

Constructing Child-Friendly Community: The Path of Child-Friendly Construction of Community Childcare Service

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Abstract: With the development of society and the change of family structure, more and more families need childcare services to take care of their children. At present, there are some problems in community childcare services in China, such as insufficient supply of childcare services, low service quality and high price. The construction of child-friendly community is an important way to solve the problems of space, security and inclusiveness. It includes multi-layer platforms such as demand integration, resource landing, service supply, space construction and organization management, absorbs and allocates multiple forces, including government, social organizations, enterprises, voluntary forces, families and individuals, and integrates various resources to meet the differentiated and personalized childcare needs of community members. The establishment of a child-friendly community can improve the use efficiency of community childcare resources, provide a safe, healthy and happy environment for children to grow up, and promote children's all-round development.

Keywords: Child-friendly Community; Community Childcare Services; Path Suitable for Children

1.Introduction

Child-friendly community refers to providing children with a safe, healthy and happy growth environment, meeting children's needs and rights and interests, and promoting children's all-round development. The construction of child-friendly community is of great significance to children's growth and development, and it is also an important part of social development. At present, China's community childcare service is facing many challenges, which not only affect the family's fertility willingness, but also restrict the improvement of China's population quality.^[1] In September 2021, the National Development and Reform Commission and other 23 departments

jointly issued the Guiding Opinions on Promoting the Construction of Child-friendly Cities, which made comprehensive and systematic arrangements for the construction of child-friendly cities. Therefore, how to improve the quality and level of community care services and build a child-friendly community through reform and innovation has become an urgent problem. In May 2019, the General Office of the State Council promulgated the Guiding Opinions on Promoting the Development of Infant Care Services under 3 Years Old, which clearly stated that the support for infant care services at the community level should be strengthened.^[2] This policy is one of the symbols of the rise of community care in China. On May 31, 2021, the Political Bureau of the CPC Central Committee reviewed and approved the Decision on Optimizing the Birth Policy to Promote Long-term Balanced Population Development, aiming at improving the population structure, maintaining the endowment of human resources and alleviating the declining trend of fertility rate by optimizing the birth policy, implementing the policy that a couple can have three children and supporting measures, among which community care has received unprecedented attention as an important supporting measure for the birth of three children. As the first environment of family life and the basic unit of social governance, the community is a community for residents to live a better life. Building "diversified", "substantive" and "universal" high-quality community care services is not only the frontier of providing basic public services, but also the "last mile" for the implementation of child-friendly community service policies and measures.

2. Demand Integration: Understand the Childcare Needs of the Community

2.1 Accurately Understand and Collect Childcare Needs

By means of questionnaires, interviews, observation and data analysis, we can fully understand the needs and expectations of families in care time, service quality, price level, educational philosophy, security and other aspects of childcare services. In-depth study of the differences in childcare needs of different family types, including dual-employee families, single-parent families, grandparents' care families, etc., to meet diversified needs.^[3]

2.2 Analysis of the Difference of Childcare Needs of Different Family Types

For nuclear families, safe, comfortable environment, good care and full physical and mental development are the main concerns of parents. The demand of nuclear families for childcare services is mainly reflected in the following aspects:

Professionalism: Nursery service institutions need professional knowledge and skills to provide scientific and healthy care for children.

Safety: As the child is the only child in the family, parents are very concerned about the safety of their children. Therefore, childcare service institutions need to establish a perfect safety management system to ensure children's personal safety.

Convenience: There are many nuclear families with dual employees, which require high geographical location of childcare service institutions and need to provide convenient shuttle service.^[4]

Educational: Nursery service institutions need to pay attention to children's education and training, provide colorful educational activities, and promote children's intellectual development.

Due to the particularity of family structure, there are some differences in the needs of single-parent families for childcare services. Single-parent families need to pay attention to the following aspects for childcare service institutions:

Psychological support: Children from single-parent families may have psychological problems and need corresponding psychological support and counseling from childcare service institutions.

Flexible arrangements: Parents of single-parent families may need more flexible childcare arrangements, such as adjusting working hours and holidays. Nursery service institutions need to provide flexible service items to meet the special needs of families.

Financial support: Single-parent families may have relatively low incomes and limited affordability for childcare costs. Therefore, nursery service institutions need to formulate reasonable charging standards and provide certain economic assistance measures.

