

PLANNING METHODS AND THEIR USE IN THE ACHIEVEMENT OF THE QUALITY OF CIVIL POPULATION

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Abstract

The main objective of this paper is to analyse and research demands of citizens on social service providing in relation to the age of citizens in a researched community, based on theoretical knowledge acquired from foreign and national literature. Out of 120 respondents addressed, there were 69.16% out of all addressed respondents who took part in the research. Leaders of borough aim to secure and create favourable living conditions for satisfying and secure living for borough residents. Community planning of borough is aimed especially at development of social services and it results in services to be provided in such manner for residents to maintain in their natural environment while their needs are satisfied.

Key words: *social services, social care, population*

INTRODUCTION

Social planning can be characterized as a process in which politicians - legislators, government agencies, planners, and often investors - seek to address community problems or improve the conditions in the community to design and implement

policies aimed at delivering results. These policies can take the form of laws, regulations, incentives, media campaigns, programs or services, and information that forms a wide range of social policy implementation options.

The reasons why communities and cities should be involved in social planning are many. The participation of the municipality and the cities in the planning of social services at the national level is a necessary condition. However, the implementation of social services at the level of municipalities requires time, commitment and efforts of the organization and its members to actively cooperate in building a community plan of social services. Members of the community planning team should be trained and mentored to be able to participate in the planning of a community plan that should ensure the synergy of the planning process. They may have skills but must be motivated to do so.

The best motivation for community and community planning members is a reward in the form of a functioning social environment and social services provided. The reasons for engaging the community in social planning are many. Community members can help policymakers understand their lives - difficulties encountered, their needs and social problems that need to be addressed. Participation allows members of the community to help create a policy that really works to meet their needs.

1. LITERATURE REVIEW

Health care was the top priority out of all social care services, with approximately four - fifths of elderly people stating that they required this service [Hu et al. 2015; Huang, Li & Zhao 2014; Tian & Wang 2014; Wang 2013; Zhou, Yan, Zhao, & Qi 2001].

The direction of development of social care for elderly people has been further clarified by the central government since the turn of the 21st century. Until 2015, over 30 policies had been published by relevant government departments with the aim of promoting social care for elderly people [Li, Zhang, Chen 2015]. In addition to healthcare services, the social services supported by the government included township nursing homes, which provided the “Five Guarantees” (guaranteed food, clothing, housing, health care, and funeral costs).

Social service policies have radically changed, along with the reform of the economic system from a planned to a market oriented economy. Influenced by neoliberalism, the government aimed to establish a new welfare system marked by a reduction of its responsibilities via the introduction of markets in place of the state [Hu 2012].

Social cooperation has historically played a pivotal role in developing socio-educational services for people with disability, there by contributing to counteracting the social isolation often associated with this condition. Using a mixed-design methodology, this study maps the diversity of perspectives on how the use of disability-related services run by social cooperatives impacts on and becomes meaningful to family life [Bucci, Vanheule, 2017].

Although the strategy of social welfare socialization conformed to the socioeconomic context, both central and local governments were confused about how to realize this goal. However, over 80% of elderly people prefer living with their family members rather than in nursing institutions, especially when they are disabled or frail and need assistance to maintain daily living [Wang 2013; Wang & Schneider 2000].

The goal of building a moderately prosperous society in all aspects requires the development of an effective social care system for elderly people [Zhu, Walker 2017]. Trust building in process of planning may require a lot of community work – door-to-door agitations, personal conversations, small meetings at resident houses, before community is prepared to incur the risk of social planning [Segal, Brzuzy 1998]. For establishment and planning of social community plan of towns and villages it is necessary to perfectly understand history of the place, social structure of society and to know community members.

Until 2015, over 30 policies had been published by relevant government departments with the aim of promoting social care for older people [Li, Zhang, & Chen 2015]. One important shift was from institutional to home-based care, which is consistent with the global trend since the mid-1990s [Anttonen & Karsio, 2016; Ranci & Pavolini 2013].

