

Research on the Supply and Influencing Factors of Urban Community Senior Care Services

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Abstract. At the present stage, solving the old-age problem is the most important task in China. With the huge population base in China, coupled with the serious aging of the population, the solution of the old-age problem has been one of the most important livelihood issues in China. The solution of the old-age problem is mainly focused on the urban community, and once the problem of old-age in the urban community is solved, half of the old-age problem in China will be solved. The supply of elderly care services in urban communities is mainly reflected in community nursing homes, care homes, families, elderly activity centers, etc. The main influencing factors are population, income, urban living environment, etc. The current community elderly care system is not mature enough and there are many problems that need to be improved continuously to enhance the quality of elderly care.

Keywords: Urban Community; Pension Supply; Population; Aging Trend; Pension System Improvement.

1. The Current Situation of China's Pension Problem

At this stage, there are nearly 1.4 billion people in China. According to the statistical yearbook, the population aged 16-59 is 882.22 million, accounting for 62.5% of the population; the population aged 60 and above is 267.36 million, accounting for 18.9% of the population, and, the population aged 65 and above is 20.56 million, accounting for 14.2% of the population. This time, the population structure compared with 2020, the population aged 60 and above and 65 and above are all increased, and the degree of aging is further deepened.

At the end of 2021, China's urban resident population will reach more than 90 million people, an increase of more than 12 million people compared with the end of 2020; the rural resident population will be nearly 50 million people, a decrease of nearly 12 million people. The urbanization rate of the population is 64.72%, which is higher than the end of 2020.

Due to the gradual opening of the second and third child in China over the years, the birth rate of newborns in China has increased, but it still cannot effectively solve the problem of aging population, and the solution of the elderly problem is inevitable. Urban community elderly care is an important problem that cannot be avoided.

2. The Current Situation of Urban Community Elderly Care Supply

The supply of urban community elderly care mainly focuses on the well-known community nursing homes, nursing homes, elderly activity centers, home care and family elderly care, etc. There are various types of elderly care, but the scale is still unshaped and there is no unified management system.

2.1 Home Care

This is the most traditional way of old age care in China, and it is used in most families nowadays. There are two main ways of family old age care, firstly, the elderly people live in their children's homes, which can not only solve the old age problem, but also help their children solve the problems of bringing up children, cooking, housework and other life problems that they do not have time to solve, and make family life more convenient. This way of aging is the most efficient and powerful way to solve many problems. And in the family retirement way, it gives the elderly a sense of family

belonging and can solve their psychological comfort problems. The elderly can look at their children in their later years, which can make them have a good state of mind to retire.

Secondly, the elderly live separately from their children, and the children come back regularly to visit their parents and give them alimony in time. This way is also more common, and the elderly live in their own social circle, which is more relaxing and enjoyable, and it also reduces the friction and contradictions that arise when they get along with their children, making their lives more natural and comfortable.

This type of family retirement has been applied in China for thousands of years, and is the most acceptable way for most elderly people in China.

2.2 Community Nursing Homes, Care Homes and Community Activity Centers

This is also a relatively common way of old age care, generally because children do not have the time and energy to take care of the elderly, so they will send the elderly to special nursing homes, professional caregivers to take care of the elderly, the elderly are completely responsible for food, clothing, housing and transportation, and the children only need to pay regular fees and visit the elderly from time to time, this way of old age care has been very common in the city, you can often see in the city You can often find all kinds of nursing homes in the city, big and small, of different sizes. This type of care is gradually being accepted by the elderly, who are willing to live in a nursing home as long as the facilities are well equipped and the staff is well mannered.

Nursing home is essentially the same, it is to provide the elderly with care and services according to the whole body and mind, according to the Regulations on the Management of Medical Institutions, nursing home is essentially a medical institution, not only can be classified as a nursing institution. It is different from general social institutions for the elderly and different from ordinary hospitals. It can provide both daily health care, rehabilitation treatment, life care, fitness and entertainment services for the elderly, and it can also provide medical assistance and hospice care at any time. A nursing home is a combination of medical care and elderly care, a combination of health and civil affairs, and a continuation and supplement of a hospital. Its combined form of medical care gives families a sense of reassurance and the elderly a sense of security.

