# Development Strategy of Education for the Elderly Based on the Perspective of Equalization of Public Services

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**Abstract:** It is an important measure to deal with aging, forge ahead in the new era and gather positive energy to conduct education for the elderly in a better manner. Since the reform and opening up, China has made historic achievements in the development of education for the elderly, and formed a relatively complete education system for the elderly in a relatively short period of time, which better meets the spiritual and cultural needs of the elderly. However, we should also see that the regional imbalance and low quality of supply of education for the elderly still exist in China. Based on this and from the perspective of public service equalization, this paper firstly analyzes and sorts out the main problems in the current development of education for the elderly in China, with focuses on the actual situation.The development strategy of elderly education was proposed from aspects of strengthening the basic theoretical research, the development orientation of aged education, strengthening the construction of old school, balanced layout of elderly education resources, strengthening the construction of old education team, diversified supply with hope to further promote the new age old education enterprise innovation and development to provide some ideas for further promoting the innovation and development of education for the elderly in the new era.

*Keywords*: education for the elderly, development strategy, equalization of public services

## Introduction

The number of people aged 60 and above in China has exceeded 264 million, surpassing the total number of people aged 0-14 for the first time, according to data from the seventh national census, which further exacerbated the aging of China's population. The development of education for the elderly is an important measure to further improve the quality and level of spiritual and cultural life of the elderly, and to realize the goal of providing the elderly with opportunities to enjoy themselves do something in the old age. It is of great significance to maintain the harmonious and stable development of China's social society. Since the reform and opening up, China has made great progress in education for the elderly. The overall scale and comprehensive quality of education for the elderly have reached a certain level, which better meets the needs of the masses. However, we must be aware that with the further aggravation of aging in China, the existing system, institutions and facilities have been unable to better meet the needs of the masses, especially with the increasing number of elderly groups with higher education and knowledge levels, and the spiritual and cultural needs of the elderly are more diversified. The existing education system for the elderly is unbalanced and inadequate, such as the imbalance between the north region and the south region, the imbalance between urban and rural areas, and the lack of supply in big cities. In addition, it failed to meet the diversified and personalized needs of the elderly masses in traditional music, chess, calligraphy, poetry, life science, medical care and other contents. The new era calls for further reform, innovation,transformation and development of education for the elderly. Therefore, it is of great practical significance to discuss the development of education for the elderly based on social reality and the perspective of equalization of public services.

## 1. The importance of strengthening education for the elderly in the new era

### 1.1 Developing education for the elderly is an important measure to build a learning society

With the increasing proportion of the elderly population in China, the development of education for the elderly is an inevitable requirement to further improve the comprehensive quality of the elderly population and improve the quality of life of the elderly. To develop education for the aged is an important measure to enhance the comprehensive quality of the whole people and build a learning-oriented society.

## 1.2 The development of education for the elderly is the inherent demand given by the construction of common spirit

The development of education for the elderly is the requirement of the Party and the government.It is the internal demand of constructing the spiritual common wealth, which is also the important way to play the role of the elderly group, and the due meaning of promoting common prosperity to realize the equalization of public services, and thus promoting the comprehensive sharing of development achievements.

## 1.3 The development of education for the elderly is an important way to practice a positive view of aging and contribute to China's health

There is a increasingly strong demand for health care based knowledge continues in the aged group. The development of education for the elderly can guide and educate the elderly to set up correct health values, which plays an effective role in dealing with all kinds of pseudoscience and false statements in the current society, and thus establishing a scientific and healthy lifestyle and a social harmony.

## 1.4 The development of education for the elderly is an important guarantee to improve the effective supply of labor force and realize the realization of active aging

With the further implementation of China's delayed retirement policy, the number of elderly working population over the age of 60 in China will further increase in the future.The development of education for the elderly will help improve the overall quality and level of labor force, and provide a basic guarantee for more elderly groups to start their own business, play the role of elderly talents, and achieve the realization of the elderly.

