
Innovative Technologies of Management of Social Work in the Russian Federation

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Abstract:

The purpose of studying innovative technologies of social service of elderly people in the Russian Federation is to analyse and synthesize the best regional practices on the organization of social work with elderly people.

It is particular importance during political and economic crisis when elderly people become the most wounded group of the population.

As a result of this research it has been revealed that the main document organizing social work with elderly people is "Road map" at the regional level.

It is described as the basic principles of increase in efficiency and quality of services in the sphere of social service of the population in the Novgorod region for 2013 - 2018. The training, medical-correctional, social and psychological, health saving and spare time of work are revealed with citizens of elderly age.

Keywords: *Innovative technologies, management of social work, social service of elderly people, regional aspect.*

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1. Introduction

In the Russian Federation in recent years, the problem of social work with elderly people gains national meaning. On the one hand, elderly people are rather numerous group in the total number of the population of the country. On the other hand, the state concerning pursues the social policy. This category of people indicates that as social object of management elderly people aren't always interesting to our society therefore they are socially poorly protected (Kusina and Fisenko, 2015; Yershov and Tolmachev, 2009).

In the conditions of the social and economic crisis endured with the Russian Federation, the citizens of elderly age fall into more difficult situation. It causes need of serious transformations for social policy, formations of qualitatively new legal and organizational mechanism of the social security. The exclusive part is at this conjuncture assigned to management of social work. It is intended to generalize numerous innovative technologies of assistance to elderly people in the regions and to promote introduction of the best them at the federal level.

2. Materials and Methods

The operating system of social service of the population was created in the 90th of the 20th century and needs the reorganization directed to increase in availability, quality and efficiency of the provided services (Siniavskaia and Omelchuk, 2014). Despite the pursued policy, the Russian citizens of elderly age resort to services of institutional establishments of social protection much less than in Europe. It is connected with a variety of reasons. First of all, orientation to targeted social support elderly declarative character leads to the fact that is not covered a big group of elderly people. Secondly, public influence and ideology of the nation, which only approaches recognition of independent value and the importance of advanced age. It has significant effect on structure of the social help to elderly people.

3. Results and Discussion

3.1. A general characteristic of the innovative technologies, which are realized by management in the social work

The introduction of innovative technologies in management of social work is directed to achievement of the specific priority goals, such as:

- ✓ to follow the rules and provide the safe conditions for elderly people;
- ✓ to improve the quality of life and preserve independence at elderly age through providing social services;
- ✓ to render the effective support to the families, who give to elderly people family care;
- ✓ to establish the partnership at all levels.

The social support and the social help to elderly people are implemented in the social practice at such main levels as macrolevel and microlevel of social work (Sheldon and Macdonald, 2009; Ermakov and Hmelevskaia, 2014).

The macrolevel means, what the measures are taken at the level of the state and society in relation to elderly people as to one of social communities. Its basic elements are:

- ✓ a formation of the social policy, what is interested in elderly people;
- ✓ a development and implementation of the appropriate social federal programs;
- ✓ the formation of system of social and economic support by elderly people;
- ✓ training of specialists for work with them.

Microlevel of social work with elderly people means, these are the measures taken by particular people and structures concerning the certain elderly person (Bonnie, 2009). It is taken into account his/her personal features, a social environment, the opportunities of the specific expert. Both of these levels constantly interact among themselves in real social practice, supplementing, concretizing. Moreover, sometimes it compensates each other.

Among the new technologies that have found practical application in work of the Centers of social service in again organized and existing institutions of social protection. It is possible to allocate inclusion in social and preventive, educational work with elderly clients of specialized programs of control of rates in biological aging. Their main content makes the help in self-knowledge, disclosure of creative potential of the personality. In addition, it trains in optimum use of reserve opportunities of an organism.

The main role in assistance to pensioners is played with the centers of social service. Because it is improvement of system of the types and forms of social service. It includes a complex of services (medical, municipal, trade and others), to the represented citizens of elderly age. Their versatility became characteristic feature of the centers (Adonina *et al.*, 2015).

