

Research on the construction of elderly care service talent team from the perspective of active aging of the elderly -- A case study of Jiangxi Province

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Abstract. To strengthen the construction of endowment service talents under the background of active aging, we should consider the types and number of endowment service talents from the three dimensions of “health, participation and security” of active aging of the elderly, and build a talent guarantee project that combines endowment service career and endowment service industry from the perspective of “comprehensive, full and whole process” : To clarify the overall development pattern of “career + industry” talents in elderly care services; Give full play to the matching role of all kinds of elderly service talents; Do a good job in the whole process of “introduction, education and retention” of elderly service talents.

Keywords: Active aging, Elderly care service, Talent team.

1. Introduction

In order to implement the national strategy of actively coping with the aging of the population, promote the coordinated development of undertakings for the elderly and industries, and build and improve a bottom-bottom, inclusive and diversified old-age service system, the “14th Five-Year Plan” for the Development of National Undertakings for the Elderly and Old-age Service System once again systematically proposes to strengthen the construction of talent team. To Strengthen the construction of endowment service talent team, we should focus on the three dimensions of “health, participation and security” of the active aging of the elderly to consider the specific needs and changes of the type and number of endowment service talent; Based on the needs and changes of endowment service talents, a talent guarantee project is built from the perspective of “comprehensive, full and whole process” : the comprehensive development pattern of endowment service talents of “career + industry” is clarified; Give full play to the matching role of all kinds of elderly service talents; Do a good job in the whole process of “introduction, education and retention” of elderly service talents.

2. Make active arrangements for sampling surveys on “active aging” of the elderly

According to the positive Aging Scale (AAS) (three dimensions of health, participation and security), a research team including workers from educational institutions should be established, led by relevant functional departments of civil Affairs and Health commission of Jiangxi province and assisted by community centers and elderly care institutions. The sample survey of “active aging” of the elderly in Jiangxi province was actively deployed around the elderly in different pension modes, such as home, community and pension institution, and the resident population above 65 years old in each district, county (city, district) and township. We also should master the physical and mental health characteristics, social participation characteristics and social security characteristics of the elderly population in the process of active aging in Jiangxi Province.

3. Clear the elderly pension mode on pension service types and amount of talent demand

From the sampling data of “active aging”, the demand for elderly service talents and yearning for a better life reflected by the three dimensions of “health, participation and security” of the elderly in Jiangxi province are deeply analyzed. According to the three service enterprises and service industry levels of the pension service, including those for the bottom, universal benefit and high-end, the three-dimension survey data of “health, participation and security” can be accurately matched with the three service levels, so as to clarify the demand of the elderly for pension service talents in specific types under different pension modes in Jiangxi Province. The analysis framework can be seen in Table 1. At the same time, combined with the data collation of Jiangxi Statistics Bureau and the official website of civil affairs, the quantity demand of nursing staff, management staff, medical staff and technical personnel (social workers) can be measured, and the quantity demand of elderly service personnel under different pension modes in Jiangxi province can be determined. The analysis framework can be seen in Table 2.

4. Build a talent guarantee project that promotes both the elderly service and the elderly service industry

4.1 Clarify the overall development pattern of “career + industry” talents for elderly care services.

Table 1. Demand analysis of top-end, inclusive and high-end pension service talents

Service level and type	Main service providers	Main service objects	Main service demands	Main types of service talents
Support for the elderly/pension service business	Public elderly care institutions such as nursing homes and rural sites	“Three noes” and “Five Guarantees”	Guarantee (physical and safety needs such as food, clothing, housing and transportation)	Nursing staff and management personnel
Inclusive pension/pension service undertakings and pension service industry	Home and community sites	Elderly people who take care of themselves and have relatives to accompany them	Guarantee (physical and security needs such as food, clothing, housing and transportation) + social participation (social needs)	Life care service personnel (property management, housekeeping, affairs agency, travel, catering, etc.), life service personnel (legal consultation, financial management, leisure and entertainment, tourism, elderly education, etc.)
	Public and private pension institutions	Half care, disability, no relatives condition of self-care elderly security	Guarantee (physical and safety needs such as food, clothing, housing and transportation) + Health (self-esteem, respect and self realization needs)	Nursing staff, medical staff (registered nurses, licensed doctors), professional technicians (nutritionists, rehabilitation specialists, psychological consultants, social workers, etc.)
High-end elderly care / elderly care service industry	Private elderly care institutions and elderly care communities	Self care elderly without relatives	Guarantee (physical and safety needs such as food, clothing, housing and transportation) + social participation (social needs) + Health (self-esteem, respect and self realization needs)	Senior nurses, medical personnel (registered nurses, licensed physicians), professional technicians (nutritionists, rehabilitation specialists, psychological consultants, social workers, etc.), senior managers

