

Home and community aged care services from the perspective of public value management: relevance and approaches

Yang Wurui*

School of History and Administration, Yunnan Normal University, Kunming, 650500, China

**Corresponding author*

Keywords: Public value management; Home-based and community elderly care services; The correlation

Abstract: Public value management is closely related to home-based and community elderly care services: establishing the concept of public value management is helpful to promote home-based and community elderly care services; Promoting home and community service for the aged is helpful to realize public value. From the perspective of public value management, the ways to optimize home-based and community elderly care services are as follows: strengthening publicity and supervision; Expanding public participation and collecting public preferences; Pay attention to the construction of elderly service personnel; And multi-party collaboration to create public value.

1. Introduction

It is generally accepted internationally that a country or region is aging when the proportion of the population aged 65 years or above exceeds 7% or the proportion of the population aged 60 years or above exceeds 10%. Since China began to implement the family planning policy in the 1970s, the family has shown a small population and small family size, and due to the development of urbanization, a large number of young adults flow to large cities, leading to the phenomenon of empty-nesting further prominent. China has a large population and unbalanced regional economic development, which requires the participation of all sectors of society to solve the pension problem. At present, the aging trend is obvious in China. As of the end of 2017, the elderly population aged 65 and above in China was 158.31 million, accounting for 11.4% of the total population. By 2020, China's elderly population will reach 248 million, making it a large aging country. This means that China's demographic dividend is gradually disappearing, the peak of population aging is coming, and the value created by labor force is declining.^[1]

2. The correlation between public value management and home-based and community elderly care services

2.1 Establishing the concept of public value management is helpful to promote the work of home and community elderly care services

Home and community elderly care service is a systematic and complex public management work, involving a large number of population, covering a large area, the situation is relatively complex. ^[2]In the process of promoting the elderly service work, in the face of complex and changeable working conditions and objects, the government uses the "vertical" and "parallel" mode of public value management analysis to help effectively promote the elderly service work. Giving full play to the resources and influence of the government's "vertical" mode can help to supervise the efficiency and responsibility of governance work, and ensure the fairness and justice of the governance process. The use of "parallel" mode to cut into the field investigation and analysis, facilitate timely discovery of problems, systematic comparison and reference of successful cases of governance of elderly care services, so as to orderly promote the work of elderly care services.

2.2 Promoting home-based and community services for the aged is conducive to realizing public value

Aged care service is a systematic government governance work, which needs the participation of the public. The process of promoting old-age service is also the process of realizing public value. In the elderly service work, the main role of the government, which can be supported by policies, funds or other ways, is no longer the direct producer of public value, but the builder and manager of the governance network, the maintainer of various relationships, the guide of public participation and the integrator of social resources. The governments in these roles, it is also in the realization of public value in the process of advance endowment service work, the government can also try to public value creator one by one the administrative management theory to practice, put forward by the scholars, mark Moore between government departments such as public value management performance evaluation, creating public value and public accounts value scorecard etc. in order to improve the efficiency of old-age service work and realize the public value of this work.

3. The optimization of home and community elderly care services from the perspective of public value management

3.1 Strengthen publicity and supervision

Intensify publicity efforts. Due to the lack of publicity by the government and relevant departments for elderly care services, the originally extremely beneficial policies have not received sufficient attention from the society. Therefore, the government and relevant departments must spare no effort to increase the publicity of elderly services, causing widespread concern of social citizens. They should not only carry out propaganda through traditional media such as television, newspapers and news, but also use emerging online tools such as Weibo and WeChat. In addition, the policy on rural old-age service can be timely and relevant documents issued by village committees, neighborhood committees and the community, and to the community, the village committee and neighborhood committees, the interpretation of pension policy propaganda cadre of within the jurisdiction of their respective jurisdictions and entrust the cadres of the elderly to publicity, increase the awareness of the policy.

Strengthen supervision. A policy from the initial release to the later implementation, including

many essential links, loopholes in each link will affect the final implementation effect. Home and community endowment work involves many subjects, such as the local government, civil affairs bureau, township, village house members, pension institutions, etc., one of the biggest and pension service relationship should be endowment institutions, because they are direct service for old people, their service quality directly decides the public impression of the government pension. Therefore, it is necessary to irregular supervision and inspection of the services provided by pension institutions to promote the improvement of their service quality, so as to better realize the public value of pension services.

3.2 Expand public participation and collect public preferences

Use Internet technology to expand citizen participation. With the popularity of Internet + government services, XX County complies with the requirements of The Times to build a government website, opened the official WeChat, its official website is also set up with the county chief mail online message function, but due to the relevant competent departments of neglect of supervision and maintenance, resulting in one-way communication network channels. For example, using the online message function of the official website, in the normal hours of work, within a day did not receive any reply and did not effectively interact with the public. An open and flexible communication network is of certain significance for elderly care services. Through the communication network, the competent authorities can supervise the real situation of elderly care services, collect the needs of the elderly, and the public can express their demands, reflect problems, complain and report. Pension institutions can select and rectify the service content based on the situation reflected. Therefore, relevant departments and leaders should pay full attention to the establishment of communication channels, and improve the speed of reply to the county head's mailbox.

