

Current situation and promotion strategies of county community childcare services

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ABSTRACT

China has entered a new stage of development, the foundation of public services is more solid, and the development of infant care services is accelerating, but it still faces opportunities and challenges. Infant childcare service refers to the provision of professional care, childcare and childcare services for children under the age of three, which is complementary to the lack of family resources and promotes the physical and mental health development of children. With the implementation of the universal three-child policy, families demand for infant childcare services has increased. County communities, as an important carrier of grass-roots services, have geographical advantages and responsibilities in providing inclusive childcare services. At present, there are some problems, such as insufficient policy support, insufficient professional support, and insufficient supporting support. This paper aims to analyze the current situation of community childcare services in counties, put forward improvement strategies, promote their healthy and orderly development, build a diversified, diversified infant care service system covering both urban and rural areas, and guide the participation of social forces.

KEYWORDS

county community; childcare service; public service supply

China has now entered a new stage of development, the foundation of the development of public services is increasingly stable, its development conditions have also undergone profound changes, and the capacity of public services in terms of supply and guarantee has been comprehensively enhanced. The development of infant care services is accelerating, with 1.8 children out of 3 per 1,000 people, facing new opportunities and challenges on their further development path. Infant care service refers to the services provided by professional organizations or institutions, including care, childcare and care for infants under the age of three, by professional organizations or institutions. These services aim to make up for the lack of family resources and promote the physical and mental health development of children. It has become the focus of both family and society^[1].

The 14th Five-Year Plan clearly includes the content of childcare, and in the main indicators of social development and public services during the 14th Five-Year Plan, it also sets a target of 4.5 supports for children under 3 years old per 1,000 people by 2025. However, despite such planning guidance, the current county community childcare services are still faced with many problems and challenges, such as insufficient policy support, professional level to be improved, and imperfect supporting safeguard measures. Therefore, the core purpose of this paper, in-depth analysis of the present situation of the county community nursery service, and put forward the corresponding promotion strategy, in order to promote the county community nursery service health and orderly development^[2], efforts to build a diversified and diversified, and can cover urban and rural infant care service system, and actively guide social forces to participate in the establishment of the nursery service institutions.

1 Current situation of county community childcare services

In recent years, with the implementation of the comprehensive three-child policy, the family demand for infant childcare services has shown a continuous growth trend. County communities, as a key platform for grassroots services, not only have regional advantages, but also bear important responsibilities in providing universal and affordable childcare services. In Zhejiang province to promote the development of high quality, is committed to the construction of common prosperity demonstration area under the background, the province further implement of the central committee of the communist party of China of the State Council on optimizing birth policy, promote the long-term balanced development of population decision, by building parenting friendly community, actively respond to the national cope with an aging population strategy.

1.1 Policy supports the status quo

In October 2017, a series of policies and measures aimed at ensuring and improving peoples livelihood were clearly proposed in the 19th National Congress of the Communist Party of China, among which "childcare", as a new and core policy highlight, is particularly striking. After a period of policy evolution and adjustment, to May 2019, the State Council

issued the "about promoting the development of infants under the age of 3 care service guidance", marking the country from the policy height of the development of nursery service industry more detailed specification, but also be regarded as a comprehensive push nursery enterprise towards the starting point of a new stage.

Then, in order to accelerate the nursery service enterprise to the direction of high quality, sustainable, under the overall policy framework, multiple relevant departments have formulated and launched a series of detailed rules, fiscal tax incentives and support measures, prompting the public nursery service development policy structure increasingly perfect^[3].

Especially worth mentioning that in August 2021, the revised formally issued the population and family planning law, especially for the relevant management department formulated a series of specific provisions, covering department responsibilities, rewards and punishment mechanism, and other levels, for all departments in the nursery service supervision and management work provides a clear guidance and legal basis, from the legal dimension for nursery service steady forward provides a strong support and guarantee.

1.2 Service supply status

At present, the county community care service market has formed three mature care service modes, including family care service mode, market care service mode and community care service mode.

The market childcare service model covers the private profit-making and private non-profit childcare institutions. Its essence is to accurately meet the urgent needs of family childcare for infants aged 0-3 years old by providing high-quality services. However, this model is also accompanied by the challenge of commercialization tendencies. In order to cope with families of different ages, educational backgrounds and childcare needs, the market childcare service provides a variety of care options, such as temporary care, flexible time care and full-time care, and strive to meet the needs of families in all aspects.

The community childcare service model focuses on the integration and utilization of resources, which is rooted in the community, aiming to maximize the utility of community resources, while taking into account the diversified needs of community residents for childcare services. Usually, community childcare service institutions will establish cooperative relations with community neighborhood committees, educational institutions and medical institutions, and provide comprehensive and high-quality childcare services for infants and children through improving the service network.

The service mode of family care centers is to provide infant care services for the family, relying on the internal resources of the family, and for other families in the community. Compared with other models, family childcare service has more advantages in the cost, and there is no lack of public welfare and voluntary services. Its remarkable feature is flexibility and personalization, which can meet the special needs of families for childcare services.

