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SOCIO-PSYCHOLOGICAL ASPECTS "HAPPY OLD AGE" AND OPPORTUNITIES OF SOCIAL SERVICES IN ITS PROVISION

СОЦИАЛЬНО-ПСИХОЛОГИЧЕСКИЕ АСПЕКТЫ «СЧАСТЛИВОЙ СТАРОСТИ» И ВОЗМОЖНОСТИ СОЦИАЛЬНЫХ СЛУЖБ В ЕЕ ОБЕСПЕЧЕНИИ

In this article the authors examine the anthropological, physiological, socio-psychological, medical background happy old age; analyze the data of a number of domestic and foreign experimental work to identify factors, conditions that ensure comfortable livelihoods of the elderly person. Special attention is paid to the role of the socio-gerontological competence of managers of the sanatorium and resort sphere in the creation of socio-cultural gerontology centre environment to ensure a happy old age customers, as well as the traditions of the Kuban Cossacks in relation to older people. A separate section of the article is devoted to the development of the Institute of foster families for older people in the Krasnodar region. Significant place in the article devoted to the analysis of various areas of professional activity of specialists of social service agencies within the community to enhance the revitalization of the manifestation of older people in different types of cultural and educational activities. The article reveals the essence and content of the concept of "socio-gerontological competence of the specialist institution of social service of the population". The authors examine the nature and structural components of the socio-cultural environment gerontology centre (pension) sanatorium profile, which is a special kind of communicative space of the Board, determining its existence and prospects of development as a specialized Agency for the elderly.

В статье авторы рассматривают антропологические, психофизиологические, социально-психологические, медицинские предпосылки счастливой старости; анализируют данные целого ряда отечественных и зарубежных экспериментальных работ по выявлению факторов, условий, обеспечивающих комфортную жизнедеятельность пожилого человека. Особое внимание в статье уделено раскрытию роли социально-геронтологической компетентности менеджеров санаторно-курортной сферы в создании социокультурной среды геронтологического центра для обеспечения счастливой старости клиентов, а также традициям кубанского казачества по отношению к пожилым людям. Отдельный раздел статьи посвящен проблеме развития института приемной семьи для пожилых людей в Краснодарском крае. Значительное место в материалах статьи отведено анализу различных направлений профессиональной деятельности специалистов учреждений социального обслуживания населения в сфере активизации самопроявления пожилых людей в различных видах культурно-развивающего досуга. В статье раскрывается сущность и содержание понятия «социально-геронтологическая компетентность специалиста учреждения социального обслуживания населения». Авторы статьи рассматривают сущность и структурные компоненты социокультурной среды геронтологического центра (пансион) санаторного профиля, которая является особым своеобразным коммуникативным пространством пансионата, определяющим его существование и перспективы развития как специализированного учреждения для пожилых людей.

Keywords: gerontology, social work with older people, socio-gerontological competence, gerontological specialists centers

Ключевые слова: геронтология, социальная работа с пожилыми людьми, социально-геронтологическая компетентность, специалисты геронтологических центров

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Thinking about concepts

Our contemporary, physician and psychotherapist Thierry Janssen believes that modern society rests on the principles of hedonism and materialism, and so people often confuse the concept "happiness" with pleasure and comprehensive comfort. In the twenty-first century there is increasingly common phenomenon known as "hedonic adaptation" when people get used to the fact what they have and no longer have fun and joy of life.

In modern domestic and foreign scientific gerontological literature expression "happy old age" is less common than in fiction or philosophical. This notion is largely undefined and evoke the ambivalence. Many people find it difficult to imagine that old age can be a happy period of life, especially if you compare it to the earlier age periods. However, according to a number of domestic and foreign researchers [1; 2; 7; 10; 12; 13; etc.] and the authors of the chapter as well, surveys of old (and even senile) people say that the concept of "happy old age" is not abstract. On the contrary, it is filled with a certain individual significant for each individual content and includes, in particular, those new positive experiences that were unfamiliar to past life experiences.