Impacts of social planning are often not apparent. Sometimes, a social plan or a social policy that seems positive has in fact a deeply negative impact. In the past, after the Second World War, in the USA there were built apartment blocks, which were supposed to be clean, safe, comfortable residences for citizens with low incomes. Instead, their institutionalised character and isolation from main stream of life outside their communities, estrangement and misery led their inhabitants towards criminal activity and horrific life conditions [Dalton, Maurice, Wandersmann 2007].

According to Kasanova, A. community work and community planning are aimed at a model of community care and simultaneously at cultivation of social network and voluntary work. The main objective is to satisfy community needs [Kasanová 2007]. With reference to Matouška, O. community planning might be defined as follows: Community planning represents a process, which is aimed at mapping local needs for social work and comparing them with local resources [Matoušek 2007]. In general, this is a method of planning with immediate participation of public, where community can be considered as those affected by a given area, or those who will utilize services of a given area.

„For the needs of community planning of social services a community is represented by borough or a micro region and community planning is a mean of seeking help for certain social groups of this borough, which may require this help“ [Artimová 2008].

A community plan ensures a cooperation of public in preparations and implementation of the process. Hence, citizens have a possibility of involvement, participation of borough or town happenings. “They have an option to point out problematics of social services – their quality, accessibility. The process of a community plan creation allows its participants to feel involved and deepen their relationship towards a community. Together they seek possible solutions, resources and hence increase their effectivity“ [Vereš 2013].

This article is unique because similar studies abroad are not reported only in Slovakia within individual regions in the form of a community plan, which is not published.

2. METHODOLOGY AND DATA

The main objective of this paper is to analyse and research demands of citizens on social service providing in relation to the age of citizens in the researched

community, based on theoretical knowledge acquired from foreign and national literature. Consequently, by means of community planning to plan social services, to satisfy needs of individual community groups and also to be in accordance with local specifications.

For achieving the main goal is conditional upon setting and fulfilling the following sub-objectives:

- based on the comparison of the definitions of social planning published in recent years in foreign and Slovak literature theoretically define the concept of social planning,
- to analyze and to define concepts related to social planning issues and describe their relationship with community planning of social services,
- to identify basic questions of the survey questionnaire that help analyze questions and then synthesize the respondents' answers to the survey questionnaire,
- to determine of hypotheses and subsequent verification of dependence on the studied variables,
- to establish interdependence between the surveyed variables mentioned in the questionnaire,
- to set the basic objectives and priorities of individual target groups,
- to design possible solutions for the social area of community planning.

Respondents of the research were mainly represented by a sample of citizens in retirement age and citizens in a mid-age group from 30-50 years. We found out, that it was possible to obtain a sufficiently structured research set representing borough citizens.

The research set has collected responds of different groups of citizens and different environments. The set is sufficiently diverse based on a type and composition or size of a household, according to the highest education or age of household members, as well as socio-economic situation of household. Therefore it can be assumed that it captures experience, needs and attitude of borough citizens with different living situation.

A questionnaire was selected as a tool of research. The questionnaire consists of 14 questions regarding social services provided in a borough.

Methods and methodology of the research were defined based on the connectivity with the main objective of the research. In the research of background material findings especially following methods were used:

- Analysis in processing of theoretical knowledge and questionnaire processing,
- Synthesis method in conclusion making for individual chapters and analysed events,
- Comparison method in processing of community plan emerging from comparison with original setting of borough,
- Observation method in searching visual elements in surroundings,
- Induction and deduction method in forming proposed solutions of current condition for community plan.

In the research result processing there were used also special methods – mathematic-statistical. In the final phase there was applied a combination of the mentioned methods, apart from the listed methods, with the purpose to achieve higher quality research outputs and acquire the most relevant information.

The object of the research is the separation of social services provided in the municipality over 5000 inhabitants in Slovakia. By applying a method of community planning we analysed the current condition of social services and consequently based on proposals collected from different methods we determined a direction of social services with an aim to increase life quality for people in the borough. We realised quantitative research.

