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INNOVATIVE SOCIAL SERVICES FOR FAMILIES IN SELECTED COUNTRIES OF THE WORLD - REQUESTS FOR POLAND

Introduction

Implementation of the new policy in the social sphere normally began from reducing the welfare state function and of creating new solutions.

In the creation of new solutions in the area of social services in the countries of economy the basic principle is used which is important from the point of view of the objectives of social and economic policies, which assumed that social welfare is maximized through the universal pursuit of economic efficiency and social justice. The development of private institutions providing social services on a commercial basis is now a fact in Poland.

An example of such solution are private health insurance, giving the insured the opportunity to totally or partially cover the cost of treatment in private institutions. In contrast, more frequently occurred solution are publicly funded purchases provided by private companies. They include purchases of medical services provided by private clinics, private agencies care services, economic services by hospitals or transport provided by ambulance units.

In October 2012 they appeared in public circulation (though hardly the same time that there has been some broader social expert discussion or consultation) new proposals to the ministry (Ministry of Labour) work on the development of social services [14]. The changes are justified, among others, the emergence of new challenges and expectations for social assistance, the lack of solutions aimed at prevention and social activation, inadequate social services offering, failure of institutions and lack of coordination between them. The content of the proposal seems to indicate a far-reaching structural reconstruction of the system. The main objective of the expected changes is to separate social issues on two different operating and financing segments: the area of support and social assistance and social services area.

Therefore, the article will present the issues of innovative social views as a new form of support for active social policy for families.

1. The development of social services

The development of social services in the twenty-first century due to the dynamic progress of the investment and activating policy. The society of the 21st century is a society of services

as most of the work places are created in the service sector (public and community). This means that at least 50% of working people reach incomes from working in services. Thus, on the one hand, more and more people are employed in services, on the other hand, more and more services are consumed by households. Its characteristic feature is the principle of 'una actu' which means the production and consumption take place at the same time and place as a result of the same action. This diversity of services may be included into four major functional clusters (Evers, Heinze, Olka, 2013, p. 42):

- a) services directed at people (healthcare, welfare, education and teaching, accommodation services);
- b) services directed at businesses (real property, renting, business support);
- c) communication services and markets (trade, credit and insurance industry, communication and information);
- d) provision of public infrastructure and administrative (public administration, defence, social security).

A characteristic feature of the service sector is the fact that it is based mainly on employed women who accept work with family life. This requires flexible working hours, different forms of employment regulations. The social services is undoubtedly bound up with the needs and social problems, thus generate the growing preference for new services which shall be construed as 'a part of social policy, designed to improve the status and capabilities of modern society'. In addition, they are an instrument acting against crises resulting from social processes of modernization and their development is seen as a response to demographic changes, individualization, migration and globalization [1, p. 42]. Social services can be defined as an essential form of social assistance from one private individual to another, referring to difficult situation, and to criteria and method means of leading a satisfying life. The current state of knowledge indicates that all the definitions of „services” are linked to the activities to satisfy human needs while they are not related to the direct production of items [5, p. 43-44].

2. Assumptions about social services in Poland

Widening and professionalization of social services for the family finally opens up a new field for discussion: commodification and professionalization have prevented self-neighborly and through the payment of care would be a support for the emotional impoverishment "labor of love" in the family. European comparative studies show that the more social services for the family in no way goes hand in hand with loss of function by the family, but rather they emphasize change the function on the background of socio-economic conditions [12, pp.542-545].

The current studies about an elderly care between the family and institutions proves that the partial transfer of tasks improves family relationships and increases readiness to support [13, pp.7-23]. Changed assumptions of family care work in terms of expected accomplishments, other circumstances and new needs make high demands on social services and not allow themselves to dispose evaluation today's look on the family. The gender change and intergenerational relationships is not a disaster (natural), but opens up new areas to change between public and private sectors, between mothers and fathers. More dangerous is further social and ethnic segregation. Social services for families need in the future to deal with the still wide field of tasks to stop the "structural ruthlessness" in relation to the family [2, pp. 34-35].

When it comes to human capital, Poland achieves high scores primarily in terms of quantity, not quality. An example is the state of higher education. Education in Poland is largely confined to traditional forms - from primary school to university. The child care is poorly developed (and that at this stage the potential acquisition of knowledge and skills is very high) and various forms of increasing their competence in the later stages of life, of working age and post-production.

The situation is even worse when it comes to social capital. According to his various indicators, like the level of trust and social activity, Poland is in the final positions among European countries. There is also a large scope for the broader social policy. In fact, the social capital can be the appropriate institutional arrangement in shaping [3, pp. 14-15]. Public authorities should be open - retaining responsibility for the (co-) funding of its tasks - for civil society organizations and sometimes also to private parties, giving them some of the tasks. It is important to detail the delegation does not mean the total renunciation of responsibility by the authorities for the given area.