Social interaction: Children from single-parent families may lack communication opportunities with their peers, so they need more social opportunities provided by childcare services to promote the development of children's interpersonal skills.

Families with many children refer to families with two or more children. This type of family is more common in rural areas. The demand of families with many children for childcare services is mainly reflected in the following aspects:

Expand the scope of care: Families with many children need nursery service institutions to take care of multiple children at the same time, and require nursery service institutions to have corresponding care capabilities.^[5]

Reduce the cost burden: Families with many children have a heavy economic burden, which requires childcare service institutions to provide relatively low charging standards. At the same time, the government also needs to give certain policy support to reduce the economic burden of families with many children.

Strengthen family education: Parents of families with many children need more family education guidance and support to promote their children's all-round development. Nursery service institutions can carry out related family education activities and provide family education consulting services.

Promote the communication between brothers and sisters: Children from families with many children can accompany each other, learn from each other and grow up with each other. Therefore, childcare service institutions can organize related activities to promote the communication and interaction between children.

3. Community Childcare Service Value Community: the Only Way to Integrate and Allocate Childcare Resources

3.1 The Role of the Government in the Landing of Community Care Resources

Community nursery service value community, a new nursery service model, provides us with a

new idea to solve the current nursery dilemma. In this model, the government, social organizations, enterprises, voluntary forces, families and individuals participate together, forming a system that takes the community as a platform to meet the differentiated and personalized childcare needs of community members. In this system, the role played by the government is particularly important.

First of all, the government plays a leading role in community childcare services. This is mainly reflected in the formulation and implementation of relevant policies and regulations to ensure the standardization and specialization of childcare services. The government needs to develop detailed standards and quality control mechanisms for childcare services to ensure that all services provided meet high standards. At the same time, the government also needs to establish a perfect system of laws and regulations, regulate and supervise the market, and prevent unfair competition and violations of consumers' rights and interests.^[6]

Secondly, the government plays the role of resource integrator in community childcare services. Nursery service is not only to provide care, but also involves many fields such as education, health and psychology, and needs the support of various professional resources. The government needs to actively guide and integrate these resources to ensure that they can effectively serve the childcare needs of community members. This includes cooperating with enterprises, social organizations, educational institutions, etc. to provide diversified childcare services.

Furthermore, the government needs to play the role of coordinator in community childcare services. Because community childcare service involves multiple subjects, the interests and responsibilities among the subjects may conflict. At this time, the government needs to come forward to coordinate and ensure that all subjects can work together to jointly promote the development of childcare services. At the same time, the government also needs to promote the participation of families, communities, enterprises and other parties, so as to form a pattern of co-construction, governance and sharing of childcare services.

Finally, the government needs to play the role of innovation promoter in community childcare services. With the development of society and the change of family needs, the content and form

of childcare services need to be constantly updated and improved. The government needs to encourage and support all parties to make innovative attempts in childcare services, such as introducing new educational concepts and developing characteristic courses. At the same time, the government also needs to evaluate and summarize the innovative practice, popularize the effective experience, and promote the continuous improvement of the whole community childcare service.

To sum up, the government plays multiple roles such as leading, integrating, coordinating and promoting innovation in the landing of community nursery resources. In order to better meet the childcare needs of community members, the government needs to actively perform these duties and cooperate closely with all parties to jointly promote the sustainable development of community childcare services.

3.2 The Role of Enterprises, Social Organizations and Volunteers in the Landing of Community Care Resources

Enterprises, as an important part of social economy, actively fulfill their social responsibilities while pursuing economic benefits. Many far-sighted enterprises have turned their attention to the field of community care services as a part of employee welfare. By providing high-quality and low-cost childcare services, enterprises can not only attract and retain excellent employees, but also improve their work enthusiasm and production efficiency. Enterprises can provide a stable source of funds for community childcare services by donating or setting up funds. We can invest in the construction of nursery facilities, such as kindergartens and nurseries, to provide convenient nursery services for community residents. We can use our own management experience and market sense to innovate the nursery service mode and improve the service quality and efficiency.^[7]

Social organizations play the role of leader and promoter in the landing of community nursery resources. They provide childcare services for the community by carrying out public welfare activities and providing volunteer services, so as to make up for the shortcomings of the government and enterprises in childcare services.

Social organizations can formulate industry standards and norms for childcare services to

improve the service quality of the whole industry. We can build a platform to promote communication and cooperation among government, enterprises, families and communities, and jointly promote the development of childcare services. It can provide professional training for childcare service personnel and improve their professional skills and service level.