3. EMPIRICAL DATA ANALYSIS

Out of 120 addressed respondents, 100 took part in a research. There were 83 questionnaires, which represents 69.16% out of the whole of addressed respondents. The research was realized on grounds of combination of random respondent selection.

Respondent accosting came through via random, direct respondent addressing, residing in a village. In order to secure a high validity of the questionnaire research, the questionnaire was completed together with respondents with a detailed description of a question.

In the questionnaire we asked respondents about which social facilities and social services would you be interested in in the community to increase social empathy from the point of view of the municipality. In determining our hypotheses, we were dependent on the decision of the respondent about the need for a social facility that is interested in its age.

In collecting questionnaires we applied an observation method in personal meetings with citizens, respondents of a questionnaire survey.

Another method applied in collecting questionnaires was a special method – directed interview method, which was applied when collecting information and knowledge required for research realisation. Questionnaire collection was realized via direct contact with respondent, who was provided a questionnaire content description in the filling out process.

For statistical verification purposes of dependencies of two variables we defined the following hypothesis:

H: Requirements for social service providing differ with growing age of respondents:

Within the partial part of the research we asked questionnaire respondents about their age with the aim to determine the age impact on social services in the borough. As we found out the age of addressed respondents is highly dependent on the kind of social services required. Their responses were closely connected with the phase of life they were currently at. 83 respondents took part in the research, represented by 53 women and 30 men. The number of women exceeded the number of men by 28%.

The age structure of respondents was following:

- up to 18 years – 0%
- from 18 to 24 years – 52%
- from 25 to 49 years – 39%
- over 75 years - 9%.

A respondent sample in relation to family condition represented 51% of married respondents, 13% respondents were single, 28% were divorced and 8% were represented by widows. Based on the respondent structure in relation to their

family condition there were also findings regarding required social services for family support.

Respondents participating in the research expressed their opinion that in share of 95% it would be necessary to provide social services in facilities of temporary custody for children. Remaining 5% in share of 3 % expressed the need to provide social services in day care centres for children and families and 2% of respondents addressed the need to implement help in personal care for children and support coordination of family life and working life. Within the statistical analysis to evaluate the empirical data was used Chi – quadrant test.

H: Requirements for social service providing differ with growing age of respondents.

Table 1. Calculation of dependence of two variables

	25-49 years	50-75 years	75 + years	Sum
Social service providing in day care centre for children and families	2	8	1	11
Assistance in personal care for child and support for coordination of family and working life	4	12	3	19
Social services providing in facilities of temporary custody for children	37	12	4	53
Sum	43	32	8	83

Source: own process of calculation

Calculation of chi-quadrant:
$$\chi^2 = \sum_i \sum_j \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Chi -quadrant = 19.971

Calculation for degree of freedom: $df=(s-1)*(r-1)$

$Df=(3-1)*(3-1)$

$Df= 4$

$P=0.00050603$

Hypothesis was confirmed, because P is smaller than 0,05.

4. RESULTS AND DISCUSSION

The main objective is to secure favourable living conditions for families with children and youth, peaceful life with help of provided social services, facilitating life for citizens in a borough. Discovering research results we can conclude that corrective measures for the determined target group were following:

1. Providing a sufficient capacity of kindergartens and nurseries

Currently, a kindergarten capacity does not cover the demand for this service. The objective is to build and broaden the existing capacity of kindergarten with the aim to cover a demand and hence allow parents to return to their workplaces. There

would also be a big advantage in building nurseries for children younger than 3 years.

2. Support of non-formal and formal citizen activities oriented at helping families with children.

Organizing charitable activities and actions to support families in need is one of the possibilities how to offer a helping hand to citizens and young families in the form of clothes and toys collections for families in need.