Public authorities should retain responsibility for setting goals, creating regulation and monitoring compliance with them, and - in my opinion - partial financing of strategic services from a social point of view. However, sharing responsibility for the provision of certain services outside the public entities can not only activate the social side, but also increase the level of confidence in the government (the so-called '*linking social capital*', which in Poland, partly due to historical experience, is particularly underdeveloped). Future social policy must be multi-sectoral and entities from different sectors must work together to solve specific issues.

In a very interesting way, the future of social services recognize Grewiński and Skrzypczak, stating that the progressive commercialization of social services and privatization of services brings a lot of goods, but also many risks that need to be monitored in the context of the efficiency and rationality in spending, and also the quality of services and advisability of carrying out certain activities such as : in politics activation and social integration. The future of social policy in the field of services is certainly a multi-sectoral and diversity of service providers, as well as the integration of services necessary to facilitate access to their citizens and to improve coordination of tasks. However, further changes in partnerships involving all actors of social policy, outsourcing of tasks to subcontractors and more participatory decision system on the priorities of local social policy are needed here. To sum up, all this can effectively interact with the local social welfare can interact, services must be better managed and coordinated. Only in this way, social and environmental work, as well as local animation and environmental education, will be able to develop [6, pp.30-40].

3. Innovative social services for families in selected countries

Reflections about the innovation, taking place in social services in the context of an aging population, should begin by recalling the solutions used by our western border.

Federations of social economy, operating within the framework of social welfare (Wohlfahrtsverbände) play an important role in the German welfare system [9]. They are the largest employers in the country, employing 1.3 million people. The largest are Caritas (linked to the Catholic church), Diakonisches Werk (linked to the Evangelical church) and independent Paritätischer Wohlfahrtsverband. Ninety percent of their incomes come from federal or Land subsidy for the provision of social services.

The German scheme, designed for the care sector for the elderly, was founded to create many new jobs. What is more, it was found that there is no research of the jobs quality in care for the elderly. The determinant of the quality of work is a sufficient amount of time which takes to do a good job. This finding is especially useful in designing jobs for older workers, who may have less physical strength, but it is more experienced and have competence. Addressing the issue of quality of work in the context of an aging workforce made it possible to design jobs that adequate, but not excessive, workload.

The attention was also paid to public relations in institutions of social welfare and gender equality and its inclusion in the development of human resources. The advantage in this place are taken from the experience of Austrian as the leading solutions in this area. [15, pp.76-80].

Interesting solutions also operate on other continents. In further discussion a model of Canadian and Australian was presented. Establishing a legal framework for the social economy sector in Canada occurred in 2004. Then it was set up a special unit - the Ministry for Social Development. It also opened a research unit whose mission is to collect, collate data and information on social entrepreneurship, create analyzes and recommendations for the future direction of the sector, Canada, in its innovative social services, focused on new technologies.

The European Commission calculates SII for EU countries every year. every year and selected countries from the outside of the community, and an European Innovation Scoreboard published the data. Canada is in a high position of this statement since the beginning.. SII of the country - according to data published in the European Innovation Scoreboard in February 2013 - is similar to the average for the whole of the European Union (on a scale of 0 to 1 is approx. 5,4, in the same statement Poland achieves the result only 0,30). [7]. According to the European Commission strengths of Canadian innovation policy is higher education, public-private cooperation with scientific research projects, R & D sector, patents and licenses. The dynamic growth of social innovation sector occurred in Canada in the past two decades and one of the pillars of this success is the system Networks of Centres of Excellence. Its most important goal was the accumulation of intellectual potential (talent and knowledge) and material (base of scientific, technical, laboratory) available in scientific sectors, public and private. The key was a cooperation of science and business, which resulted in the commercialization of knowledge, increase in the number of patents and licenses. Currently in Canada there are about 25 SCD and the annual budget of the Networks of Centres of Excellence is approx. 80 million CAD. [10].

An interesting example of the use of social innovation in practice is the concept of "Enterprise Facilitation" by dr. Ernesto Sirollego. Its key element is to create an environment of support in the community. Local self-government, the host of land, invites entrepreneurs to set up a Council for Economic Development. This council, suggesting local authorities courses of action and indicate the current problems, becomes a lever to build social capital.

According to the authors of this social innovation, every investment in social capital is not only the opportunity to develop the community, but also to reduce criminality and expenses incurred for the maintenance of penitentiary establishments or providing care for the elderly.

