SUMMARY

Subject matter of the dissertation: Social service of lonely elderly citizens at home as technology of social work in the population social service city center.

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Customer organization: Governmental budgetary social service organization "The Pyatigorsk complex center of social service of the population".

Relevance of the research subject. The development of modern society is prompt and irreversible. Most of the people not effortlessly adopt the rules of compliance to the present situation and adapt under the formed new norms of society’s life-sustaining activity. Than older is the person, the more difficult it becomes for him to remain active and in demand. Along with external circumstances, its individual physical and psychological age changes exert a great influence on change of the quality of life of elderly people. Under the conditions when the number of elderly inhabitants of the planet increases every year, it is obvious that the problems of social protection of this population group representatives come to the forefront in the state policy of the majority of the countries.

Considering the forward aging of the population, social problems of lonely elderly people become aggravated and multiplied in connection with cardinal change of their social status and loss of financial stability. The problem of loneliness of people of advanced age is one of the most important and requires special attention from society.

The structure of our state which has changed in the last decades has caused considerable changes in all spheres of society’s life, including in the sphere of the social relations. As a result, weakening of family relations and increase in number of the elderly people deprived for various reasons of care and attention from relatives is observed now. Under these conditions, fundamental obligations on increase in their standard of living, arrangement of comfortable accommodation
conditions, and the organization of social and medical actions are assigned to social services of service at home.

In modern conditions standard forms and methods of social support of elderly people cannot fully satisfy the need of these population group representatives for the social help any longer. To achieve effective results in such clients’ home service, it is necessary to introduce the new technologies of work based on individual approach and process optimization. Effective state policy concerning the most vulnerable segments of the population social security is a successful development indicator of all the society in general.

**Objective:** to investigate the essence of social service of lonely elderly citizens at home as technologies of social work in the population social service city center.

**Tasks:**
- to study the problems of elderly people as representatives of separate specific category;
- to disclose the essence of social service as the type of social activity and part of social policy;
- to characterize the technologies of social service of lonely elderly people within the framework of the city social center;
- to reveal specifics of social service at home;
- to consider experience of social service at home of lonely people of advanced age in foreign countries and in certain regions of Russia;
- to analyse the quality of home social service of the above-mentioned citizens on the basis of the Governmental budgetary social service organization "The Pyatigorsk complex center of social service of the population".

**Theoretical and practical significance of the research:**
1. Expansion of ideas of the complex nature of lonely elderly people social service in general, and options of home service in particular.
2. The analysis of the references devoted to consideration of specifics of social work with lonely elderly people at home.
3. Specification of the areas of work of home service offices for lonely people of advanced age.

4. Recommendations on the introduction of new alternative technologies in social service at home, which will allow to increase the level of quality of the provided services, and to quickly provide complex services, as well as release time of social workers.

Results of the research: As a result, the performed paper observed not only theoretical questions on the designated problem, but also recommendations about expansion and updating of the paper technologies capable of increasing the quality level of service of lonely elderly people.

Recommendations:
- to continue work on adaptation of alternative forms of home care by means of holding social actions on the basis of definition of individual approach to clients;
- to strengthen the rehabilitation block of social service work within the existing projects;
- to create the productive mechanism of rendering the social help to lonely elderly people in house conditions for a long time;
- to introduce into practice new perspective technologies for home service offices, such as social crew and foster homes for elderly people.