According to some gerontologists [12; 13; 21; 24; etc.] the desire in old age for "little happiness" (F. Jaber, 1971) is as vivid as during the entire previous life. And many older people believe that the achievement of "happy state" is quite real.

In surveys conducted by the authors of gerontological centers customers (cities Moscow, Krasnodar, Gelendzhik, Anapa, sweeping 268 people), 38% of respondents reported that for the first time they experienced satisfaction of themselves and others only at the age of 60, 26 % felt the greatest satisfaction of conditions of their existence, its completeness and meaningfulness at the age of late 60.

In our opinion, perhaps the explanation of the results due to the fact that each person has several social roles, and quite quiet life in the 60 – 80s of the twentieth century allowed to change them smoothly. Since the end of the twentieth century to the present time the rhythm of human life is so accelerated that on the way home he did not have time to "transform" from the chief/worker into wife/husband, father /mother, etc. In modern life, there is a constant "mixing" of social roles (for example, in the midst of an appointment the person you love may call, and at the time of a date – your boss or employee of a bank). As a result, the person is in the "fragmentation" of his social existence, the number of social ties (including online contacts) are increasing to such an extent that for the modern man full commitment of a particular social role becomes impossible. A person does not have time (or cannot or does not want, or all together) to fully "invest" their own "I" into any of hundreds relationships. On the one hand, the modern man is forced to constantly be "connected" to be "in good shape" and on the other – psychologists and psychiatrists say about persistent epidemic of "burn-out", depletion of the inner world of the individual and loss sense in "the race of life". At the same retirement age an elderly person, finally, gets the opportunity to qualitatively, with total personal dedication "to invest" in his favorite social role (a grandparent, a writer of memoirs or a mentor for young artists etc.).

It is appropriate to show the opinion of one of the founders of positive psychology Martin Seligman, who identified three conditions that allow approaching to the "true happiness":

- 1) earn to savor the pleasure (slow down the pace of their work, resist impulses to escape vain tasks, which we always have a lot);
- 2) take some time to fully taste the joy of achieving the desired, to feel satisfaction from the choices made;
- 3) should stop wanting more all the time, make your life easier and deal primarily with what is important to you in this period of life [20].

Noteworthy Johannes Kemper opinion to the concepts that describe the processes of "happy and unhappy" aging. Scientist in his book "Is it easy to grow old?" writes: "In today's scientific debate about the peculiarities of working with older people target the psychological impact worded as "adaptive behavior variability elderly person", "social competence", "successful aging" and "effective device". I had great difficulty with these concepts. Though it is clear that they have great value for the science < ... >. My gut tells me that these concepts have no feelings aura (*italics* by the authors of this chapter) which I associate with my view of the elderly people. If we consider life in old age as the most possible amount of freedom and responsibility then such a thing as *the art of aging* (*italics* by the authors of this chapter) gets great significance" [11, p. 79]. In her opinion, the decisive prerequisite for a happy old age is a state of equilibrium between the views and needs (motivation) of an elderly person as well as the harmony between the needs and experience in reality. Care of children may, for example, be experienced as good, if independence was the aim of educating children. Summarizing her scientific thinking about the old age, Kemper concludes: there is not simply aging – each person has his own personal way of aging [11, p. 86].

The concept "happiness" has many meanings, largely conditional in any of the age periods. Unlike same happy experiences in age from similar conditions in young and middle age is that they usually are not projected for the future and present experiences completely exhausted.

In old age, happiness may be paradoxically from the perspective of the average citizen. For example, an elderly person with good for his age physical health, mild temperament common age-related changes, save the active lifestyle and high social status, having a spouse and children, material wealth can feel (or consider) himself in something flawed, unhappy and fully does not accept his

aging. Conversely, in poor physical health, modest material prosperity, relative solitude elderly person can be in harmony with his aging, able to see the positive side of his senile being, experiencing the joyful experience of daily activities.

