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Innovative Approaches to the Organization of Social Service of Elderly People in a Management of the Social Work: Regional Experience

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Abstract:

The article is devoted to a problem of formation of new system of social service, relevant for Russia, covering a general population. In these conditions the new tasks are set for management of social work.

They are connected with creation and introduction in practice of social work of new technologies of work with elderly people who will be directed not only to the solution of the existing social problems, but promoting involvement of pensioners in a "active" old age.

At the description of regional experiment of Krasnoyarsk Region on introduction of innovative technologies the analysis and synthesis, logical and complex approaches are used to assessment of level of social service of the elderly. In work, it is shown that the faces of the senior generation are the unprotected social group of the population of Russia.

By the way it is added also the financial problems. As a solution of this problem, innovative approach is offered to the organization of social service of the elderly in management of social work of Krasnoyarsk Region. The regional experience will promote the choice of optimal model of management of social work.

Keywords: *Innovations, Technologies, Social management, Social work, Regional aspect.*

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1. Introduction

At the end of XX – the beginning of the 21st centuries in Russia, as well as around the world, the tendency of increase in number of people of retirement age is observed and by the way, the role and value of social work with this category of people respectively increases. According to the Pension Fund of the Russian Federation in 2015, about 41 million pensioners have been registered. From them 83% of pensioners receive old-age pension, 3% of pensioners get survivor's pension, 6% of pensioners get on disability, 8% of pensioners get for other reasons. Respectively, the role of the social services increases and it is called in the conditions of an economic crisis and it is not only to create conditions for worthy life of elderly citizens. In addition, it is to establish the harmonious relations with a social environment by expansion of opportunities of social communication and social activity of citizens by the elderly generation. The basic principles are the generality of social security, a guarantee of social security, targeting of the social help, its completeness and differentiation according to requirements and needs, adequacy of level of social security to vital needs of recipients. According to system of the population social security is built up in the Russian Federation (Tregubova, and Dolbina, 2014; Adonina *et al.*, 2015; Crawford and Walker, 2008).

Priorities of the Russian Federation to providing and creation of conditions for worthy human life are enshrined in the Constitution: "*The Russian Federation is the social state which policy is directed to creation of the conditions providing worthy life and free development of the person*" (Siniavskaia and Omelchuk, 2014). It is written in Article 39 of the Constitution of the Russian Federation "Everyone shall be guaranteed social security in old age, in case of disease, invalidity, and loss of breadwinner, to bring up children and in other cases established by law" (Rzhanitsyna, 2012). At the same time in the Russian Federation in the field of social security of citizens, there is a set of unresolved problems (Tregubova, and Dolbina, 2014; Siniavskaia and Omelchuk, 2014; Rzhanitsyna, 2012; Bessonova, 2016; Roik, 2014; Yershov and Tolmachev, 2009; Kusina and Fisenko, 2015; Regan and Gurung, 2009). The significant role, in the solution of questions of sociocultural, social and legal, social and advisory, psychology and pedagogical, social and economic character, is allocated for innovative technologies, which are applied by regional institutions of social service of citizens in advanced age. Innovative social technologies are the main means of getting out of crisis state in the social sphere since social support, the social help gets not only mass character, but also becomes an objective necessity and the priority directions value of social policy of the state.

However, it is necessary to carry out the comprehensive detailed analysis of the operating system of social service of the population before to start modernization of rendering social services. It is important to define the strategy of further development, including, taking into account experience from other regions.

2. Materials and methods

Acts of the Russian Federation, standard and legal documents of the Government of the Russian Federation have served as material of a research. Methodological base of a research has the analysis and synthesis, logical and complex approaches to assessment of level of social service of the elderly.

3. Results and discussion

3.1 Statement of a problem

Researches of sociologists show that people of retirement age are insufficiently protected social group the population of Russia: *"In such a cultural climate older people are often viewed as a spent force, 'dependent', a 'burden' on family and society who 'should quietly stand aside'. Respect is therefore by no means automatic, though condescension often is. We have a fast culture which rates speed over experience; ageist stereotyping in the mass media, and all too often, disrespect in the streets"* (Sheldon and Macdonald, 2009; Ermakov and Hmelevskaia, 2014). This is further reinforced through issues in relation to the influence of such issues as class, gender, ethnicity and poverty. Ageing as a process can be addressed from a biological or psychological perspective but, as we have already suggested, the definition of old age is largely a social construction".

Besides financial difficulties, citizens of the older generation suffer from loneliness, fear of death, feeling of alarm, a depression, an offense, loss of necessary contacts, existence of the complex relationship with relatives connected with misunderstanding and unwillingness of relatives to make contact with the elderly person. The activity directed to preservation and maintenance of mental health of the elderly becomes an important element of innovative work with the elderly (Bonnie, 2009) as the stress is the major health hazard in the twenty first century. In these conditions, the special role is got with the centers of social service of the population, which are designed to play the compensating function. Unfortunately, in the Russian Federation the centers of social service of the population are focused generally on rendering the address help to clients in the solution of their social, economic, and household problems. Out of making look sight. There are innovative social technologies allowing to keep active living position of elderly citizens.

Systemacy of the solution of above-mentioned problems is possible with introduction in practice of social and pedagogical activity of institutions in three social service of effective forms, methods, mechanisms of complex social support and help to the elderly people and it promotes their positive socialization and adaptation to a new social role.

3.2 Innovations in management of social work

Innovative activity, in management of social work, is understood as activities for creation, development, development of social technologies and social programs, and it is important their introduction in practice of social work with various categories of the clients. Innovative activity is implemented taking into account needs of society and the directions of state policy for the social sphere. It is directed to improvements of a social status by elderly people and to the organization of social service of elderly people. Innovative technologies mention as the sphere of social service of citizens of elderly age, and the sphere of social services.

