that uneven

levels of quality and low availability of childcare institutions become obstacles to access to infant care services (Tian Xin, 2021). At the same time, it is mentioned in the Analysis of Care Services for infants under 3 years old in Sichuan Province based on the Theory of Supply-demand Adaptation that parents have a great demand for infant mental health.

### **2.2.2. Social demand**

In the paper Research on the Supply and demand of institutional care for infants under 3 years old in Chinese cities, it is pointed out that the social demand for care services presents diversification and stratification, and the demand for nursing personnel, land and other resources is huge (Shi Zhilei, 2019). In addition, "Early Childhood Care Poverty: Urban Early Childhood Care and Maternal Care Poverty" also points out that mothers' participation in the labor market is reduced, resulting in care poverty (Tengkong, 2021). Thus, it can be seen that it is necessary for families, government and society to work together to solve the current problems mentioned in the Survey and Countermeasure Study on Infant Care Service Demand in Liaoning Province (Wang Xiaoxue, 2021).

## **2.3. Influencing Factors of Infant Care Service System in Different Regions**

From the eastern region, a study on the Development of childcare Service for infants under 3 years old in Ou Hai District of Wenzhou City mentions that factors such as unclear supporting policies, insufficient input, insufficient talent reserve and scientific childcare concept are obstacles to the difficulties of local infant childcare (Moon Li, 2021). In the article "The Concept of Population Development in the First Regions -- Jiangsu CPPCC Continuously pays attention to childbearing Related Issues to see actual Results", it is found through research that the total supply of infant care services in Jiangsu is insufficient, the supervision responsibilities of childcare institutions need to be clarified, and the overall service capacity of childcare industry is not strong, and other serious problems need to be solved quickly. (Liu Di et al., 2021).

From the perspective of central China, the Development Bottleneck, Policy Demand and governance orientation of Infant and Child Care Institutions -- Based on the Survey of 2679 infant care Institutions in Henan Province mentioned such influencing factors as capital facilities, talent supply, service standards, public policy support, industry governance norms and social environment of child care institutions (Chen Ning, 2022) and "Research on the Development Status of Urban infant Care Institutions for 0-3 years old -- Taking Hubei Province as an example" mentioned in the personnel qualifications, service mode and other influencing factors are roughly the same.

From the perspective of western China, the two influential factors mentioned in the Development Status Quo, Problems and Countermeasures of Urban infant care Service Institutions in Inner Mongolia, namely high operating cost and imperfect supervision system, are different from those in other regions (Liu Xinxin, 2022). In the paper "Problems and Countermeasures in the Market Development of Infant Care Service Industry -- Based on the analysis of research results in some regions of Xinjiang", it is also pointed out that government coordination is the key factor to improve local infant care services (Liu Li, 2021).

## 2.4. Suggestions on the Development of Infant Care Service System in Different Regions

From the eastern region, "Analysis and Countermeasures of supply and demand of childcare for infants aged 0 to 3 years old in urban Areas -- Taking Yangzhou as an example" (Bian Hongmei, 2021), "Investigation and Analysis of Parents' Demand of childcare institutions for infants aged 0 to 3 years old in Jiangsu Province and Suggestions on supply-side Reform" (Bai Hui, 2022) and Research on Existing Problems and Countermeasures of Childcare Services for Infants under 3 years old in Foshan (Guo Zining, 2022) all mentioned that the same measures should be taken to guide the diversified development of care services, strengthen personnel training and unify planning and layout. The difference is that in the Survey and Analysis of the Service demands of Parents of infants aged 0 to 3 years old in Jiangsu Province and Suggestions on supply-side reform, it is mentioned that services should be provided in combination with the family background of infants and their own development (Bai Hui, 2022). It can be seen that the demand for infant care services in eastern China is higher because of the rapid economic development.

From the central region, the article "Strengthening the Standardized Construction and Management of Infant Care Institutions in Duchang County of Jiangxi Province" points out that it is necessary to provide policy support for infant care services and strengthen the popularization and publicity of relevant knowledge (Zhong Wen, 2022). Development Bottlenecks, policy needs and governance orientation of Infant and Child care Institutions -- Based on a survey of 2679 child care institutions in Henan Province also mentioned that the policy needs of care services should be actively responded to, and the current situation should be improved from both endogenous and external factors affecting the development of institutions (Chen Ning et al., 2022).