Thus, about a happy old age (albeit rather arbitrary) we can speak only when an elderly person has individual subjective satisfaction with his new social role in this life.

In our country gerontology most fully the concept of "happy old age" is disclosed in N.F. Shakhmatova works [25]. According to scientists, it is a special case of mental life in elderly (old) age when a man's attitude to his senile is tolerant, his life around, today's state of health, physical ailments are perceived tolerably, as they are. Such an attitude toward oneself and others for an elderly person is a new installation of values in life. By this time, usually defined and new interests previously not characteristic of the man appear. Among them, stand out appeal to nature sometimes for the first time appears love to animals. Part of happy elderly discovers that old age has beneficial effect on their ability to creatively process the experience and knowledge of this contributes to a feeling of satisfaction.

In her studies M. Ermolaeva noted that people in later life rarely characterize his life as happy, even with all the signs of its objective well-being [9]. Absorption by the process of life, the ability to enjoy every moment this is indeed an important aspect of the emotional life of the elderly, but the stability of these experiences are not always stable: sooner or later, an elderly man appreciates "this wonderful life" as indifferent to him, pushed him to the "most side of life".

Thus, the self-awareness of a happy old age is directly related to the emotional experience of life satisfaction. And this psychological phenomenon of older people is complex and poorly understood.

Analysis of the scientific literature and the authors own research allow to designate the following factors determining satisfaction with life in old age:

- factors that are associated with the assessment of the elderly their life sense and value for others;

- factors that are associated with the presence of some purpose in life, which can be realized only in the elderly, as well as awareness of the favorable time perspective that links the past, present and future of an elderly man (this group of factors includes episodic (systematic) achievement of both large and small successes in certain activities related to the gradual achievement of the desired goal of life in old age, there is a positive reflection of the significance of his life in the eyes of others);

- factors related to the evaluation of internal and external conditions of life of an old man (this group of factors include, among others, tolerance of an elderly man to his experiences, which consist of his deteriorating health concerns, appearance, lack of material resources, the availability of good interlocutor in the face of the doctor, nurse or grandchild etc.).

Anthropological and socio-psychological conditions of happy old age

In the last decade the studies which purpose is to search for an answer to the question: what exactly defines mental well-being in old age, so that a man could perceive aging as a new (relatively happy) period of his life have increased substantially.

According to the American psychologist and genetics David Lykken (life years 1928 – 2006), the ability to be happy is an intrinsic property of the individual, which is determined by genetics but not external factors. To prove this point, he spent ten years studying the life of 2,000 pairs of identical twins, born in Minnesota from 1936 to 1955. In 1996, Lykken published his findings, concluding that the life satisfaction of 50% is determined genetically. According to the scientist, namely genes affect such personality traits (important for the perception of old age) as cheerfulness, complaisance, stress, depression, etc. Lykken found that material income, marriage, religion and education by only 8% define what how many people satisfied with life. "Having different experiences, but identical genes, old age people psychologically feel the same way – the researcher wrote. – Conversely, the state of mind of people with a similar fate, but with different genes is very different" [8]. It should be noted that the latest psychogenetics discoveries show that there are genes responsible for altruism and compassion, and even for religiousness. And we cannot exaggerate the role of genes dictatorship. Each person has a choice of how to live and how to grow old.

There is another theory about socio-psychological and anthropological presuppositions of happy old age, according to which happiness in old age depends on a person's lifestyle and his free choice. Supporting this theory, Professor Bruce Headey from Melbourne Institute of Applied Economic and Social Research (Australia), for the past 25 years was studying the inhabitants of different countries (Germany, England, Australia). He tried to find the relationship between happiness and education, employment, marital status, religion, etc. First three thousand people a year were interviewed, and by the end of investigations, the number rose to 60 thousand. The results of the study in October 2010 appeared in the journal Proceedings of the National Academy of Sciences.

