

attributive conception of forming of valuable state-administrative elite and her basic concept: 1.1. "Valuable attributive self-government by professional activity in composition: planning – organization – control; 1.2. "Valuable attributive thinking of manager in composition: artistic – mental – middle; 1.3. "Valuable attributive management in composition: a process – science – art; 1.4. "Valuable attributive systems and creative case frames" 1.5. "Valuable attributive national features".

Attributive scientific approach has a qualificatory role at creation of attributive conception of forming of valuable state-administrative elite – it a new method of scientific cognition and practical activity, the mechanism of realization of that is sent to the attributive synthesis of conception receipt fundamentally of new knowledge that have essence character.

It is well-proven that Importance of attributive conception of forming of valuable state-administrative elite it is difficult to over-estimate, because it three element universal conception, that has all-embracing maintenance and most maximum values of three quantitative indexes (complete conception), that characterize the second constituent "valuable conception", id est maximum, exhaustive necessities for the sake of that a valuable state-administrative elite spends forces, time, health in the process of professional activity.

It is well-proven that attributive conception and her basic concepts as a result of unique properties and practical meaningfulness sent to forming of valuable state-administrative elite. Attributive conception is suggested to put in basis developments of the government program of forming of valuable state-administrative elite 21 century.

УДК 37:364.6

SOCIAL INTEGRATION OF THE UKRAINIAN AGEING PEOPLE

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У статті розглянуто важливість комунікації між політиками, дослідниками та суспільством. Доведено доцільність імплементації міжнародного досвіду Університетів третього віку в практичну діяльність представників сфери соціальних послуг і органів місцевого самоврядування.

***Ключові слова:** люди в віці, соціальна інтеграція, навчання в житті, межпоколінна взаємодія.*

В статье рассмотрена важность коммуникации между политиками, исследователями и обществом. Доказана целесообразность имплементации международного опыта Университетов третьего возраста в практическую деятельность представителей сферы социальных услуг и органов местного самоуправления.

Ключевые слова: люди в возрасте, социальная интеграция, обучение в течение жизни, межпоколенное взаимодействие.

The article considers the importance of communication between politicians, researchers and society. The expediency of implementing the Third-Age Universities international experience of the social services sphere representatives and local self-government bodies practical activities is proved.

Key words: aging people, social integration, lifelong learning education, intergenerational relationships.

Introduction. Socio-economical transformations have become the cause of changes in all spheres of the modern life. Everywhere in the world population patterns are changing and people can now expect to live much longer than they did 50 years ago. Consequently, there is a growing demand for adult education as well as other social services as it is realised that education can play a vital role in enabling older people to remain independent, to keep up with changes in society and to make their lives more fulfilling.

Aim of the article consider the necessity of the Third-Age Universities international experience implementing for the social services sphere representatives and local self-government bodies.

An important contribution to understanding of the Third-Age Universities concept made P. Abrahamson, R. Atkinson, J. Friedman, W. Wilson, M. Wolf and others.

The study of the phenomenon of «self-realization» refers to the first half of the XX century. In 1935, the terms «self-realization» and «self-actualization» were introduced into scientific using by neurophycho-physiologist K. Goldstein. In his work «The Organism» K. Goldstein described self-realization as a universal principle of life. Later the problem of self-realization was developed by A. Adler, G. Allport, Sh. Buhler, J. Kelly, K. Horney, A. Maslow, R. May, G. Murray, G. Murphy, C. Rogers, C.G. Jung and others. In the context of age, the problem of «self-realization» was studied by A. Maslow, E. Erikson, K.A. Abulkhanova-Slavskaya, L.V. Prokhorova etc. Peculiarities of self-realization of seniors were investigated by N.M. Amosov, L.I. Antsyferova, R. Simonov, V.P. Kaznacheev etc.

Estimated ukrainian annual population (Fig. 1) shows overall downward trend. Ukraine on the proportion of the population over the age of 60 years is included in the thirty of the most «old» countries of the world. Ukraine is occupied a place in rate 25-26 (which it shares with Norway) for this indicator. The percent of persons aged 65 or more years of lagging behind average indicator for EU countries together, and significantly – by leaders in terms of age countries (Italy, Germany, Japan).