It is suggested that the government set up a competent department for the health and elderly care industry, clarify its responsibilities, establish a management system, and issue relevant policies to make a comprehensive plan and overall layout for the development of the health and elderly care industry: Reasonable planning of the development of old-age pension services and health services industry positioning, development goals, development mode and development path, form the

endowment services and the development pattern of endowment service industry coordination fusion, to promote the industry, with belt, make with characteristic of old revolutionary base areas of Jiangxi province pension service model and industrial cluster; Give full play to the geographical advantage of Jiangxi province bordering “Zhejiang, Fujian, Guangdong, Hunan, Hubei and Anhui”, cultivate at least one health care base with distinctive characteristics in each region of Jiangxi Province, east, west, north, south, and effectively connect to form Jiangxi health care industry circle, vigorously implement brand operation, shape and build Jiangxi pension brand. Under the guidance of the clear development pattern of “career + industry” of pension service, the leading talent categories of “career + industry” of pension service should be defined, such as: health brand operation talent, pension service planner, etc.

Table 2. quantity demand analysis of nurses, management personnel, medical personnel and professional technicians (social workers)

Cities	Total registered population of each city (ten thousand) data in 2020	Population aged 65 and above (ten thousand) data in 2020	Total number of elderly care institutions (PCS) data in 2021	Total number of community service centers data in 2021	Number of nurses required	Number of community service center managers required	Medical personnel (medical practitioners and registrations Number of nurses required (person))				Number of technical personnel (social workers) required (person)				
					1:10 Nurse: self-care elderly (over 65 years old) (ten thousand)	1:2Communities: Administrators (person)	Current number of licensed doctors	2.77 per 1000 people Configuration of medical practitioners	Current number of registered nurses	3.18 per 1000 people Registered nurse to configure	At least one social worker is required for the rating of three-level elderly care institutions	At least 1 social worker per 1000 elderly people			
Nanchang	625.50	65.95	1847	1169	6.595	2338	16425	17326	24267	19891	1847	660			
Jingdezhen	161.90	18.40			1.84		3171	4485	4830	5148		184			
Pingxiang	180.48	24.47			2.447		4127	4999	6757	5739		245			
Jiujiang	460.03	58.07			5.807		9486	12743	12979	14629		581			
Xinyu	120.25	14.73			1.473		2417	3331	3707	3824		147			
Yingtan	115.42	14.03			1.403		2015	3197	2586	3670		140			
Ganzhou	897.00	99.41			9.941		15085	24847	23565	28525		994			
Ji'an	446.92	55.97			5.597		7406	12380	10596	14212		560			
Yichun	500.77	62.64			6.264		9448	13871	14013	15924		626			
Fuzhou	361.49	42.60			4.26		7028	10013	9930	11495		426			
Shangrao	649.11	80.83			8.083		10125	17980	16053	20642		808			
total	4518.87	537.1					53.71		86733	125172		129283	143699		5371

(The data in the table are obtained according to the official website of Jiangxi Provincial Bureau of Statistics and Jiangxi Provincial Civil Affairs Department)

4.2 Give full play to the matching role of all kinds of elderly service talents.

4.2.1 Attach importance to the fundamental guarantee role of nursing staff

Nursing staff is the main force of pension institutions, we should attach great importance to the construction of nursing staff, give play to its fundamental role. Specifically, the elderly care service platform can be established; Cooperate with professional elderly care service institutions; Vigorously develop rural mutual assistance for the elderly; Encourage the realization of home-based elderly care services.

4.2.2 Ensure the importance and promotion of medical personnel

Referring to the development path of “providing medical care for the elderly, providing nursing care for the elderly and combining medical care with nursing care”, medical staff are an important force in the development of elderly care, providing health care prevention, physical examination, diagnosis and treatment of diseases and other services, so medical staff should be guaranteed to play the role of promoting the importance of “integrating medical care with nursing care”.

4.2.3 Build the shared benefit function of senior care professionals

Due to the lack of professional and technical personnel and life service personnel, the current elderly services are generally in life care and medical care, nutrition and catering, psychological consultation, rehabilitation training, legal advice, investment and financial management, leisure and entertainment, health care, elderly tourism, education and other aspects of the elderly have not been reflected.