3.3 Social characteristic of elderly citizens

The retirement age for the population of the Russian Federation is the age granting the right of retirement: men have on achievement 60 years if they have length of work not less than 25 years, and women on achievement have 55 years if they have length of work not less than 20 years. According to classification of World Health Organization, the people in age from 60 up to 74 years are considered as people aged; from 75 up to 89 years old people are considered as elderly people, and people aged from 90 years also are more elderly and they are as long-livers. Statistical data of demography show that in structure of the population of the Russian Federation elderly people of all age make about 23%-24% of the population, reaching 27% in some regions. According to forecasts of experts of the UNO and World Health Organization, the number of people are more elderly than 60 years by 2025 will reach 1,2 billion, at the same time the most radical growth of age group and it is expected is more senior than 80 years. It demonstrates that the tendency of active aging is characteristic of modern society. Respectively, innovative technologies of management of social work are required for the solution of their problems. It will consider the main social problems of elderly people:

Firstly, the most important problem that citizens of elderly age face - it is activity restriction. Many members of society who have reached elderly age are forced to refuse owing to age features many habitual social roles and the statuses.

Secondly, restrictions of active activity of the elderly person leads to change of nature of his/her relationship with surrounding people that it is characterized by a rupture of the settled social communications and the relations.

Thirdly, sharp decrease in the social status of the elderly person in society leads to loss of the habitual social status allowing to carry out effective process of social and personal functioning throughout a long time that affects an emotional, psychological and physiological state.

Fourthly, the old age is characterized with existence of a large number of free time.

3.4 General characteristic of social institutions of Krasnoyarsk Region

Within implementation of the Federal Law No. 122 "About the general principles of the organization of local government in the Russian Federation", the Federal Law No. 131 "About the general principles of the organization of local government in the Russian Federation" there is a differentiation of powers between federal public authorities and public authorities of subjects in the Russian Federation. Innovative approach to the organization of social service in Krasnoyarsk Region is carried out within programs of regional programs for improvement of quality of life of the population (The Constitution of the Russian Federation, 2016; The Federal Law, 2006).

Today all forms and types of social institutions present infrastructure of Krasnoyarsk Region practically. So, in the territory of Krasnoyarsk Region the system of social service of the population is presented by the following municipal authorities of social service of citizens of elderly age and disabled people. These are the center of the social help to the population "Spring" (1), the Centers of social service of the population (45), office of social service at home (173), specialized offices of social and medical care at home (48), offices of urgent social service (52), medical-social and medical-psychological services (9), offices of day stay (29), social and rehabilitation offices (22), special houses for lonely pensioners (22), boarding houses for lonely pensioners (5), social shelters for lonely pensioners (23), social apartments (259), half-way houses (14), the social and improving centers (3), houses boarding schools of small capacity (2), office of temporary residence (2), gerontological offices (2), offices "Mercy" (9).

The mass of new technologies is used along with basic technologies in social work with elderly citizens in Krasnoyarsk Region. As social work with citizens of retirement age is more often carried out in the form of social service, then innovations affect this sphere more. This subject of the Russian Federation is an example of positive social changes, but not just "liquidators" of negative consequences of aging by the population.

Stationary form of service of citizens of elderly age:

Training, medical-correctional, the health preserving and leisure concern to the main directions of a stationary form in service of citizens of elderly age in Krasnoyarsk Region. 70% of total number receiving social services are involved in establishment. The purpose is socialization of recipients of social services, improvement of his psychoemotional health, attaching with history of Krasnoyarsk Region. 40 institutions of social service of a stationary form realize the program.

The medical-correctional direction:

It is implemented within the following occupations: a pyrography, production of decorative products from a rod, birch barks. In Krasnoyarsk Region, social tourism realizes 40 institutions of social service of a stationary form. The technology is directed to socialization of recipients of social services, improvement of their psychoemotional health. 40% of total number receiving social services are involved

in institution. The purpose is trips to showrooms, Museum of local lore, drama theater, on the nature.

The medical-correctional direction present the programs «Scandinavian Walking», «Healthy Old Age», «Center», etc. The leisure direction is implemented within educational associations, various club associations.

Club associations of fans of creativity ("School of the necessary sciences", "Meeting", "Gold age", "My inspiration", "Literary drawing room") are the associations of citizens of elderly age what were created for satisfaction of their spiritual needs, their adaptation in society, psychological support and increase in vital activity. More than 11 thousand citizens of elderly age are: the 978 elderly people are engaged in applied creativity, needlework, national crafts in 55 circles and clubs; 132 people are employed in 9 drama schools; 678 citizens are participants of literary and poetic associations; 2273 people are constant participants of choral and dancing collectives; 3801 people are members of 135 leisure clubs.

Social and adaptation direction:

Mobile brigades "The mobile social help" exist in 66 institutions of social service of home type.

Social and legal direction:

"Schools of safety" ("Carefully, swindlers!", "Protect yourself from manipulations", etc.) are carried out for all served at home (25, 6 thousand citizens of advanced age). For prevention of roguish actions, ways and methods of prevention of illegal actions, classes are developed and transferred instructions with a detailed algorithm of actions in this or that situation, which constitutes danger, including financial. These schools are carried out in 135 institutions of social service.

4. Conclusion

In modern Russia demand of the population, especially citizens of elderly age, on social services is steady and will increase in the future. It is possible with means of introduction of the innovative technologies developed in regions of the Russian Federation in system of social service of elderly people. The regional experience that was presented with Krasnoyarsk Region. It shows what innovative technologists of social work with elderly people can be applied as in stationary and semi-portable forms of service of citizens, and at social service at home. The main priorities of innovative technologies of social work are inclusion of elderly citizens in various type of the leisure, training and health saving programs.

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