The main results of research of Bruce Headey and his collaborator Ruud Muffels, Professor of Economics and Sociology:

- one of the most important factors influencing the happiness is the presence or absence of neurotic states with a partner; according to researchers, even temporary past relationship with unbalanced person can ruin the rest of life. Conversely, calm and friendly companion guarantees us a happy old age;

- of particular importance for long-term happiness in old age have altruism and family values. Respondents cited as their moral priorities philanthropy and empathy, as well as those who are easily sacrificed their interests for the sake of loved ones, elderly feel happy. "But among egoists satisfied retirees turned two-thirds less," – said Headey;

- believers (especially in old age) tend to be happier than atheists;

- such factor as body weight for long-term happiness of men and women affected differently. The first are upset when their weight is insufficient, and the second put off excess fat; and on the state of mind of the stronger sex overweight has almost no influence.

Bruce Headey is not the first scientist who was involved in a long-term study of mental well-being in adulthood. The longest such project was launched in 1938 and is still ongoing. It is attended by about 300 Harvard alumni who now well over 80. Today this research is managed by George Vaillant, professor at Harvard Medical School in Boston, Massachusetts. Conclusions of his research are presented in the book «Aging Well» (2003) and Bruce Headey largely coincide. Among the factors of a happy old age Vaillant notes:

- sense of humor is a powerful psychological defense;

- avoiding alcohol and smoking when you are not more than 45–50. "Of those 80-year-old respondents who refused smoking and alcohol abuse until they were 45 years old, 64% identified themselves to be healthy and happy, which is a very bright indicator".

In 2012, British experts Southampton and Edinburgh University, and University College London, under the auspices of the National Health Service as part of its complex programs used interrogators engaged in a long-term research in a given area. The study took place in three phases over forty (40) years! Published results of the program have shown that elderly people are more happy and satisfied with their lives, if they in their younger years were emotionally stable and characterized as people with extraverted type of behavior that is more sociable, responsive, have a keen interest in the environment [4, p. 1].

At the first stage it was attended by 4583 people born in 1946. Age of participants at baseline was 16 years old. The second study was repeated 10 years later. The participants were 26 years old. The final stage of a four-year study conducted already in the elderly (age of the participants in the experiment was 60 – 64). 2529 people are already interviewed. Analysis of data from all stages of the experiment showed that people with high levels of extraversion quite satisfied with their life in old age and live quite happily. The opposing group of people suffering from neuroticism, has poor health in old age, with low levels of well-being. The conclusion (which, in our opinion, requires a scientific debate) says that the subsequent life of the person depends on the mental states in youth.

Typing elderly people proposed by MD, Professor Yuri Iosifovich Polishchuk [19, p. 1] deserves attention:

- "Happy old age" is characterized by tranquility, wise enlightenment worldview, contemplation and self-control, which occurs not only in the accumulation of life experience, but also weaken the influence of affect, emotions on mental life. This condition occurs in a sufficiently large group surveyed aged 73 to 92 years in 8% of cases. All these people in the past were harmonious personalities and after retirement for a long time engaged in creative work;

- "Unhappy old age" is caused by increased levels of personal anxiety, worry about their physical health, but also about the health and well-being of loved ones. For such people, characterized by a tendency to frequent doubts about the slight, self-doubt, his future, the loss of the former and the lack of new meaning in life, thinking of approaching death. This condition is observed in 71% of older people. In the past, they were peculiar features alarming suspiciousness, of sensitivity, which enhanced the aging;

- "Psychotic" old age is accompanied by organic mental disorders, psychopathic, psycho-organic disorders up to the phenomena of dementia. These old people make 21%. The author emphasizes that these people could not identify any significant prevalence of certain traits.