The indicator of longevity in Ukraine is corresponding to Russian Federation but on 5-6 percentage points lower than in countries such as Sweden, France or Spain [1].



Source: Ukrstat, (2016)

Figure 1. Estimated Ukrainian annual population,
2006-2016 (thousand people)

At the same time, those reaching retirement age are healthier and fitter than ever before. Increasing life expectancy and better health in old age are a major success and represent a potential in terms of working power, qualification and experience that societies need to use productively [2].

European experience with «active ageing» shows that the older persons who are integrated into society have a higher quality of life and longer and healthier lives. Societies need to consider more actively how to integrate older persons and ensure their participation in a cohesive society of all ages. At the same time, attention at older persons should not come at the expense of younger generations. Regardless of age, each person should be able to contribute to society [2].

Modern situation in Ukraine shows that older population can influence on new generation negatively because of their historical believes and social effects. Universities of the 3d age education work collaboratively with others to help bring positive changes. According to a data base of the University of the 3d Age Education in Donetsk State University of Management authors can notice it can be possible only one way – by the dialogue through generations. Ageing people should be integrated into the society by the process of building values, relations and institutions for a society where all individuals, regardless of race, sex, age, ethnicity, language or religion, can fully exercise their rights and responsibilities on an equal basis with others. Every person should be allowed to age in security and with dignity and be in a position to contribute to society in the most meaningful way. Such an environment is at the root of stable, safe and just societies where all members, including vulnerable ones, enjoy equality of opportunities. Integration and participation are therefore closely linked to the notion of social cohesion, a vital element of a healthy society. It denotes the capacity of a society to ensure the welfare of its members, minimizing disparities and avoiding polarization and conflict, and it requires fostering solidarity and reciprocity between generations.

The promotion and protection of all human rights and fundamental freedoms, including the right to development, is essential for the creation of an inclusive society

for all ages in which older persons participate fully and without discrimination and on the basis of equality. Combating discrimination based on age and promoting the dignity of older persons is fundamental to ensuring the respect that older persons deserve. Promotion and protection of all human rights and fundamental freedoms is important in order to achieve a society for all ages. In this, the reciprocal relationship between and among generations must be nurtured, emphasized and encouraged through a comprehensive and effective dialogue [3].

The dialogue is the main way of communication but it has barriers and in case of ageing, even language can be the barrier. Ageing people in Ukraine hardly can understand slangs, and IT-generation' goals. At the same time we have to admit that considerable obstacles to further integration and full participation in the global economy remain for Ukraine. Unless the benefits of social and economic development are extended to all countries, a growing number of people, particularly older persons in all countries and even entire regions, will remain marginalized from the global economy.

As it was said in The Madrid International Plan of Action on Ageing and the Political Declaration [3], for this reason, the researches recognize the importance of placing ageing in development agendas, as well as in strategies for the eradication of poverty and in seeking to achieve full participation in the global economy of all developing countries.

Implementation proces of The Madrid International Plan of Action on Ageing and the Political Declaration measures in Ukraine carry forward by The Ministry of Social Policy, Ministry of Economic Development and Trade, The Ministry of Education and Science, The Ministry of HealthCare, The State Statistics Service, The State Service for the disabled and veterans, State Center on Employment. The main commitment of this implementation process is summarized in Fig. 2.

The figure 2 shows that promotion lifelong learning and adapting the education system to the changing economic, social and demographic conditions is one of the main commitment and the Universities of the 3d Age Education can embody it in life, and increase the level of older people education.

The case studies representing Donbass region of Ukraine discovered 3 main goals of lifelong learning education for ageing people (Fig. 3). The study course «Social work with the third age people: international experience» launched by the lecturers of Donetsk State University of Management presents the certain aspects of foreign experience of social work connected with both social policy and social work.

The study materials introduce the historical and comparative approaches towards the social work with older people in various countries. The scientists find out goals of lifelong learning education for ageing people in Ukraine (Fig. 3) which can help to solve the intergeneration problems and:

- Create conditions and promote the comprehensive development of the elderly;
- Reintegration of older people in active life;
- Helping older people to adapt to modern conditions of life through the mastery of new knowledge, including the aging process, its characteristics, legal framework concerning the elderly and others.