Organizational and methodical social work with people of retirement age includes definition of a perspective of the address to the social worker. These are as statement of the social diagnosis and planning of the social help; combination of efforts with other experts for the purpose of the most perfect solution of the emerged problem; social work with a family of the elderly person.

3.2. General characteristic of social institutions in the Novgorod region

According to the Edict of the President of the Russian Federation of May 7, 2012 No. 597 "About actions for realization of the state social policy" (Edict of the

President of the Russian Federation, 2012) in the Novgorod region "Road map" was developed. "Increase of efficiency and quality of services in the sphere of social service of the population in the Novgorod region (2013 - 2018)" (The Constitution of the Russian Federation, 2016; The Federal Law, 2004).

"Road map" is aimed at providing availability, increasing in efficiency and quality of providing services to the population in the field of social service. Thanks to "Road map" in the area the system of social service of the population, what allows providing in due time to the population the wide list of social services and social guarantees. They are established with the federal and regional legislation. Forms of work with the population are improved for the fullest satisfaction of needs for social services. There is a constant search and introduction of new forms and technologies of social service.

Now 67 organizations of social service of the population function in the state system of social protection of the population in the Novgorod region. Nevertheless, in the field, there is a waiting list of the citizens of elderly age and physically challenged people for receiving social service remains. The following institutions of social service of elderly people and physically challenged people work in the Novgorod region:

- ✓ there are 26 stationary institutions. From them these are 20 houses boarding schools of the general type, 5 psychoneurological houses boarding schools, the children's house boarding school for children with limited possibilities of health;
- ✓ there are 13 centers of social service of citizens of elderly age and physically challenged people;
- ✓ there are 4 complex centers of social service for the population;
- ✓ there is a center of social adaptation.

Social services annually receive more than 55000 citizens of elderly age and physically challenged people in institutions of social service. It makes 40,6% of total of citizens what are more older than working-age, living in the region. Generally, it is lonely and living alone elderly people.

The priority direction of social service of citizens of this category is the rendering services at home, what is organized in all municipalities of area. This form of providing social services keeps the habitual environment of activity for citizens. In addition, it is more economic in comparison with stationary social service.

In the field of social service of the Novgorod region, social support of citizens of elderly age is carried out in stationary, semiportable forms and at home. The main types of social service are social service at home, social and medical care at home, service in offices of temporary stay, service in social and leisure offices, rendering the urgent help, benefit by social services.

3.3. Stationary form of service of citizens of elderly age

This form of service of citizens of elderly age is implemented in the directions: training, medical-correctional, social and psychological, health saving, spare time.

The training direction. One of the most popular directions, "Computer literacy" is at recipients of social services. 24 institutions of social service of a stationary form implement this technology of work. In the course of training, elderly citizens study a work on the computer and train to work with Internet. Elderly citizens study to work with the portal of the state services, Sberbank online, etc.

The medical-correctional direction is implemented in the innovative directions. There is a relaxation therapy, art therapy, a music therapy, etc.

Relaxation therapy is individual lessons with relaxation, decrease in a tone of muscles. The main destination of relaxation therapy is overcoming stressful situations, decrease in tension. Therapy is directed to formation of positive, emotionally stable background.

The art therapy is directed to formation positive perception of the world, prevention of diseases of joints. It gains distribution. Art therapy takes place in a form of individual lessons.

Relatively, the new direction is ***the music therapy***. It is a choral and individual singing. This technology is implemented with 3 institutions. The recipients of services develop the emotional background, mood, the general health improves, and memory improves, the interpersonal frictionless relations, creative abilities.

Circle of readers. It is a training in expressive recitation, acquaintance to works of poets. In process there is an improvement of memory, mood. The technology is directed to involvement of elderly people and disabled people to certain types of creative activity, to restoration and compensation of the broken functions with means of various work, extension of opportunities of self-realization.