# 2. Problems and bottlenecks in the development of education for the elderly in China

## 2.1 Insufficient basic research, imperfect standards and norms, and imperfect education system

Education is a systematic project, and the elderly group is a special group. Education for the elderly is not equal to student education and continuing education.Based on this, there have to be an independent and mature theory and knowledge system. Currently, there is a vacancy in the industry in this aspect, such as the lack of mature and systematic teaching theory system and lack of long-term development plan without clear teaching objectives and outline, industry standards, teaching quality evaluation and so on. In addition, regarding the education for the elderly, the composition system is still relatively chaotic,with problems in over-dependence on university and school education for the elderly, insufficient development of distance education in community education, low development and utilization of teaching resources, disconnection with the needs of the elderly group and so on

## 2.2 The overall supply is insufficient, with obvious regional and urban-rural differences

In general, the overall supply of education for the elderly in China is insufficient to better meet the increasing number of elderly people and the needs of diversified needs, with the prominent imbalance of resource allocation. The reason lies in that the development of education for the elderly is unbalanced and inadequate with low level of quality and efficiency in development, low level of universal benefit and inadequate efforts in diversified support. For example, in terms of overall geography, education for the elderly in the south region is much stronger than that in the north, and urban areas are far ahead of rural areas. It is a luxury for rural elderly groups to enjoy education for the elderly. Even so, in southeast coastal cities, due to the strong demand, many elderly people "find it difficult to get a opportunity for studying" and "the elderly are reluctant to graduate".

## 2.3 The lack of professional education personnel makes it hard to meet the diversified needs of the elderly education

Another important factor in the insufficient supply and low quality of education for the elderly is the lack of professional talents, especially the lack of professional counterpart teachers. At present, there are fewer specialized universities for the elderly in China,and there is fewer professional teachers for the elderly. Many teachers are part-time teachers. The number, education background, teaching experience and teaching experience of teachers are insufficient, which is in contradiction with the diversified needs of the elderly group.

## 2.4 The low pace of development of digital education for the elderly with limited education channels

Digital education and information education are the fastest developing fields in the field of education at present, but there is an opposite trend in the field of education for the elderly, and the problems of "digital divide" and "digital poverty"

among the elderly are still in prevalence. However, the number of Internet users of the elderly group in China is increasing. Developing and using online platform system suitable for the elderly as soon as possible is one of the important measures to effectively supplement the shortcoming of education for the elderly.

# 3. Development strategy of education for the elderly from the perspective of equalization of public services

## 3.1 Strengthen the theoretical research on education for the elderly, clarify the development orientation, and build a five-in-one education system for the elderly

Initially, relevant departments should concentrate, integrate and expand theoretical research resources of education for the elderly based on the development of education for the elderly and carry out basic theoretical research and applied research of education for the elderly so as to provide policy basis and scientific guidance for the long-term healthy development of education for the elderly. In particular, we will fully implement the concept of equal access to public services and ensure that the fruits of development are shared by all. Second, it is necessary to draft a medium — and long-term plan for the development of education for the elderly, study and formulate standards and norms for the education industry for the elderly, and carry out education and teaching quality evaluation to evaluate and identify demonstration institutions,as a result,the gradual standardization of education for the elderly can be promoted.

The third is to study the education and teaching system for the elderly, guide and promote teaching reform and innovation, organize and carry out teacher training, theoretical discussion, information exchange and cooperation and other related activities, and guide and promote the construction and sharing of digital teaching resources. Fourth, we should adhere to high-level guidance, create a new pattern of "five-in-one" integrating independent education for the elderly, grassroots community education for the elderly, school education for the elderly, distance education for the elderly, and social education for the elderly, and promote the high-quality development of education for the elderly.