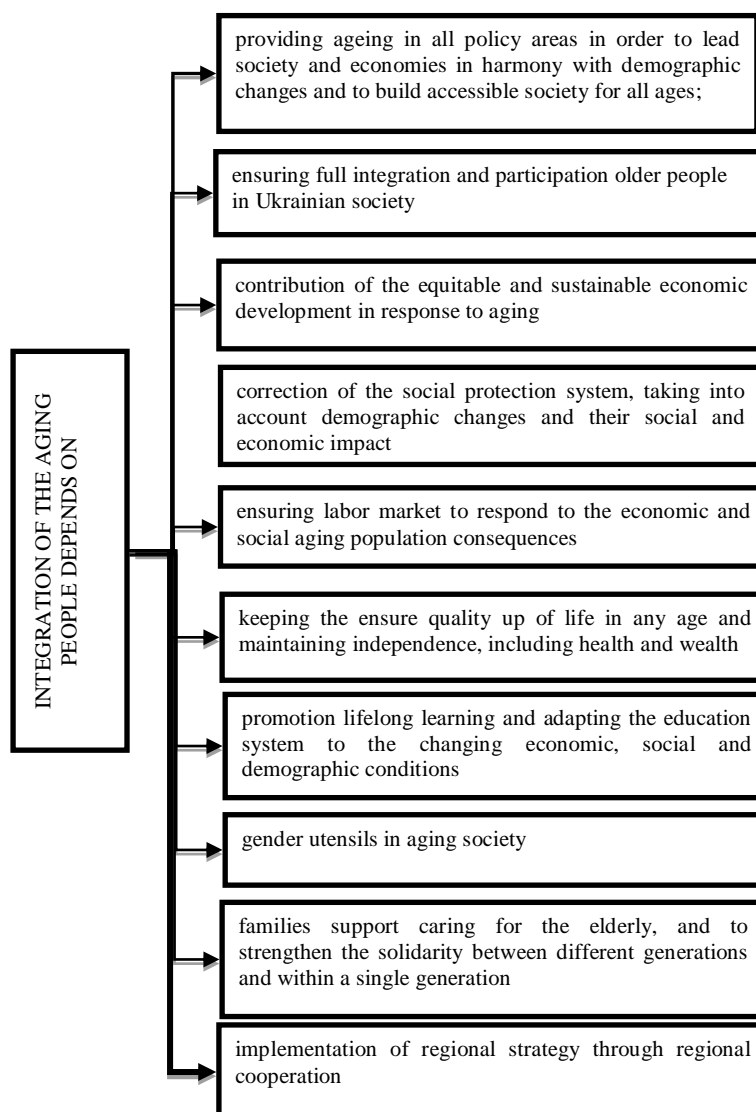


Figure 2. Main commitment of Implementation proces of The Madrid International Plan of Action on Ageing and the Political Declaration measures in Ukraine

Education received by older people in the Third Age University, indicates the particular importance of this new socio-cultural phenomenon – the needs of older people in improving their intellectual level [4].

There are 3 goals complete the functional integration. Social participation refers to the integration of older persons into social networks of family and friends as well as their integration into the communities they live in and into society as a whole. Older persons play important social roles in assisting their children, taking on care responsibilities, performing household tasks or working as volunteers in the community. Their contributions in providing wisdom and advice to younger generations and the society as a whole should be acknowledged [2].