Old age should not be taken as a period of regression and decline, as evidenced by the results of the study of cognitive abilities of people in the age group 60 – 93 years. Revealed that older people can not only preserve existing capacity, but also to develop a number of new ones. Education at this age is based on the rich texture of experience, adequate knowledge of their strengths and weaknesses in the process of cognitive detail. Analysis of the literature on the psychology of old age and aging

analysis of biographies and autobiographies of creative people who have lived to old age, showed that old age as a psychological age may not occur in a person's life. Condition lasting or growing maturity is creativity in all its forms, including the creation of his own life, his every day.

***The role of social gerontology competence of managers
sanatorium sphere in the creation of social and cultural environment of
gerontology center to ensure a happy old age of its
customers (by example of Krasnodar Territory)***

In modern conditions of bringing infrastructures resorts, spa profile institutions of Krasnodar Territory to international standards there is an objective need to take into account the socio-gerontological approach.

In the Krasnodar region in the period from 2009 to 2013 was successfully implemented regional target program "The older generation", which was approved by decision of the Head of Administration (Governor) of Krasnodar Region on June 3, 2009 № 473. Its implementation was aimed at creating conditions for "a happy old age" for senior citizens of Kuban. The aims and objectives of this program were:

- assist in raising the level and quality of life of elderly people in the Krasnodar Territory;
- providing a wide range of social services that contribute the normal life and decent way of life in old age, including the development of care services for senior citizens, a network of relevant institutions, foster family institution for the elderly, increased use of mobile teams, provision of transport services;
- modernization in accordance with international standards of material and technical base of social services for senior citizens and people with disabilities;
- the formation of a positive attitude towards aging and older people as active and respected members of society;
- assist in the development of the creative potential of older people, including those living in rural areas and most distant from the major cultural centers of settlements;
- the formation of an active life position, involvement in the cultural life of the region, the development of veteran sports movement, the use of the elderly sports, health, recreational facilities;
- active involvement of senior citizens in physical culture and sports, holding of sports events;
- development of social tourism for senior citizens.

For the vast majority of the Krasnodar region traditions of the Kuban Cossacks in relation to older people are extremely important and significant. To respect older this is one of the main traditions of the Cossacks. Paying tribute to the living years, transferred odds Cossack share advancing infirmity and inability to stand up for themselves, the Cossacks have always remembered the words of the Scriptures: " In the face of a gray-haired, get up, respect the elder person and his fear of God " [25, p. 2]. The custom of respecting and honoring the eldest younger obliged younger to care, restraint and a willingness to help and some etiquette demanded compliance (with the appearance of an old man all had to get up – Cossacks in the form of a hand in a headdress and without form – remove hat and bow).

In the presence of the elderly were not allowed to sit, smoke, talk (to engage in a conversation without his permission), and even more so obscenely expressed. It was considered unseemly to overtake the old man (the eldest), ask permission required to pass. Upon entering the first anywhere passed older. Considered indecent younger engage in conversation in the presence of a senior. Junior must exercise patience and restraint in all cases, not rebuke. Words were senior to junior compulsory. When common (joint) activities and decision-making is sought necessarily older. When conflict situations, disputes, dissensions word the old man (the elder) was crucial and needed immediate its execution. Generally Kuban Cossacks and especially respect for elders is an internal need, even in the Kuban in circulation rarely heard "grandfather", "old" and so on, and gently says, "dad", "father". Respect for the older inculcated and instilled in Cossack family from an early age.