2 The real dilemma of improving childcare services

2.1 Insufficient policy support

A direct manifestation of the lack of policy support is the lack of capital investment. In the case of limited fiscal revenue, county governments are often difficult to bear the capital needs of the construction of nursery service institutions, operation subsidies, teacher training and other aspects. The lack of stable financial support makes it difficult to start or maintain many potential childcare service projects, which limits the increase of service supply and the improvement of service quality. At present, the development of community childcare services is in the exploratory stage, and there are problems and deficiencies such as unbalanced regional development, single care mode, difficult to implement support policies, and supervision to be strengthened. In county communities, many families, due to the limited information dissemination channels and the poor publicity of some grass-roots staff, have little knowledge of childcare service policies.

2.2 The organization is not professional enough

At present, there are mainly three problems in the lack of motivation to carry out community childcare institutions, the lack of professional practitioners of community childcare institutions, and the weak model effect of community childcare institutions. In the process of promoting the high-quality development of childcare services, the lack of institutional professionalism has become a key problem to be solved urgently. This not only affects the overall quality and effect of childcare services, but also restricts the healthy development of the childcare service industry. At present, many institutions have deficiencies in facility construction and environment creation, which cannot meet the basic living and learning needs of infants and young children.

2.3 Supporting support is not in place

At present, the imperfect teacher training system and the single service content have also become an important influencing factor restricting the county childcare service. The development of community nursery services needs the support of professional teachers. However, at present, the teacher training system for childcare services is not perfect, and there are few majors in universities and vocational colleges specifically for childcare services and management for children aged 0-3^[4]. In addition, the salary treatment and career development space of the nursery industry are relatively limited, making it difficult to attract and retain excellent talents. The services provided by some community childcare institutions are relatively simple, mainly focusing on the care and feeding of infants and young children, while ignoring the early education and comprehensive development of infants and young children.

3 Optimization countermeasures of public childcare service in county communities

In order to improve the quality of county community public nursery care services and accessibility, build more perfect, efficient, considerate infant care service system, through multi-dimensional, multi-level strategy deployment, effectively cope with the current in the service supply, uneven quality, unreasonable layout, further meet the county community residents urgent demand of high quality nursery resources, create more favorable conditions for the healthy growth of infants and young children and environment.

3.1 Strengthen target synergy: to systematically improve the governance subjects cognition of community governance

By strengthening government guidance, strengthening departmental coordination, strengthening the integration of nursery production and research in the county community. Streets and communities should promote the implementation of relevant policies to provide solid legal and policy backing for community childcare services; meanwhile, supervise and check the quality of childcare services to ensure that every service can meet safe and standard standards; in addition, open idle community space to support the construction and daily operation of childcare service facilities. Community organizations are actively involved in the planning, construction and operation of childcare services. As a bridge between residents and childcare services, they can accurately reflect the actual needs of residents. Nursery institutions should focus on providing professional and safe childcare services to meet the diverse needs of families, in order to continuously improve the quality of services.

3.2 Improve the supervision system: to improve the service-oriented supervision network of social organizations

The key to ensure the healthy growth of infants and improve the quality of childcare services is to improve the supervision system of county community childcare services and build a service-oriented supervision network of social organizations. The primary task is to clarify the regulatory subjects and their responsibilities, including health, education, civil affairs and other departments, and to define the scope of their responsibilities. Secondly, establish a cross-departmental coordination mechanism to ensure information sharing and collaborative supervision. At the same time, detailed regulatory standards should be formulated, covering quality, safety, health and other aspects, to provide operational guidelines for childcare services. On this basis, regular quality assessment and safety inspection will be carried out on the nursery institutions, and those who fail to meet the standards will be rectified or banned. In addition, we should strengthen the construction of supervision team, improve the number and professional quality of personnel, and use modern information technology, such as supervision information platform, to realize remote monitoring and data analysis, and improve the efficiency and accuracy of supervision.

3.3 Improve governance efficiency: to improve the initiative and participation ability of social organizations

The key to promote the high-quality development of community care services is to enhance the governance efficiency and enhance the enthusiasm and participation of social organizations in community care services. The self-construction of social organizations should focus on three aspects: strengthening professional ability, optimizing internal management and stimulating innovation ability. Specifically, attention should be paid to the introduction and cultivation of professional talents to optimize the service quality and efficiency of nursery personnel; strengthen the professional training of nursery personnel to improve their professional ability and service level. At the same time, build an efficient

decision-making process and management framework to ensure the smooth operation of social organizations. Team building can not be ignored, we should focus on cultivating core members, enhance the internal cohesion of the organization. In addition, social organizations are encouraged to innovate in the service mode and content, so as to better meet the diversified needs of community residents. With the help of the Internet, big data and other advanced technologies, it is also an important way to improve the intelligence and convenience of childcare services, which is also an important way to promote service upgrading.

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