"Technology of scrappy sewing of „**Liapochikha**”. The technique of Liapochikha is sewing of small cut fabric strips on a basis. Separately sticking out panes of fabrics is called „Liapochok”. Different products are made of small scraps of the fabrics, most different in the invoice: scrappy covers and blankets, pillows, rugs and many other things. This technology demands concentration, accuracy of sewing. The lessons with this type of creativity help to reduce stress, develops both cerebral hemispheres and small motility of hands, which promotes saving the trenchant firm speech, memory. It develops thought processes, imagination, creative abilities. The program provides a choice of work: the lesson of arts and crafts, the work in the garden: planting of flowers in the flowerbeds, weeding, watering, care of outdoor plants and flowers, work therapy.

The Magical World of Paper is a type of work with paper - origami. It promotes creativity, helps to broaden their horizons, develop attention, thinking, and imagination. It develops fine motor skills of hands.

3.4. Semi-portable services for elderly citizens

This form is implemented in the training, medical correctional health, social-psychological, health saving and spare time directions.

The training direction. Technology of "the training of computer literacy" assumes:

- ✓ it is training in bases of work with the computer;
- ✓ it is ability to work with the MS Office applications (MS Word, MS Excel, MS Power Point);
- ✓ it is training in the basic principles of work on the Internet;
- ✓ it is ability to use Internet resources, means of electronic communications and resources of the electronic state.

The lessons provide availability to elderly citizens of the state information resources.

Medical and correctional direction:

Work therapy: Involvement of elderly people to certain types of creative activity, promotes restoration and compensation of the broken functions of an organism, extension of opportunities of self-realization. Among them, it is possible to call such types as decoupage, origami, modular origami, scrapbooking, quilling, knitting, work with beads, and embroidery as tapes, embroidery threads. At elderly creative abilities are shown, the mental state is normalized. There is a stimulation of functions of the struck system (body), physical and intellectual development, and correction of motive functions and normalization of the general. This direction is rather new in system of social service of the population of the Novgorod region. It is implemented with 1 establishment.

The social and psychological direction promotes increase in communicative potential, preservation of active living position. *The color psychology and music therapy* leads to change of a psychophysiological condition of the person, his resistance to stress, activity and communicative abilities. It is broadened their horizons. The creative abilities develop. Moreover, social and adaptive abilities become more active. *Club of the Scandinavian walking* is a lesson with the Scandinavian walking with physical activity, sparing and available to elderly people. At this group, the lesson promotes strengthening of health by elderly people and extension of their vital activity.

The spare time - direction is presented with *the social tourism*. It is assumed carrying out excursion trips, backpacking, and visit of the museums, significant historical, cultural, and memorable places. In the course of lessons, there is an

organization of the correct and useful rest of elderly people, counteraction to an inactive way of life, expansion of a circle of their communication. In realization of this technology, it is involved 7 institutions.

3.5. Social service at home

This direction consists in identification of lonely citizens of elderly age and the disabled people living in rural areas, needing providing social services. Realization of this direction is resulted with ensuring availability of social service. It means an approach of social services to their consumers, strengthening of attention to the citizens living in the remote settlements.

The service "Mobile Crew" consists in granting different types of social services to the elderly people and disabled people living in the remote settlements. Twenty one establishments realizes technology for work with elderly citizens "The social service of nurses". The service is among additional paid social services in leaving for citizens of elderly age and the disabled people needing permanent care at home.

The foster home for citizens of elderly age and disabled people is new technology. The purpose is ensuring stay of citizens of elderly age and disabled people in the habitual social environment, domestic surroundings, and the solution of their housing problems.

Now users of this service are 5 people. Social services with accommodation in a foster home of the social worker are provided to lonely and living alone citizens of advanced age (It relates to men of 60 years are more elder, to women of 55 years are more elder).

4. Conclusion

Thus, innovative approaches to the organization of social service of elderly people in management of social work of the Novgorod region are presented in three forms. These forms are stationary, semiportable and at home. They are directed to performance of the health saving technologies connected with preservation of a healthy lifestyle, optimization of medicinal therapy, an explanation with an efficiency and side effects of medicines, preventive actions for medical emergencies. The orientation technologies are directed to realization of social activity of elderly people in a family and society. It is about that the stimulating strategy, practice of inter-generational interactions, what were more widely used.

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