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THE ROLE OF SOCIAL SERVICES IN THE 21st CENTURY

Abstract

The aim of the article is to examine all issues related to social services - definition, theoretical approaches, historical development, institutional and legal instruments, as well as the presentation of the particular areas of social services and their increasing role in the implementation of active social policy. Popularization of this topic seems to be very current at opportunity of many ongoing discussions about the condition of the welfare state, social policy reforms, the search for new paradigms in science and social practice.

The aim of the publication is to demonstrate the increasing role and importance of social services to satisfy the needs of individuals and groups in different areas of socio-economic development.

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Introduction

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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

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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 (Evers, Heinze, Olka, 2013, p. 15):

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 (more in Evers, Heinze, Olka, 2013, p. 16).

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.

In this context, services feature is **immaterial** (no sensuous, which cannot be displayed or stored) **supply and consumption connection** by the limited time availability of the service, whether the limitations in increasing the scale of services, **the non-uniformity** (a specific form of service depends on who is doing the passes), **instability** (services cannot be stored, the offer of services is dependent on the current capacity of the servicing entity) and the inability to buy the services of their own. What are social services?

The first proposal makes interpretive exhibit in the definition of social services perspective needs. Social services should then be treated as a multi-dimensional

and multi-sectoral offers awaken, control and/or satisfaction (or support in satisfying) the needs of „higher” and „lower” row on individuals and groups. It should be recognized that this is a way of interpreting the essence of social services, based on the essence of social policy defined by the concept of „needs” and advocated by V. Schubert, J. Szczepanski, or J. Supińska (Granosik, 2007, p. 8).

The definition is based on the view of Richard Sarfenberg, which states that „[a] well-being and social security, and human rights is difficult to think without (...) human needs.” Social services – a key term for social policy – it is difficult to be understood in isolation from the needs of individuals and groups. In this spirit, the literature points to the following characteristics of social services (Junczyk, Thiessen, 2013, p. 377):

- are actions taken directly to satisfy human needs and not rely on the production of material goods,
- serve to satisfy the needs of individuals and families, but their quality and availability have an impact on the functioning of the broader community and social groups,
- may be financed, organized and delivered by both public and private,
- derived not equivalent, partly or full payment.

Firstly, commenting on the mentioned features, it is a direct, independent or interdependent with the beneficiaries of services, creation of material goods by the service provider, but with some exceptions – such as social housing, distribution of free drugs through corporate foundation in the pharmaceutical industry. Secondly, we would recognize that it is important to expect the same impact on the wider community as a basis for action, which in itself does not determine the action that focuses on the individual as the content of social services. Thirdly, it is worth emphasizing that today interdependence between private and public sector with emphasis on the role of civil society, which is often intertwined measures and organizes the service.

Staying within the meaning of social services from the perspective of „needs” B. Szatur-Jaworska acknowledges that the real division of social services are (Grewinski, Skrzypczak, 2011, p. 15):

1) economic functions:

- reproductive function (improving the quality of human capital as a factor of production),
- motivating function (consumption of social services to improve the quality of work, as it increases consumer aspirations);

2) social and humane functions:

- keeping a human in good health conditions,
- expansion of his knowledge and skills,
- stimulation of spatial mobility and social mobility of individuals,
- shaping and dissemination of new needs,
- influence the value systems of people, their motivations and behaviours.

It should be noted that in modern Poland potential problems can be observed and diagnose many concerns about the quality of social services. Identified a number of problems in this area concerns:

1. Reading the stuff (challenges) of activation of the society as a framework for the creation of social services.
2. Definition of the purposes of the services (the primacy of the administrative and institutional goals over the substantive in the implementation of social services – this applies across sectors).
3. Multidimensional deception activities of services (similar levels of analysis, as indicated by Dobroniega Trawkowska in the context of social work).
4. Disputes about the responsibility – the citizens of the state versus the concurrent deficits in a model of cooperation within and between public sector bodies, private and civil.
5. Discussing the problem of efficiency versus effectiveness of social services (efficiency „economic” and „social”) – particularly important for social policy.

Finally, **the second proposal of the social services interpretation makes them involved in social prevention and treatment as a base for social policy.** Social services in this regard is a multisectoral offer enables individuals and groups to increase opportunities for additional resources, very commonly contact with the institutions of social life and realigning the opportunities to enjoy the rights. If, therefore, we find the threat of „deep” poverty (understood objectively and measured in an absolute way) and/or social exclusion are the main problems, advisable definition captures the essence of social services for the first of the identified problems (here are important services that increase resources) and the second problem (resources + participation + rights). As outlined issues in the above definitions:

- 1) creation, control and satisfy the needs and
- 2) increasing the resources available to the institutions and the possibility of exercising rights in practice lead to a transformation based on responsibility, which we consider to be the essence of the subject which offer social services (Gagacka, Głąbicka, 2009, p. 28).