Widely solicit the needs and preferences of the elderly. The elderly are the beneficiaries of old-age care services, and their needs and preferences will directly affect the effect of services. What services the elderly need and how they serve affect the effect of elderly care services, which need to be comprehensively collected by relevant supervisors. According to the interviews with the elderly and related personnel, only once did the government department collect the needs and preferences of the elderly to complete the task of the city. It can be seen that the collection of needs and preferences of the elderly is not enough and not comprehensive enough. Only when the needs and preferences of the elderly are fully collected can the government departments issue relevant policies and pension institutions can provide targeted services and improve them. Therefore, it is necessary to collect the needs and preferences of the elderly extensively by using modern network channels or issuing questionnaires.

3.3 Pay attention to the construction of elderly service personnel

Elderly service contains the value attribute of meeting public needs and shaping citizens' public life. It is through the process of purchasing services that the government pursues public values such as justice and responsibility. The government purchases services through the elderly service personnel to realize, therefore, the elderly service cannot be separated from the service of professional service personnel, who are the main force to ensure the realization of the government's public value for the elderly. It is suggested that the government should start from the following aspects: On the one hand, we will actively develop long-term training plans, promote the establishment of relevant professional courses in schools, and lay a good foundation for the balance between the demand and supply of elderly professionals, so as to promote physical and mental health. On the other hand, professional standards and codes of practice related to elderly care services can be formulated, with scientific rigor as the main standard, and always pay attention to the learning of professional knowledge and the

application of business skills. Professional quality should be improved to enhance the comprehensive quality and professional ability of senior professionals.

3.4 Multi-party cooperation to create public value

The government's comprehensive policy to solve home-based and community old-age care problems is not only the goal of the government, but also a favorable factor to reduce old-age care problems and promote social harmony, so as to realize public value. So, suggestions: First, increase the input of fiscal funds. Second, make a scientific development plan for elderly care and incorporate it into the planning of social development and community construction system. Third, we should further improve the basic old-age care system, integrate various security systems, and provide support for the elderly through increasing security income and improving the service system. Fourth, we will attract enterprises and social organizations to participate in the elderly care business through tax incentives and financial subsidies.

The civil affairs department, as the government department responsible for the management of old-age care institutions, should provide the latest scientific basis and suggestions for the government's decision-making. It is suggested to apply Moore's theory of public value management, implement network governance to the development of home-based and community elderly care services, refine various factors, and improve the accuracy and efficiency of the work. Such as in the countryside can promote mutual endowment, the mutual development of support with good combination of rural construction and rural community construction as well as, mobilize social forces, such as social organizations, enterprises, volunteers actively participating in mutual old-age work, make full use of and integrating the existing various public services such as culture, education and health resources, expanding the scope of the mutual aid and pension services, carry out health protection, protection of rights and interests, cultural and sports activities, spiritual comfort and other mutual assistance services for the elderly in the new period.

As an institution providing centralized housing and care services for the elderly, old-age care institutions should establish a probing investigation mechanism for the needs of the elderly, analyze and solve the needs of the elderly irregularly. Strengthen the training of professional knowledge and skills, carry out regular professional retraining for service staff, and improve the treatment of full-time service staff. Service workers are encouraged to work and social work graduates are attracted to participate in home care work. At the same time, it can provide personalized and diversified geriatric care services for the actual needs of different types of elderly people. Geriatric care facilities provide services that meet the needs of the elderly in order to create and realize the public value of pensions.

4. Conclusion

Aging is something everyone must face. How to achieve a sense of security for the elderly, a sense of dependency for the elderly, and a sense of happiness for the elderly, and improve the quality and level of life of the elderly, has become not only a traditional family problem and the obligation of children. With the continuous development and progress of society, the problems of the elderly such as the empty-nest elderly and the elderly living alone have emerged. However, due to the influence of family planning and other policies, the family population has decreased, leading to the weakening of the family pension function. The pension problem has become a social problem. Its public characteristics inevitably determine that all parties should work together to solve the pension problem.

As a provider of social pension services, the government is also the director of implementing social pension services. Taking XX County of Fujian Province as an example, this paper studies how to do a good job of home and community elderly care services in combination with the theory of public value, and concludes that strengthening publicity and supervision, expanding public participation and

collecting public preferences, paying attention to the construction of elderly care talents, and creating public value through multi-party cooperation can promote the development of home and community elderly care services.

References

- [1] Lan Zhiyong, Chen Guoquan, *Review of the frontier theory of public management in contemporary Quartet [J]. Journal of Public Administration, 2007 (3): 1-13.*
- [2] Wang Xuejun, Zhang Hong. [J] *Research path and frontier issues of public value. Journal of Public Administration, 2013 (2): 126-144.*