Specific ways to achieve this can be considered in the following aspects: first, set up a special pension service company, match the corresponding technical personnel, and sign contracts with pension institutions in need of services to provide them with the required services. Second, several pension institutions jointly employ professionals to establish technical service centers to provide corresponding services. Third, hire part-time technical talents to provide services for pension institutions on a regular or irregular basis. For example, hire part-time Didi drivers to provide services related to didi pension, such as booking check-in experience and picking up the elderly, etc.

4.2.4 Explore the one-stop service role of high-end talents in the health industry

Establish health industrial parks in various cities, dig high-end talent resources, optimize talent allocation, and enhance talent value. Upgrade the existing related enterprises in each city, and attract more powerful enterprises to enter the park. It specializes in providing one-stop services for middle and high-end people, including overseas physical examination, medical treatment, treatment and travel. Such enterprises integrate advanced foreign hospitals and arrange their clients to go abroad for medical treatment in combination with their actual conditions. At the same time, they provide personal butlers and translators and arrange the tour routes of major scenic spots in the country, so that the clients can not only recuperate their bodies, but also relax and enjoy the whole process of overseas medical treatment.

4.2.5 Strengthen the cooperative linkage between social workers and volunteers

First, establish a linkage mechanism between social workers and volunteers. According to the number of the elderly in each community, full-time social workers should be equipped in proportion to the fixed contact with the community volunteers to carry out targeted old-age services. A development model of “social workers leading volunteers to carry out services and volunteers assisting social workers to improve services” has been formed.

Second, build a large and stable volunteer team. Community is an important platform for elderly care services, which cannot be separated from the participation and dedication of volunteers. Actively advocate the community young healthy elderly, freelancers, household staff, in-service personnel to join the volunteer team.

4.3 Do a good job in the whole process of “introduction, education and retention” of elderly service talents.

4.3.1 Optimize pension industry talent policy to form a strong talent attraction

Do everything possible to attract talent. Medical and nursing staff can be recruited from municipal medical colleges, health schools, health vocational colleges and other vocational colleges; Professional and technical talents (dietitians, rehabilitators, psychological consultants, social workers) and life service talents (legal consulting, investment and financial management, leisure and entertainment, sports and tourism, geriatric education) can be recruited from relevant majors and other vocational colleges of comprehensive universities in various cities; High-end talents such as project planning, enterprise management, market development, marketing planning, big data and information management can be recruited from comprehensive universities in various cities. At the same time, we will recruit widely from the society and absorb the social on-the-job personnel who love the cause of providing for the aged.

To attract and recruit local talent resources, we should adopt various measures, such as setting up special scholarships, giving tuition subsidies, extending the repayment period of student loans and providing favorable employment treatment.

Attract talents without sticking to one pattern. Considering that the high-end health and old-age care industry in Jiangxi province is still in its initial stage, there is a shortage of high-end old-age care talents with three high qualities (high quality, high education and high skills) and three understanding (understanding economy, management and market). Talent is the core and key of industrial development. The government and relevant departments should introduce policies to attract pension

brand enterprises to invest and expand channels to introduce excellent talents according to the goals of the health pension industry in each city.

4.3.2 Strengthen the function of education, accelerate the construction of old-age service personnel training system

First, establish a cooperative training mechanism to improve the quality of training elderly service personnel. It is suggested that all municipal, district and county-level administrative departments should coordinate and establish a cooperative training mechanism with relevant colleges and universities inside and outside the province, or the pension institutions can directly establish a cooperative relationship with the colleges and universities. Cooperation forms can be divided into commissioned training, directional training, named classes, graduation practice, etc., to provide a certain quality of talent supply for the elderly care industry.

Second, the cultivation mode of “multiple + comprehensive + storage” is used to enrich the cultivation of old-age talents. When Cities setting up the specialty of elderly management and nursing, it is suggested that various teaching approaches such as “full-time, adult education and distance education” should be tried to improve the specialized education and training system integrating psychology, health, nursing, diet and nutrition, rehabilitation and other comprehensive specialties and its talent reserve work (multiple + comprehensive + reserve), so as to enrich the training approaches of elderly talents.