The vast majority of nursing homes in China are privately run and self-financing, so their services are top-notch. In order to attract more customers, their management and operation methods are the most advanced so that they can create the most revenue for them and also provide security for the majority of the elderly.

Community activity center, which is an additional product built on the basis of community retirement, is mainly for the elderly to provide exercise equipment and venues, such as community, parks inside the public welfare construction equipment, there are also special centralized venues, such as the elderly activity center, the essence is to provide a more convenient life for the elderly. Let the elderly "play", to provide the most comfortable entertainment places for the elderly, so that they can strengthen their physical exercise at the same time can also reap a happy mood.

3. Factors Affecting the Supply of Elderly People

There are many factors that influence the supply, mainly the population size, the income level, the purchasing power of urban elderly and the change of the concept of the elderly.

3.1 Population Size (Market Size)

China is the world's most populous country and also the world's second largest economy. The income level of China's urban residents is considerable, especially the retired elderly, in whom there is a huge senior care market attracting all kinds of senior care institutions, especially now that China's population is aging seriously and senior care is a major livelihood issue with a huge market, so the community senior care supply is becoming more and more abundant in types and forms, and they all want to seize this huge population market to reap rich profits.

The urban community elderly market is huge, and it is an industry that attracts countless capital, which makes the quantity and quality of urban elderly service supply in China improve significantly, which is also a great progress and improvement of community elderly service.

3.2 Income Level

Income level is also the main factor that affects the supply of senior care, the level of income determines the level of consumption ability, the income gap between urban and rural residents in China is obvious, from 2000 to 2012, the proportion of urban residents' income to the total income increased from 22.9% to 23.6%, and the proportion of rural residents' income to the total income increased from 4.7% to 7.6%, thus it can be seen that The income of urban residents is 5-6 times higher than that of rural residents, thus it can also be concluded that the consumption ability of urban residents is generally higher than that of rural residents, and the provision of elderly care in urban communities is now a major problem, but also contains huge income, thus attracting countless institutions and capital to continuously enter the elderly care in urban communities.

In addition, children are willing to compensate their parents in material terms because they cannot be with their parents for a long time and feel guilty, and this, together with the pensions and savings in the hands of the elderly themselves, makes the urban community elderly market more profitable and attracts more capital to enter, and the large amount of capital makes the urban community elderly supply more and more diverse.

3.3 The Change of the Concept of the Elderly and the Purchasing Power of the Elderly

With the continuous development of the Internet, people's way of thinking is becoming more and more open. Although the elderly are not as good as the young people in this aspect, the long time subtle influence also makes their ideas change continuously, the elderly are not sticking to the past inherent thinking, not sticking to the rural growing vegetables for old age, but also start to enjoy the retirement life in the city, also start their own entertainment and consumption. Their spending power and consumption desire is also great, and they have more economic power than young people.

Most of the elderly people also started to invest more in their retirement life after they retired in the city, which makes the retirement market more profitable, and some of the elderly people also started to take the initiative to retire in nursing homes in order to get more quality services and start to enjoy all the services brought by the nursing homes, which makes the places of nursing homes, care homes and activity centers for the elderly become more hot and attract countless investors, which not only can bring great economic effect but also can make a great change in our country's retirement services.

4. Existing Problems

Although the supply of elderly services in China's urban communities has been very diverse, there are still many problems, such as the conflict of ideas between the elderly and their children when they age at home, which can cause family conflicts for a long time; the service attitude of the staff in nursing homes and care homes, whether these institutions treat the elderly seriously and whether there is abuse of the elderly; the low awareness of prevention among the elderly, whether they will be scammed by various institutions leading to property losses, and other problems that need to be solved.

4.1 Problems of Family Elderly Care

For example, most elderly people are used to waking up early for exercise, and they are not used to the way of life of young people who sleep late and wake up late; elderly people like to eat green and healthy food, while young people like to order take-out; elderly people are very good at cleaning up the house, while young people basically do not clean up the house, etc. These different habits and concepts will sooner or later cause family conflicts and damage the feelings between parents and children.

