Digital Empowerment for Urban Ageing: The Case of Dishui Charity

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Abstract:

With the deepening of population ageing and the gradual improvement of people's living standards, the multi-level and diversified service demands of the elderly groups continue to grow, and the elderly care industry is in urgent need of upgrading. Digital empowerment of the elderly service industry is an innovative move to promote the high-quality development of elderly services, establish an Internet channel for medical and nursing care integration, promote the upgrading of elderly products supplies, and promote the further improvement of the quality standard system of the urban elderly industry, digital technology empowerment provides a new impetus for the high-quality development of elderly services.

Keywords: digital empowerment; urban; retirement; older

Introduction

The elderly service industry is not only a livelihood cause involving the well-being of hundreds of millions of people, but also a sunrise industry with huge development potential. The deep integration of digital platforms with public services and social governance is a major trend [1]. The use of digital empowerment to help the urban elderly industry, enhance street and community services for the elderly, build and improve street and community volunteer teams for the elderly, improve the capacity of elderly institutions and elderly service organizations, target professional training for relevant practitioners, carry out and improve the popularization and promotion of elderly policies, rely on artificial intelligence The government will also promote the development of high-quality elderly care services by improving smart elderly care products and services based on artificial intelligence technology.

1. Digital empowerment of street communities to help provide services for the elderly

The internal logic of digital technology-enabled elderly services lies in data as a key production factor, using the Internet to provide information services for the elderly, establishing elderly profiles, building intelligent elderly platforms and online social platforms, and promoting shared elderly care models [2]. As the main service target of the project, the elderly are the core of the whole elderly service link. The elderly profile should cover the basic information, relatives' information, interests, health records, contract attachments, activity records, service records, associated volunteers, associated carers and membership card information of the elderly. The platform takes into full consideration the sharing and interconnection of data in multiple places according to the regional affiliation of the elderly in the

design of the elderly profile, as well as the actual multi-dimensional statistical analysis of some key segments. The smart elderly platform can also combine elderly services with community services by carrying out activities such as volunteer services and community services, featuring volunteer services, using smart elderly service centers and institutions as assistants, integrating and managing volunteer resources, collecting and releasing information on services for the elderly through call centers, websites and self-media, and conducting unified deployment, statistics and use of service time for the elderly, establishing a volunteer service for the elderly Database, elderly service demand database and volunteer service database. An online social platform can also be set up so that older people can communicate with other older people anytime, anywhere, share experiences and knowledge, and enhance social connections [3].

2. Build and improve the street community senior volunteer team

Building a team of elderly volunteers in the street community and encouraging mutual help among the elderly in the community can enhance the sense of participation of the elderly [4]. Firstly, we should do a good job of publicity and promotion. Through various publicity channels, such as community radio and community websites, we should popularize the meaning and benefits of volunteering for the elderly to residents, and at the same time attract more volunteers to join. Secondly, recruitment and management mechanisms should be established. Social networks and media websites can be used to broaden recruitment channels and methods, and reasonable volunteer storage standards and processes, perfect training mechanisms and plans, effective incentive mechanisms and rewards, good communication and feedback mechanisms, as well as scientific management

and evaluation of volunteers to ensure that problems can be identified and solved in a timely manner and to ensure the stability of the senior volunteer team and service quality.

3. Enhance the capacity of elderly care institutions and organizations providing services for the elderly and provide targeted professional training for relevant practitioners

Elderly care institutions and service organizations for the elderly will be the place for most elderly people in the future. Humanized hardware facilities for the elderly environment will not only allow for physical rehabilitation, but also recreational activities for the elderly and improve the quality of services. It is also important to target and enhance the professionalism and expertise of the relevant practitioners. It is particularly important to help enhance the future elderly care environment through digital empowerment. Firstly, for the management staff of the institutions, the professionalism, leadership and management skills of the managers are enhanced through training. Secondly, for the service personnel of the institutions, they must strictly implement the laws, regulations, rules and standards related to medical and health care and elderly care services, so as to provide professional, standardized and safe medical and elderly care services for the elderly [5]. The biggest problem for many elderly people when they enter an institution is that their children are not around and they are very lonely inside, which can easily lead to psychological problems if they suffer from illness, so it is important to train service staff in psychological counselling [6]. Thirdly, we should upgrade the methods and tools of elderly care, add more intelligent means, promote "Internet+" elderly care services, and cultivate new forms of intelligent healthy elderly care services [7]. For example, wearable devices, portable health monitoring devices, self-help health testing devices, intelligent elderly care monitoring devices, home service robots, etc. It is also important to conduct training on the smart elderly service platform, understand the commonly used smart testing equipment products and data service standards, and learn about the professional products equipped in the Internet+ system. For the intelligent aged care service system, the personnel involved in the training must understand the role and functions of the intelligent aged care platform system, the operating skills of the intelligent aged care platform system, and the troubleshooting of the intelligent aged care platform system. Meet the needs of diversified and personalized healthy ageing.

4. Develop and improve the popularization and dissemination of science and technology on elderly care policies

In order to raise awareness of the elderly policy and further promote the implementation of the "Internet+ Ageing" service policy, the team of social workers and volunteers should be expanded, and services can be carried out at the grassroots level through setting up information and consultation desks to explain policies on the spot, distributing leaflets, posting advertising banners and bulletin boards, and conducting lectures, so as to do a good job of promoting elderly care policies. Attention should also be paid to the combination of online and offline, pushing knowledge related to elderly care policies through WeChat groups, public numbers and smart elderly care platforms [8]. Encourage the upgrading of elderly service tools for the elderly, their family members, enterprises and elderly care institutions, and promote smart elderly care service platforms. The distribution of internet resources is not evenly distributed among elderly groups [9]. and some elderly people may not be able to afford computers, smartphones and other devices, or have some difficulties in using the internet [10]. For some people who are financially stressed and do not know how to use smartphones, etc., door-to-door services are adopted in conjunction with practical activities for the people, so as to improve the satisfaction and recognition of the public in general.

5. Summary

At present, China's "Internet+ Ageing" is still at a preliminary stage, and the smart ageing service is still facing multiple challenges and tests from technical effectiveness and service synergy, and needs to explore and explore more markets to further improve the suitability, convenience and accuracy of smart products. With the advancement of marketization and digital empowerment, a sustainable "Internet+ Ageing" model will be gradually established, and the use of information technology will continue to do a better job in digitalization, wisdom and precision of ageing care, and continuously improve the level of ageing care services.

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