Third, set up health pension related majors and plan pension talent training objectives; Encourage large-scale and high-level pension institutions or enterprises to establish vocational training schools for the elderly, or run schools jointly by multiple institutions (enterprises); Establish key nursing laboratories and build a talent training platform with deep integration of industry, University and research; Strengthen the training of old-age workers at all levels and of various types, covering the training target of old-age talents; Encourage large pension institutions to develop comprehensive professional nursing personnel training business to improve the overall level of human resources in the industry.

4.3.3 Create a retention atmosphere and stabilize the endowment service talent team

4.3.3.1 Create a good social environment for respecting, caring for and helping the elderly

Governments at all levels and relevant departments should strengthen the propaganda, through television, public welfare advertisement, the big classroom of primary and secondary schools, community activities, etc., to carry on the propaganda education, change people's mistake cognition, sets up the scientific idea of the right endowment, in various cities respect for the elderly, love and support to protect the old and helpage good social atmosphere, so that there is demand of the old man and the family can get satisfactory service, It also encourages and attracts more people to identify with the nursing profession and actively devote themselves to the service of the elderly.

4.3.3.2 Improve the sense of belonging of pension workers from working conditions, environment, treatment and other aspects

First, according to different talent levels and categories, pension enterprises (institutions) give corresponding salary treatment, to ensure that the salary level of pension employees is at a higher local level.

Second, the government should give certain subsidies to pension enterprises (institutions) with poor operating efficiency and low treatment. The government should give certain rewards to the introduction of high-end talents.

Third, we will provide talents with incentive housing, transitional housing, public rental housing, apartments, housing subsidies or preferential purchase.

Fourth, we will improve the social security system, purchase social insurance for employees and provide them with physical examinations.

Fifth, other benefits, such as family resettlement, children in childcare (school), parental care, statutory holidays, holidays and other aspects of welfare benefits, and enjoy free tickets for public attractions, access to the port station green channel and other preferential policies.

Sixth, improve the site conditions of nursing homes and community pension sites, solve the problems of less, old, poor, dirty, messy pension facilities and equipment, and create better conditions for the introduction of professional pension institutions and professional teams. Private nursing homes can adopt the way of self-investment, government subsidy, or the way of cooperation between nursing homes and professional pension institutions, or adopt the way of equipment leasing. The management department shall supervise the treatment and welfare system, ensure its implementation, and give corresponding subsidies and rewards to the personnel under the guidance of certain policies. Public nursing homes can be improved by raising funds in the form of some from the township, some from the government and some from the society. They can also be built by the public and private. The Civil Affairs Department sets a reasonable range of treatment for the employees according to the economic development level of the region, increases the amount of bonus and subsidy, and uses the spare beds to absorb the social elderly, Increase the income of public elderly care institutions by charging reasonable fees, and use the funds to improve infrastructure and improve the treatment of employees. By purchasing services, the operating enterprises can actively strive for policy support, win the understanding of community residents, expand the business scope, and implement chain operation, so as to save more funds and improve the site facilities.

4.3.3.3 Actively maintain the stability of the elderly care volunteer team

The community provides corresponding services or welfare projects, and volunteers can exchange corresponding services or welfare projects according to their points and actual needs. At the same time, excellent volunteers will be awarded the honorary titles of “pacesetter and pioneer”, and “letters of praise” will be sent to their units. They will be publicized in appropriate media and recommended to the selection activities of superior departments. Volunteers whose volunteer points reach a certain standard will be given certain preferential treatment in terms of enrollment.

4.3.3.4 Focus on broadening the career development channels of medical staff

The government and relevant departments should actively expand the career development channels for pension employees and guarantee them from the policy system. For doctors and nurses, the qualification of professional title evaluation and employment shall be appropriately relaxed, the professional title evaluation mechanism of medical personnel shall be improved, and certain preferential employment policies shall be given to those who apply for medical institutions in this city. For college students of other positions, those whose service period is excellent will apply for municipal civil servants and public institutions, etc., and will be given certain preferential employment policies.

4.3.3.5 Set up awards and honors to stimulate the innovation enthusiasm of pension talents

The government and relevant departments can set up pension innovation projects and provide subsidies and awards to encourage employees, teachers and students of colleges and universities to conduct research on pension operation mode, management mode, marketing mode, financing mode and other aspects, so as to stimulate the innovation and entrepreneurship enthusiasm of pension employees, retain excellent talents and create a Jiangxi characteristics of the pension model. At the same time, professional awards such as “pension typical Figure” will be set up to encourage talents who make outstanding contributions to the development of pension industry.

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