Moreover, the elderly people like to force their life experience on their children, which will lead to their children's boredom and finally make their elderly parents sent back to rural areas or sent to nursing homes by their children, resulting in the elderly people having nothing to live for.

4.2 Management and Operation Problems of Nursing Homes

Most of the nursing homes, caregivers and other places are operated by private companies, they are profit-oriented in their operation and management, and may do things that are not good for the life of the elderly in order to compress costs, such as buying poor quality food and making deductions in clothing, food, housing and transportation, etc. These problems are rare in large nursing homes, but often occur in some small nursing homes, which will seriously affect the elderly's quality of life. This can even damage their health.

4.3 The Problem of Fraud Against the Elderly

The elderly people have low awareness of prevention and have their own life savings, so they are the target of various fraudulent organizations, they will use various ways to cheat the elderly people's money, and the elderly people's physical quality is generally not high, once they are cheated, it will seriously affect their health, and the elderly people who have heart disease may even die because of this, which will bring extremely serious impact on the society and family.

4.4 Shortage of Professional Elderly Service Talents

At present, many communities still lack professional talents for elderly services for three main reasons: First, most of the community elderly workers have low education or have never been to school, are high in age, and are mostly middle-aged workers, who do not have the professional quality to engage in the elderly industry; Second, community elderly institutions do not have special training institutions and training management systems, which leads to the irregularity of elderly services; Third, the talents engaged in elderly Most of them stay for a short period of time and have a high turnover, mainly because of the low recognition of community work, the lack of incentives for social insurance and treatment of community workers; secondly, it is difficult to get the pleasure and sense of achievement of work in community elderly work, and young workers feel that there is no dynamism, so they do not engage in work related to elderly care.

4.5 Safety Measures in Community Activity Centers are Difficult to be Guaranteed

When the elderly exercise in the community or park fitness equipment, it is difficult to get effective supervision to protect them, plus the physical quality of the elderly decline, once the injury is difficult to be sent to the hospital in the first time, resulting in physical injuries that are difficult to compound. Although there are special activity centers for the elderly, most of the elderly do not think it is necessary to go there, nor do they spend money to exercise, so the safety of public fitness facilities also needs to be improved.

5. Solution Measures

5.1 Children and Parents should Understand Each Other

Children should develop good habits in life, and parents should be more considerate of their children, and both sides should put themselves in each other's shoes and think about each other more.

5.2 Set up a Strict Regulatory Mechanism

To regulate all kinds of nursing homes, increase law enforcement and discipline, and impose severe penalties and increase the amount of compensation for those nursing homes that abuse the elderly.

5.3 Increase Law Enforcement and Punishment for Fraudulent Behavior

Legislate to protect the property of the elderly in their old age by increasing the enforcement of the law, and constantly improve their awareness of prevention so that fraudsters can't do anything about it.

5.4 Set up a Special Talent Training Mechanism

To train special talents for the staff of community elderly care, set up special training institutions, improve the staff's service attitude and service methods, and carry out standardized management, so that the elderly can have a sense of security in places such as nursing homes. Let all managers of senior care facilities establish the concept of standardization so that they can make the best contribution to the elderly.

5.5 Set up a Security Protection Mechanism

Assemble safety measures for fitness equipment in communities or parks, etc., to maximize the safety of the elderly, increase protection, and set up community health clinics near fitness equipment, so that the elderly can be treated first when they are injured, and protect their health and lives.

6. Conclusion

At present, China's aging is deepening, and the solution of the elderly problem is a big task for our country and society. Although there are various types of community elderly service supply and various service items, at the same time, there are many economic factors affecting the supply of elderly service, most of the elderly service are for profit, and the profitability is too strong, and there are really few that can treat the elderly wholeheartedly and provide a good living and elderly environment for them.

Therefore, the improvement of senior care services requires the continuous efforts of the state and society to create a good living environment for the elderly, inject new blood into the senior care industry, and make the senior care industry a major pillar industry of our society, which will not only drive the development of the national economy, but also after effectively solve the livelihood problems, improve the per capita happiness index of our urban residents, and let the elderly still look radiant in their old age!

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