Important note is the close cooperation between science and business sector in this regard. A strength of the system is a high level of Australian higher education and the ability to commercialization of knowledge based on close cooperation with enterprises [11].

The country is widely recognized as an excellent place to conduct clinical trials, and Australian research centers occupy a very strong position in the field of biotechnology and pharmacology. At the same time, due to the openness of Australians to all sorts of technical

innovations, this is a market in which global manufacturers and suppliers of advanced communication technology services are willing to bring their pioneering solutions, which further stimulates a culture of innovation, contributing to its strengthening. For example - the beginning of testing innovative solutions were in Australian nursing homes for the elderly, designed to allow inmates easier to function in daily life. The enormous importance has also ethnic structure of society, which is made up of over 200 different ethnic groups. One can even say that Australian society is a kind of representation of humanity at the micro level, so that it becomes possible to test market preferences of many ethnic groups and languages at the same time and same place. Another initiative of considerable importance is the project of Joint Research Centres. A characteristic feature of the program, which makes it an effective tool to stimulate innovation, is a two-component funding mechanism, involving the use of public funds on the one hand, on the other hand - the end users interested in a particular area finding new solutions. The strength of Joint Research Centres program is to combine scientific potential of different universities - national and regional authorities, which for the latter development is an important incentive. For the realization of this project by the end of 2014 Government allocated more than 60 million Australian dollars.

The Australian Government also recognizes, in line with the trends prevailing in contemporary social policy, the importance of traditional social problems. For this purpose, implements new solutions aimed at improving the functioning of social structures, overcoming all sorts of barriers - cultural, economic or mental, especially those in access to the education system, health care and cultural goods. Such actions are especially needed where the state is not quite able to meet all its obligations, and market rules do not apply. Public and social services associated even with security, a sense of belonging to a larger community, family functioning, participation in culture and the arts, welfare and social security do not meet the usual basic criterion of business profits, and at the same time, due to their socio-cultural role, requires the implementation of on the appropriate level.

In 2013, the Australian Government has allocated the amount of approx. \$ 20 million to support the social economy, seeing it as an opportunity to increase the country's competitiveness, but also to build environmentally friendly inhabitants and infrastructure. Innovative projects of a social nature are carried out in partnership with the organizations of non-profit sector. It is worth noting that many of the solutions developed in this sector is over time transferred to the realm of for-profit business or classical traders, whose activities are already closely with generating profits [8].

It is reasonable to say that Australians have innovations in genes. Hard and harsh climate, living conditions require the necessary dose of creativity. The mentality of the inhabitants, enhanced by a pro-innovation policies, institutional arrangements, funding mechanisms - is the foundation on which can be build an economic innovative system. Australia has made innovation, including social innovation, export commodity, the field of economy, generating certain benefits.

Completion and conclusions

Polish social services are faced with a great challenge. To have a social services in Poland that operate on the 21st century system, as in a professionally developed countries, it is necessary to meet three basic conditions.

Firstly, the universal challenges that always stood in front of social policy, for example: reducing imbalances, overcome or mitigate poverty, and exclusion, or build social inclusion.

In the second group we find those priorities that arise from the transformation of civilization, both current and those that draw from us in the future. These include, for example: the aging of the population with all the consequences or the competitive pressure intensified in the conditions of globalization.

A third group of challenges results from the special Polish historical context, as well as our geopolitical location. In this group we can put these challenges related to the liquidation post-communist backwardness and development, correction Solutions used during a transformation, but not necessarily conducive to modernization, as well as the ability to engage in a project called European social model (taking into account its internal diversity and variability).

All three separate priority groups are not separating areas. On the contrary - they all intermingle. Thinking of contemporary social policy, it is worth to examine an individual social issues in the light of these three overlapping planes,

In the future the social services sector will be the largest area of creating new work places and in great public demand for such services. They are responsible not only for marginalized people, but also for the growing middle class that is able to contribute to the received costs of social services (eg. child care, elderly or health and support a healthy lifestyle).

The society of the twenty-first century is a society of services, who primarily works in the broad sense services and provides multiple services. This public service will require various types of social services, responding to new problems and needs. long to demonstrate that there will be a new growing demand for social services in the twenty-first century.

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Innovative Social Services for Families in Selected Countries of the World - Requests for Poland

Summary

The aim of the publication is to present the innovative social issues as a new version of the form of support for an active social policy to families. The article presents the issues related to social services - development of social services, the assumptions regarding the implementation of social services in Poland. In addition, this article discusses examples of innovative solutions in the field of social services to families in selected countries of the world. To sum up, in the conclusions the recommendations for Poland associated with the implementation of professional services as a challenge to the growing role and importance of social services to families in the 21st century, were generalized.