Volunteers are an indispensable part of community nursery resources. The voluntary service provided by them has injected great vitality into the childcare service and provided more humane and warm support for families. Volunteers can visit their families regularly, provide companionship and care for their children, and relieve the pressure of their families. It can also assist professional teachers to carry out various teaching activities and enrich children's curriculum content. Through various activities, we can publicize the correct concept of parenting and enhance the community residents' awareness and attention to childcare services.

Enterprises, social organizations and volunteers play their own unique roles in the landing of community nursery resources. By defining the roles and functions of all parties, we can build a perfect community care service system, jointly promote the sustainable development of community care services, and meet the needs of families for high-quality care services.

3.3 Families and Individuals Participate in the Allocation of Childcare Resources

First of all, families and individuals provide childcare services for the community through self-financing and manpower, which makes up for the shortcomings of the government and the market. In some areas, due to the shortage of childcare resources, childcare services are in short supply. At this time, some people of insight and enthusiastic parents spontaneously organized trusteeship classes to provide temporary childcare services for other parents. This form of childcare service not only relieves parents' childcare pressure, but also promotes mutual assistance and cooperation in the community.

Secondly, families and individuals set up small nurseries to provide nursery services for community children. Compared with large nurseries, small nurseries are more flexible and can provide personalized services according to

the needs of families and communities. At the same time, the operators of small nurseries usually have rich parenting experience and enthusiastic service attitude, which can provide a warm and safe environment for children to grow up.

The practical cases of these families and individuals in the allocation of childcare resources show that they have great potential and role. However, in order to fully release this potential, we need to give support and guidance from the aspects of policies, funds and social cognition.

The government should introduce relevant policies to encourage families and individuals to participate in childcare services. For example, tax incentives, financial support and other policy support can be given to reduce the cost of providing childcare services for families and individuals. At the same time, the government can also improve the awareness and acceptance of family and individual participation in childcare services through publicity and training. Financial institutions can provide financial services such as loans to families and individuals to help them solve their financial problems. At the same time, financial institutions can also meet the diversified needs of families and individuals in childcare services by innovating financial products and service models.

All sectors of society should create a good atmosphere to encourage and support families and individuals to participate in childcare services. For example, the deeds and contributions of families and individuals in childcare services can be publicized through the media, so as to improve the social recognition and respect for them. At the same time, we can also promote communication and mutual assistance between families by holding parent-child activities and family days.

To sum up, families and individuals play an important role in the allocation of childcare resources. We should give support and guidance from the aspects of policies, funds and social cognition, and encourage families and individuals to actively participate in childcare services. Only in this way can we better meet the needs of social care and promote the healthy growth of children and the harmony and happiness of families.

4. Service Supply: Improve the Quality and Efficiency of Community Care Services

4.1 Public Construction and Private Operation to Reduce Operating Costs

We should make full use of the site resources of streets and communities and adopt the mode of public construction and private operation. This model can not only reduce rent and infrastructure costs, reduce the operating costs of nursery centers, but also ensure the public welfare attribute of nursery services. In this way, we can provide community residents with more people-friendly care and reduce the financial burden of families.

4.2 Policy Docking and Strive for Financial Support

Effective policy docking is an important link to improve community care services. We need to pay close attention to the relevant policies of higher-level provinces, cities and countries, make full use of policy dividends, and strive for various subsidies and financial support for nursery centers. These funds can be used to improve the quality of childcare services, train employees, purchase equipment, etc., and further enhance the sustainability of childcare services.

4.3 Establish A Comprehensive Care Service Center

The comprehensive nursery service center adopts innovative service mode, establishes the service management platform of nursery institutions for infants aged 0-3 by introducing intelligent technology, and pays attention to the diversification and individuation of nursery service content. For children of different ages and needs, provide personalized childcare services, such as early education, psychological counseling, family education guidance, etc., to meet the diverse needs of families. The joint childcare model of "family + community" can be promoted, and more convenient childcare services can be provided for children by integrating family and community resources. For example, establish nurseries or kindergartens in the community to facilitate families to choose nearby; At the same time, families and communities are encouraged to cooperate and participate in the provision and management of childcare services. The comprehensive nursery service center comprehensively covers the staff situation, children's information, parents' information and other contents of nursery institutions, providing strong support for

standardized management.