3. Support of free time activities for children and youth

These activities assist prevention of harmful socio-pathologic events especially at young people, unemployed, or other target groups. The aim is to continue, or broaden realisation of cultural, sociable and sport activities, with already existing tradition in a village such as winter carnival, May pole building, village days – bonfire, festival, St. Nicolaus day and many others. The main target of these measurements is to fulfil a role of an effective prevention of a social isolation of a target group.

4. Initiate facilities of supported living

Nowadays, one of the major issues of young families is a possibility to become independent and create home for their own family. One possibility would be participation in projects for construction of social apartment buildings for young families with children. The village has already organised a construction of flats for the mentioned target group which was met with a very positive feedback and high demand.

5. Establishing club organisations for families with children and youth

In order to exchange experience and socialise young mothers and parents, it is positive to establish a club for baby and mothers. On monthly bases, there are regular meetings with paediatricians, counsellors and specialists from different areas, who answer questions of young parents regarding nutrition and child upbringing.

6. Providing financial contribution to secure lunches for children from families applying for social contributions.

Management of the municipality devotes financial means to contribute to children attending primary schools or kindergartens in amount of 0.7 cents/per child as an aid for families in financial need.

7. Establishing playgrounds, multifunctional sport grounds and stadiums

In modern world full of technological conveniences it is positive to set up playgrounds and spaces for physical activities for children and youth with the aim to socialise and fulfil free time of kids. The establishment of chess clubs, tennis clubs, ping-pong clubs are also a possibility how to engage children while securing at least some physical activity.

8. Organising annual children events, such as St. Nicolaus day, Winter carnival, Children´s day, ...

Organising children´s events belongs to the best solutions of cultural living of young people. The events allow them to be culturally involved in the society, young ones

can meet to exchange experience. There is a space created for children to make friendships, make memories and to know traditions better and it has a positive mental impact on the social development of children.

9. Establishing a free time centre for children and youth

A free time centre is an establishment with great demand from parents of school attending children. Especially in situations such as a teacher strike or during summer holidays when parents do not have an opportunity to leave their child with relatives. One of possible options would be organising summer camps for children from the village till a certain age level.

10. Securing a work assistant for children with health disability at a kindergarten.

The village has an opportunity to apply for a contribution for a work assistant for citizens with health disability. The village utilises this opportunity for the kindergarten, where a young assistant helps a child with disability to socialise. From the point of the mental and physical development of a child it is a very favourable solution. In the future the management of the municipality plans to apply for the mentioned contribution in the form of social service support for families in need.

CONCLUSION

The management of the municipality intends to secure and create favourable living conditions for comfortable and secure living of their citizens. The community planning of the village is aimed especially at the development of community social services and thus the services are provided in such manner that the citizens remain in their natural environment while their needs are satisfied.

Within the preparations of the community plan for the borough we divided target groups into two parts. The first group is represented by seniors and citizens with health disability and the second group is represented by families with children. These two target groups cover the entire composition of the borough with no regards of nationality, age, racial integrity or gender.

A community plan of social services is created for all citizens of a borough with no regards of above listed groups, e.g. age, gender, racial integrity or nationality.

The presented empirical research was the main base for determination of basic target groups to provide social services to. The respondents' answers were an impulse for the borough leaders and management in setting strategic objectives. The aim of the community planning is to map, analyse requests of citizens and collect data assisting in social planning and following implementation of activities with an intention to make activities more effective. Ground pillars of successful functioning of any borough are functional health services, offered social services, borough facilities, technical infrastructure and effective utilisation and maintaining tradition and history. Maintaining of the stated pillars results in citizen's satisfaction, which is a main intention of every village. The support of young families and youth belongs to strategic goals as well, considering that a beneficial village must on attracting young people in order to secure minimal emigration and a dynamic growth of the village. Last but not least we must highlight the importance to maintain the composition of citizens. Minimisation of inadaptable citizens and maximisation of citizens contributing to the village development. Rating and image of a village have a strong impact on the composition of citizens. A growing number

of inadaptable citizens decreases an image of the village, demand for estate and number of newly moved citizens.

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