## 3.2 Establish and improve the education system for the elderly and reduce regional and urban-rural disparities

Relevant departments should further strengthen the use and allocation of education resources, and give priority to development of central and western regions, remote areas and rural areas. They should actively break the barriers of regional development differences, strengthen the overall development strategy of "Development of East region and then west" and "Development among cities and  then for countryside development",which can promote the balanced development of education for the elderly. The second is to set up an education alliance for the elderly, absorb universities for the elderly.Local large and medium-sized colleges, vocational colleges, science, education, culture and health departments should effectively integrate educational resources, explore collaborative promotion mechanism, give full play to the advantages of each unit in the field of units, reform and innovation, and promote the development of inclusive education for the elderly. Third, policy-oriented support. Relevant departments should adhere to the concept and principle of equal public services, balance investment in education for the elderly across the country, actively explore third-party financing channels, and reduce the gap between the north and the south and between urban and rural areas in education for the elderly.

## 3.3 Establish diversified teaching resources to get through the "last mile" of education for the elderly

Diversified schooling is an important measure to break the bottleneck of the development of education for the aged and realize the balanced development of education for the aged. Local governments should improve and enrich the supply of education resources for the elderly in line with the principle of resource sharing, and give priority to vulnerable areas and rural areas. Great efforts should be made to fully mobilize all kinds of educational resources, build a three-level network of running schools in counties, towns (streets) and communities (villages), and build "education for the elderly at home" so that the elderly can enjoy excellent education without leaving the "village (community)". We must continue to take universities and schools for the elderly as the leading role.

Various colleges and universities, vocational education schools and social training institutions should make full use of community resources.

Teaching service points should be built in areas where elderly people live in concentration, and 15-minute learning circles should be created.We should actively explore the service model of combining education with care, organically combine education for the elderly with old-age care services, rely on community old-age care institutions and community

service centers for the elderly to provide old-age education services, and meet the educational needs of the elderly through multiple channels

## 3.4 Give top priority to the needs of the elderly group to create diversified and personalized education services

Education for the elderly in the new era can be achieved with attention to universal coverage, and more efforts can be made in the pursuit of diversified and personalized services and the improvement of the overall quality of supply.To meet the needs of the local elderly, we should innovate the education model and set up special courses to meet the diversified needs. For example, according to the characteristics and needs of the elderly, Hangzhou compiled its own teaching materials to create seven excellent courses, such as Tai Chi, Kung fu fan, waist drum and Yangge. It can meet the needs of elderly square dancing and fitness and leisure; A certain place in Hubei province, aiming at the problem of the wisdom gap of the elderly group, has launched a special course such as making short videos on smart phones.Local ethnic musical instrument playing is very popular in Shijiazhuang. The school for the elderly offers courses such as cucurbit flute.It is widely welcomed by the majority of elderly friends.In view of the fact that there are many elderly people who like sports in the community, the organization opens suitable projects for the elderly such as gateball, badminton and so on.

## 3.5 Strengthen the construction of senior teachers and improve the quality of education for the elderly

High-quality education for the elderly can be achieved with a high-quality team of teachers. Relevant departments should take effective measures according to local conditions to strengthen the construction of senior teachers. First, we will attract teachers through various channels and in various forms, encourage outstanding teachers to teach in universities for the elderly, and increase the number of professionals. Second, to strengthen cooperation with colleges and universities to set up a geriatric education research center to provide teacher training, curriculum research and personnel training for the development of schools. Third, based on social forces, teachers from training institutions and skilled craftsmen should be recruited as part-time workers, professional courses of various forms should be opened, and a unified and shared teacher and course bank should be established. Fourth, we encourage the elderly to teach the elderly and the young to lead the elderly, so that skilled elderly people can serve as teachers and enrich the structure of the ranks of elderly teachers.

## 3.6 Develop an online education platform for the elderly based on Internet information technology

All localities and departments should make use of the advantages of the Internet to further promote education for the elderly.In particular, rural areas should further strengthen the construction of distance education receiving points to solve the problem of the rural elderly to go to school. To combine the comprehensive characteristics of the elderly, design and develop education platform carriers suitable for the elderly, and provide all-round training and guidance, to ensure that the elderly can use. To develop all kinds of Wechat program for elderly,to provide convenient management and service tools for grassroots open schools for the elderly, etc.

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