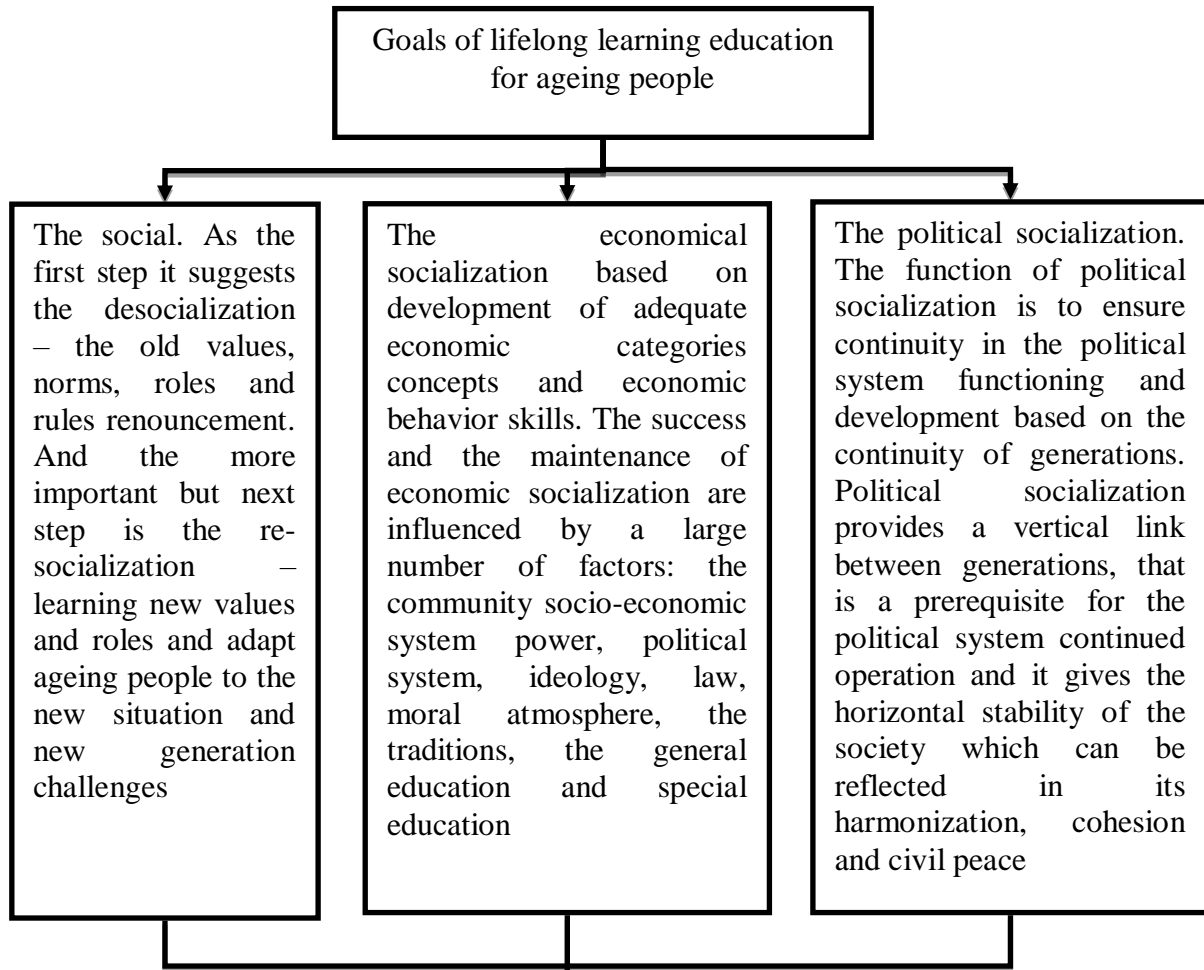


Figure 3. The goals of life learning education for ageing people

The functional integration is the part of UNECE (United Nations Economic Commission for Europe) strategy on ageing: to ensure full integration and participation of older persons in society. The mentioned strategy presumes the intergenerational relationships. To make productive use of resources and competencies available in society, older persons should be positively valued for the contributions they make. Ageing should be considered as an opportunity, and negative stereotypes should be addressed proactively. Rather than portraying older persons as a drain on the economy in terms of escalating health care and pension costs, the positive contribution of an active, healthy and productive older population should be highlighted – from caregiving to starting entrepreneurial activities or becoming volunteers in their communities. Older persons are important repositories of the society's history and values. Such messages can be transported through special days or even weeks dedicated to older persons, via image campaigns or popular movies and through the mass media. Journalists may be trained and educated about how to avoid undesirable stereotypes and how to use appropriate language. Ultimately, the view of older persons will depend on their own actions. The way they are seen by others will also depend on how they see themselves. Ageing stereotypes very often are also self-stereotypes. Therefore, older persons themselves should be empowered to be self-confident and positive about their role, thus inspiring the related discourse [2].