From the perspective of the western region, Analysis of Care services for infants under 3 years old in Sichuan Province based on the Theory of supply-demand Adaptation (Liu Xinxin, 2022) and Development Status, Problems and Countermeasures of urban infant care service institutions in Inner Mongolia (Liu Min et al., 2022) both mentioned that it is necessary to start from the supply side. In order to promote the development of infant care services, we should improve the quality of services, solve the problems of under-utilization of services and economic accessibility of the masses.

## 3. Research Content

### 3.1. Different Areas of Infant Care Service System Different Specific Performance

#### 3.1.1. The eastern region is relatively well developed

Due to the rapid economic development, the infant care service system in the eastern region is relatively perfect, and the supply side has sufficient funds to ensure the personnel qualification and the perfect infrastructure. The number of sex services in HP is also more adequate than that in other regions, but there is still a problem of short supply of quality.

As the education level in the eastern region is generally higher and the parenting concept is more advanced than that in other regions, there is a problem of short supply of quality. The infant care service is not professional enough and the charging standard is not uniform. Therefore, it is necessary to accelerate the construction of the infant care service system

and improve the service quality.

#### 3.1.2. The central region is beginning to take shape

The number of infant care services in the central region is large and has begun to take shape. However, families in the central region have a great demand for infant care services. However, due to the lack of funds from the supplier, the low qualifications of personnel and the imperfect infrastructure, there is a phenomenon of short supply. Sex is less plentiful in HP than it is in the east.

Due to the lack of policy support in the central region, the development of infant care services in the central region is not fast enough. It is necessary to strengthen the policy support and publicity, so that families can actively respond to these support policies and accelerate the development of infant care services in the central region.

#### 3.1.3. Demand exceeds supply in western China

In western China, the quality of infant care services is uneven and the availability of nurseries is low. Parents may worry about the mental health problems of infants, which leads to difficulties in the development of infant care services in western China, and the number of sex services in HP is relatively short compared with other regions.

At the same time, there are problems of high operation cost and imperfect supervision in the western region, which have a negative impact on the development of infant care services. We should start from the supply side, reduce the operation cost, consider the economic problems of users, provide corresponding policy support, improve the quality of service, so that more families can choose infant care services.

## 3.2. Analysis on the Reasons of Different Infant Care Service Systems in Different Regions

### 3.2.1. The eastern region has a rapid economic development and a leading child-rearing concept

Due to the rapid economic development in the eastern region, parents of infants and young children are more educated than those in other regions and have advanced child-rearing concepts, so they have a higher demand for the quality of infant care services. Therefore, the eastern support policy is unclear, the lack of investment, the lack of talent reserve and the concept of scientific childcare and other factors are the obstacles of the local child care difficulties

In addition, the total supply of infant care services is insufficient, the supervision responsibilities of childcare institutions need to be clarified, and the overall service capacity of the childcare industry is not strong, and other serious problems need to be solved quickly

### 3.2.2. The central region is fully funded, and policy support needs to be followed up

The central region has a dense population but little policy support. Therefore, factors such as capital facilities, talent supply, service standards, public policy support, industry governance norms and social environment for nursing-care services in the central region need to be focused on.

In addition, personnel qualification and service mode have a great impact on the quality of infant care services.

### 3.2.3. The western region is short of funds and backward in child-rearing concepts

The economic development speed of the western region is slow, most of the families in the western region take care of the family elders, the demand for infant care services is low. From the perspective of infant care service providers, high

operating costs and imperfect supervision system are important obstacles to the development of infant care services. At the same time, infant care services in western regions need overall coordination by the government.

### **3.3. The Development Direction of Infant Care Service System in Different Regions is Different**

#### **3.3.1. Services in the eastern region need to be specialized and refined**

Infant care services in eastern China are gradually developing in a diversified direction, involving multiple factors such as families, communities, child-rearing institutions, education and medical treatment. The needs of infant families are more refined and professional, and the requirements for practitioners are higher. It is necessary to unify the planning and layout, and provide services based on the family background of infants and infants and their own development.

#### **3.3.2. The central region needs policy innovation and personnel training**

The central region faces a shortage of infant care services and needs policies to support demand. The influencing factors of infant care services in central China are more complex than those in other regions, so it is necessary to improve the current situation by focusing on both endogenous and exogenous factors that affect the development of institutions.