4.4 Intelligent Management to Improve Service Quality

Intelligent hardware equipment is used to monitor and record children's physical condition, emotional changes and other data, so as to provide parents and managers with more comprehensive information, so as to adjust childcare services and nursing programs in time. For example, children's physiological indicators such as body temperature and heart rate, as well as living habit data such as sleep quality and exercise amount are monitored by smart bracelets and other devices.

Use the Internet and mobile application software to provide parents with a more convenient childcare service experience. For example, provide reservation services for parents through the online reservation platform; Check the situation and activity records of children in nursery institutions in real time through mobile application software; Provide parents with a learning and exchange platform for parenting knowledge and skills through online education and training platform.

Use virtual reality (VR) and augmented reality (AR) technologies to provide children with more vivid and interesting interactive experiences and learning environments. For example, create virtual games and learning scenes for children through VR technology; Through AR technology, children are provided with a learning experience combined with the real world. The application of these technologies will help to improve children's interest and learning effect, and at the same time, it can also provide parents and managers with more intuitive and vivid information feedback and management means.

4.5 Standardized Training and Management

Standardized training and management is a necessary link to improve the quality of community care services. Regular training shall be given to the employees of nursery institutions, and the training and qualification certification of nursery service personnel shall be strengthened. By establishing a perfect training system and qualification certification system, we can improve the professional quality and skill level of service personnel and ensure that they can provide scientific and professional care services for children. Establish a sound supervision

mechanism, and regularly evaluate and supervise nursery institutions to ensure that their service quality meets the standards. Through standardized training and management, we can provide more professional and reliable childcare services for community residents.

5. Space Construction and Organizational Management: Building A Child-Friendly Environment

Building a child-friendly community space is not only to meet the needs of children, but also to shape their growing environment and promote their all-round development.^[8]

First of all, change the understanding of community space from the concept. Traditional community space often only pays attention to functionality and aesthetics, while ignoring children's participation and experience. However child-friendly community spaces should see children as masters of the community with full respect for their rights and needs. This spatial awareness will make the community a dynamic, interactive and inclusive polysemous space, in which every child can find his own corner.

Secondly, pay attention to children's space needs and experiences. Children of every age have different needs, and we need to study these needs in depth to create a suitable environment for them. For example, preschool children need safe and interesting play spaces, while school-age children need places suitable for learning. Therefore, we need to design space according to the needs of different age groups to satisfy their desire for exploration and learning.

At the same time, pay attention to children's participation and build community space with children. Children's participation not only enables them to better integrate into the community, but also cultivates their sense of responsibility and creativity. We can invite children to participate in the planning and design of space, listen to their opinions and suggestions, and let them become the masters of space construction. This way of co-construction will make the community space closer to the needs of children and more dynamic.

Finally, I promote the effective connection between community and community and urban public space. An excellent community space should not be isolated, but should be connected with other spaces to form an organic whole. This can not only improve the utilization rate of space, but also allow children to shuttle freely in space

and expand their range of activities. Through the connection with the surrounding communities and urban public spaces, children can create a broader world for growth.

6. Summary and Outlook

As a brand-new solution, the construction of child-friendly community plays an increasingly important role in solving the problem of childcare. First of all, the construction of child-friendly community can integrate all kinds of childcare resources and improve the efficiency of resource use, so as to meet the differentiated childcare needs of community members. Secondly, the construction of child-friendly community can provide a safe, healthy and happy environment for growing up, which is conducive to the realization of "having children", "having excellent children" and "having good children", and promotes children's all-round development.

In the future, the development of child-friendly community will pay more attention to the application of science and technology and the integration of green environmental protection concept. By using modern technical means, such as smart home and Internet of Things, we can improve the intelligence and convenience of childcare services and provide more efficient and high-quality services for families.

However, the development of child-friendly communities also faces some challenges. First of all, how to balance the interests of families, schools and communities to ensure the fairness and inclusiveness of childcare services is an important issue. How to ensure the professionalism and safety of childcare services is also a problem that needs attention. How to attract and train excellent nursery service talents and improve the professional quality and professional ethics of service personnel is also a big challenge.^[9]

To sum up, the construction of child-friendly community is of great significance to solve the current childcare problems, and the future development direction and challenges coexist. We need to further strengthen research and practice, constantly improve relevant policies and measures, and promote the sustainable development of child-friendly community construction.

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