The success of Ukrainian ageing people integration to the modern society has to be based on intergenerational relationships: media coverage and volunteering. For the practical integration of older persons, it seems warranted to pay more attention to the voluntary sector as a vehicle to facilitate intergenerational exchange. European countries offer financial support to volunteer organizations that offer help to older persons. Volunteers can play an important role in caring for older persons without close relatives. Voluntary initiatives may at the same time encourage older persons to use their knowledge and skills by volunteering themselves. Older persons make important contributions in the sector of unpaid support services in the family or in their communities. Some of these initiatives offer intergenerational art courses (Lithuania) or encourage the production of an intergenerational newspaper (Estonia) [2].

Ukrainian voluntary initiatives are developed nowadays and have the political marking. But in a time it can be developed in great social motion in Ukraine and help to the government in modern socio-economical renovation.

Conclusions and further research perspectives. On the basis of the foregoing the Universities of the 3d Age Education may profit from international experience and may provide a platform for discussion between policymakers, researchers and society. They will help to identify lessons for policy-makers and service providers to help them address the challenges ahead in Ukraine and bring the Ukrainian society to the new higher level.

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On its way to the EU Ukraine strives to become a state that is socially responsible for the welfare of citizens. The policy of labor mobility in Europe will impact Ukraine, and soon the country will face the new rate of growth of aging population and it will need to cope with that similar to Western Europe that has overcome this since the end of the 20th century. Thus the experience of the European Union and the United States can be considered crucial for public administration in Ukraine in this area.

In Ukraine the principal objective is to overcome the demographic crisis and minimize its consequences for human development and national security. The idea is

to improve the quality of older population, to preserve and to protect their life and post-retirement employment potential, and by this to increase their social involvement. In Donetsk State University of Management while implementing the project «Center on the Third Age Education» under Tempus Programme along with the U.S. Peace Corps «Community Development» Programme a group of authors elaborated the study course «Social work with the third age people: international experience». The study course presents the certain aspects of foreign experience of social work connected with both social policy and social work. The study materials introduce the historical and comparative approaches towards the social work with older people in various countries.

This report synthesises evidence from case studies covering Donbass region of Ukraine and some of European countries. It considers similarities and differences of programmes that been successfully delivering integrated care in Europe, and identifies lessons for policy-makers and service providers to help them address the challenges ahead in Ukraine.

The research shows that Integration and participation are a vital element of a healthy society, which can be interesting in integration point of view. Ukrainian society has the capacity to ensure the welfare of its members, minimizing disparities and avoiding polarization and modern conflict, and it requires fostering solidarity and reciprocity between generations. The 3d Age Universities accumulate the social capital of Ukrainian people and it can be useful in solving different social problems. Older persons are integrated into society in many ways. They are part of social networks of friends and family, are active in clubs and associations, work as volunteers and are economically active. Nevertheless, older persons may be vulnerable to exclusion because of communication skills and instruments.

The article agreed the functional integration of ageing Ukrainian society to European which include so many aspects and comprising social, political and economic participation. Social participation refers to the integration of older persons into social networks of family and friends as well as their integration into the communities they live – middle level of integration. And inter social networks – high level of integration, when ageing people can communicate with foreign social capital holders.

The success of Ukrainian ageing people integration to the modern society has to be based on intergenerational relationships: media coverage and volunteering. Policies should take into account that older persons may have different needs for company or time for themselves according to those historical vision and an experience. Therefore, Ukrainian strategies should not be based on the individual older persons' needs and wishes as been discovered in European countries. Support should be provided in ways that scale down older persons' autonomy. Older persons should be empowered to pursue their interests and hobbies, building upon life achievements. Older persons' engagement with friends and relatives should be facilitated where possible. Practical barriers such as communication difficulties, cost and transport should be addressed. Lecturers of the 3-d age universities may be used as mentors to facilitate participation in social activities. It will help to make productive use of resources and competencies available in society and older persons should be positively valued for the contributions they make.