#### **3.3.3. The western region needs policy support and supply side efforts**

In some parts of western China, there is a lack of supply, the lack of relevant services in communities, and the quality of institutions is uneven. Therefore, we should start from the supply side, improve the quality of services, solve the problems of inadequate service utilization and the accessibility of the mass economy, so as to promote the development of infant care services.

## **4. Research Conclusions and Optimization Suggestions**

### **4.1. Basic Conclusion**

#### **4.1.1. Specific conclusions in different regions**

4.1.1.1 The eastern region should improve the quality and meet diversified needs

The eastern region has a relatively complete infant care service system, but due to the different needs of infant families, infant parents' parenting concepts and infant development direction, it needs a specialized and targeted infant care service system and excellent practitioners to meet the diversified needs.

4.1.1.2 Central region to increase capital investment to meet the quantity of demand

Due to the large population, the infant care service system in the central region is in short supply, and some care service providers lack funds, making it difficult to guarantee the safety of facilities and the quality of care. In addition, due to the large population base but limited land, resulting in a serious shortage of resources, so it is necessary to increase the investment of land, capital and human resources.

4.1.1.3 The western region has increased policy support to promote the transformation of infant care services

Economic development in western China is relatively slow, and the demand for infant care services is low, so there is a

serious shortage of infant care services in some areas and the lack of family parenting concepts. Therefore, it is necessary to increase policy guidance and support, and improve the relevant publicity mechanism. However, there is still a shortage of supply and infant care services in some communities.

#### **4.1.2. National universality conclusion**

##### **4.1.2.1 Infant care service exceeds demand**

With the development of social economy, the demand for infant care services is increasing gradually. However, due to the limitation of land resources and human resources, the shortage of infant care services is becoming more and more serious. It is necessary to improve the supply capacity of the supplier through the support of policies, economy and other aspects.

##### **4.1.2.2 Infant care service personnel qualifications and service model need to be improved**

With the change of times, the concept of child care has changed, and parents' demand for infant care services is more diversified and their quality requirements are higher. Therefore, professional practitioners and diversified service modes are the general trend.

##### **4.1.2.3 The baby care service lacks a complete system in our country**

In our country, infant care services are mainly based on family, communities and institutions. Three parties are relatively independent. In a relatively perfect service system, the three parties should form a joint force and make joint efforts to improve the quality of childcare, and join in education to ensure early education for infants, and join in medical treatment to ensure the safety of infants.

## **4.2. Optimization Suggestion**

### **4.2.1. Specific suggestions for different regions**

4.2.1.1 The eastern region should improve specialization and develop diversification

Infant care services in eastern China develop rapidly. Under the influence of family parenting concept and provider service field, infant care services should be diversified. In order to meet the high quality development of infant care services, it is necessary to strengthen personnel training and unified planning layout. In view of singleness, services should be provided in combination with the family background and the development of infants themselves.

##### **4.2.1.2 Central region**

In the central region, infant care service resources are less and the development speed is slow, so it is necessary to actively respond to the policy demand of care service. In view of different influencing factors, we should improve the current situation from both endogenous and exogenous factors that affect the development of institutions. In addition, in order to guarantee the quality and safety of infant care services, we should strengthen the popularization and publicity of relevant knowledge.

##### **4.2.1.3 Western region**

The development of infant care services in western China is slow, so we should first start from the supply side, increase the number of services, improve the quality of services, and then solve the problems of inadequate service utilization and mass economic accessibility from the policy aspect.

### **4.2.2. Recommendations for national applicability**

#### **4.2.2.1 Construct multiple infant care service mode**

Infant care service model should be infant oriented, user oriented, shape the core, and build a service model combining

family, community, nursing, medical education.

In infant care services, infants and toddlers, as the main service objects, need to pay attention to their development needs, and carry out early education for infants and toddlers on the premise of ensuring their physical and mental health. As users of infant care services, infant families need to improve their knowledge and ability of scientific parenting. Infant care service institutions and communities, as suppliers, should set up standard care institutions according to different types of market demands to meet diversified needs, and the community care service system can be operated by professional institutions.

#### 4.2.2.2 Actively respond to policy needs in relevant areas

From the supply side, infant care services involve safety, education, health and other fields, whether institutions or communities, need the active participation of government departments. The current policy support for infant care services cannot meet their needs to some extent.