The organization of social services is subject to the subsidiarity principle and is derived from the fundamental principle of „help for self-help.” It is characterized by priority to assist the individual in the family, and if the family members cannot help to each other, different non-governmental organizations and local bodies implementing social policy are considered.

Researchers of the social services issue indicate different approach of social services „division”. Based on the two possible sides of social services, it can be concluded that these services are divided into: 1/stimulation and control of needs; 2/satisfy the needs (and help in satisfy the needs) and are realized in the following areas (fields) (more in: Evers, Heinze, Olka, 2013):

- social security (social services – including public and social housing services),

- upbringing/education/ professionalism (educational services – including rehabilitation, training services),
- protection and promotion of health (health services and health education, sanitation and treatment – including psychological, psychiatric and rehabilitation),
- culture (culture services),
- sport and leisure (leisure services).

A. J. Kahn and S. Kamerman offer two ranges of social services (social services):

- **Range 1/** services, which due to the large scale and complexity granted autonomy, and therefore are not often considered as part of social services (education, health, public housing construction),
- **Range 2/** other social services, is an area with smooth borders and covering both programs „independent” (public childcare, family support) as well as those located in other institutions (schools, social work, social work in health care, social services housing programs, assistance programs in the workplace, etc.)

The social services include:

- service Activation,
- social and professional reintegration,
- services of the social economy,
- nursing services,
- health care services.

On the basis of the prior current state of art presented on the theory of social services art presented, the project will focus on practical terms, the importance and the role of social services in the twenty-first century. Social policy has a double meaning: as a science (theory) and practice (activity). The aim of the project is to show the social policy in the practical sense as an activity undertaken by the state, local governments and civil and commercial entities (to some extent), aimed at transferring to the public about the specific needs of social services. This assumption is illustrated by the following table (Głabicka, 2014):

AREAS	SOCIAL SERVICES
Disease	Health care, public health, safety and hygiene, nursing and care
Disability	Rehabilitation: vocational, social, pedagogical, psychological and home care
Old age	Help with daily functioning, nursing and care
Family member's death	Holding a funeral, psychological help
Family, children	Education, family counselling, foster family, nursing and care
Unemployment	Job intermediary, career counselling, training, education
Housing	Providing shelter for the homeless, cut rents
Social exclusion	Social work, rehabilitation

Nowadays, bodies implementing social policy often benefit from the support of a civil society (NGOs – non-governmental organizations) and the market for the production and delivery of social services.

They should be primarily used in the areas and sectors of the labour market, family policy, early childhood education and care, social work, care for the elderly, people with disabilities, social services aimed at the public and in the household. The project aims to prove that the social services sector will be the largest area of job creation, and will be in great public demand for such services.

Conclusion

In the current literature and incremental research social services were not seen as a category of social policy, but as a sector of the economy. An important novelty is to prove that the development of social services is becoming a new paradigm in the active social policy. This is due to the fact that the development of activation services, social and professional reintegration, social economy of care, nursing, changing the traditional perception of social policy as the activities in the redistribution of financial transfers for the benefit of social services (from passive to active and activating social policy) (Rymsza, 2013).

In this issue, a new approach to the classification of the subjects of social policy become established to which, apart from state institutions (local and central government), will join civil society and market subjects.

Nowadays, bodies implementing social policy often benefit from the support of a civil society (NGOs – non-governmental organizations) and the market for the production and delivery of social services. They should be primarily used in the areas and sectors of the labour market, family policy, early childhood education and care, social work, care for the elderly, people with disabilities, social services aimed at the public and in the household.

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.

For the last decades the socio-economic alternation generate a great demand for new services. Firstly, they are associated with the progressive demographic processes (decrease in the number of birth and a simultaneous increase in life expectancy), leading to an increasing participation of older people in the population, changes in family structure, the increase in women's activity in the labour market create a de-

mand for care services for children and the elderly. Secondly, the process of globalization, migration, pluralization of lifestyles, but also social problems, increasing social inequality, the existing unemployment pose new challenges for social policy and social service needs in the field of social inclusion and social work support activation measures on the labour market, human and social capital investment.

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