From the user side, relevant policies can start from the special additional deduction of personal income tax for infant care under the age of 3, and add relevant policy support.

#### 4.2.2.3 To provide economic support in related fields

With the development of economy, now social childcare involves a wide range of fields, the cost is high, and affected by the epidemic, the relevant suppliers are faced with the risk of suspension and bankruptcy due to the fund problem, the financial department of the government should increase the financial support, in order to guarantee the supply and solve the problem of short supply.

#### 4.2.2.4 Strengthen publicity and education

With the change of times and the improvement of people's living standards, the needs of families with infants and young children are more inclined to the quality of childcare, and they are more worried about the safety of children and the quality of education. Therefore, many families choose not to accept infant care services. Therefore, on the basis of improving its own quality, the supplier should strengthen the publicity related to infant care services, improve service participation, and truly contribute to solving the problem of population aging.

## 5. Research Deficiencies and Future Research Prospects

### 5.1. 5.1 Insufficient Rresearch

#### 5.1.1. Lack of research and practical proof

This study mainly relies on the previous research, and lacks practical research, without obtaining the real situation and specific data. As a result, the research lacks practical basis and cannot discuss individual cases.

#### 5.1.2. Insufficient data, lack of model analysis

Due to the lack of practice, data model construction and index analysis cannot be carried out, resulting in a lack of rigor in the analysis.

#### 5.1.3. Insufficient analysis, lack of logical analysis

The analysis method used in this study is simple and lacks comprehensive logical deduction, resulting in the lack of confirmation of the conclusion and empirical analysis.

### 5.2. Prospect of Future Research

#### 5.2.1. According to the theory of practical research, in-depth understanding of the status quo

This study lacks practical research, so it is necessary to

have a more realistic understanding of the current situation. In future studies, practical research can be carried out in the following ways to obtain more authentic and reliable first-hand information.

First, research and design. Field investigation can be conducted by means of questionnaire survey, visit, interview, etc., so as to fully understand the demands of netizens and the status quo and predicament of social communication in the network, so as to better plan the research.

Second, conduct preliminary research. After the survey design, questionnaire survey, interview outline and preliminary design of interviewees were carried out. After the design, questionnaire reliability analysis and questionnaire validity analysis were carried out. Then questionnaires and interviews were released in a small range, and respondents and interviewees were timely visited.

Third, revise the research program. After the pre-survey, questionnaires and interviews were modified in time, and questionnaires were formally issued and large-scale interviews were conducted after questionnaire reliability and validity analysis.

Fourth, formal research. Questionnaires were issued formally, and field visits and interviews were conducted with scholars in related fields and staff involved in network communication to obtain specific data.

#### 5.2.2. Build a model based on the survey data and conduct scientific analysis

This study lacks data analysis. In future studies, data models can be constructed by the following methods to draw more accurate conclusions.

First, the research data should be sorted out, including data inauthenticity and missing values, format and content cleaning, logic error cleaning, and whether the data conforms to the network background and the basic situation of Internet users.

Second, the network analysis of the data obtained from the survey. By collecting network communication samples, screening analysis indicators, ucinet analysis and other analysis methods, SPSS model was established to obtain analysis indicators.

Thirdly, the index is constructed based on the data obtained from the research, and through multiple regression analysis and TOPSIS analysis, the satisfaction of netizens on the current situation of social communication under the background of the network is discussed, and relevant optimization measures are proposed accordingly.

Fourthly, the accuracy and feasibility of the data and its analysis were confirmed by calculating the data tolerance and VIF, etc., which laid the foundation for the subsequent conclusion.

#### 5.2.3. Make empirical analysis according to the model to enrich the argumentation conclusions

Empirical analysis can effectively demonstrate and analyze the data and conclusions in a more specific way, and further explore the current situation of social communication under the background of the network through dynamic analysis, logical deduction and other methods.

## 6. Conclusion

In recent years, the related policies of the infant care service system in our country have been gradually improving. From the welfare of infant care service to the family, and then to the standardization and reconstruction of the infant care

service system, the infant care service needs to be transformed to ease the heavy pressure of the early care of society and family. Combining with different economic development levels and different needs for infant care service system in different regions of our country, this paper takes middle, east and west as classification standards and proposes concrete universal suggestions from the aspects of policy optimization, personnel training and fund support respectively. The conclusions are of reference significance for the future development of infant care system in different regions.

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