Only in 2013 in the framework of the regional target program "The older generation" of Krasnodar Territory were performed the following activities:

- continued development of foster family institution for the elderly. Currently, in the Krasnodar region within the adoptive family more than 100 elderly people are served;
- on the basis of marginal social service agencies organized 54 computer labs, which have been trained on the program "Personal Computer" for more than 2 thousand of elderly people. In order to provide communication links for senior citizens living in rural areas, 41 establishment of social services for older citizens purchased laptops;

- in the marginal social service agencies action exists 50 "Schools care senior citizens (especially immobile patients)" for their family members and volunteers. Only for 2013 sessions attended by more than 7.2 thousand people;
- in volunteering to implement monthly patronage 22660 veterans in need of various assistance systematically attended by about 12,000 students and seniors;
- only for 2013 in development activities of social tourism for senior citizens took part more than 2 thousands of elderly people from all municipalities of Krasnodar Region, conducted 143 tours. Especially popular in the elderly enjoyed trips to the ethnographic complex "Ataman Cossack village" holy places and objects of pilgrimage Krasnodar region, as well as cultural and historical monuments;
- Department of Labor and Employment of the Krasnodar Territory successfully implement work for employment of senior citizens who want to continue their career. Under the "older generation" in 2013 to the employment services of the Krasnodar Territory over 5,000 people of retirement age addressed, 2583 people, including 1691 women are employed;
- Ministry of Physical Culture and Sports of the Krasnodar Territory held 8 regional competition among veterans of Physical Culture and Sports of the Kuban, which were attended by more than 300 of older people;
- a network of state and non-state (private) gerontology centers, boarding houses for elderly and elderly was developed.

To solve the problem of improving the level of service, to meet the needs of different groups of customers from among those "third age" of gerontological social institutions need a strong profile, professionally trained service management, with its socio-gerontological competence. Modern gerontological management can be defined as the science of effective governance institutions gerontological focus, which includes: a) the doctrine of the regulatory principles of the organization of the enterprise gerontological specificity (the legal part); b) the doctrine of the development strategy of the enterprise (the ideological part); c) the doctrine of personnel selection (sociological part); c) the doctrine how to optimize personnel, able to take into account the specifics of the system "manager – elderly man" (pedagogical and psychological parts).

The socio-gerontological competence manager institutions for the elderly is system specialist personal formation, reflecting the unity of possession of the basic competencies needed for successful professional work with older people to meet their needs of variant in improving and strengthening the health, cultural activities and other needs. It includes all of the following competences:

- information and gerontological is the ability to identify and obtain information about the needs of a particular elderly person, as well as to provide him all the necessary information;
- communicative gerontological is the ability to work productively and conflict-free to build relationships, to negotiate with the various categories of older people, the ability to convince them in the interests of the expedient resolution of their problems and needs, the possession of social perception skills in personal – business communication with older people; the ability to prevent and resolve conflict situations that arise in the communication process;
- Analytical and predictive is skill to develop socially-oriented projects that meet both the needs of the individual customer and gerontology group but sanatorium and spa services based on information;
- advisory is the ability to build and provide advisory activities in working with various groups of gerontological issues variational meet their interests within the framework of existing law;
- animation and gerontological is the ability to develop various animation programs and tours taking into account psychology, age, disability of "third age" people; possession of various types of animation, recreational technologies; technologies excursion activities, the organization of social and cultural programs;
- monitoring is the ability to monitor the quality of provided gerontological sanatorium complex, the ability to determine the index of satisfaction of elderly customers with the quality of service.

Wellbeing of older people stay under state or pay gerontology center (guesthouse) is largely determined by its socio-cultural environment. Creating such an environment and providing its improvement can be achieved if:

- specially created conditions for a full, diverse manifestations of life and social relations, self activity of elderly clients with regard to their personal interests, spiritual needs;
- living in the guest house retains existing family ties older people, their relationships with friends and neighbors, provides opportunities for transmission of their knowledge, professionalism, culture and traditions to the younger generation;
- provides daily protection of the interests and rights, living in the guesthouse elderly clients.

Socio-cultural environment gerontology center (guesthouse) is a special kind of communicative space guesthouse determining its existence and development prospects as a specialized agency for

the elderly. It is the official foundation (what appears in the brochures of a guesthouse) and informal (what is passed from one person to another through those who lived in it and through their relatives, friends and acquaintances) advertising (image).

The main structural components of the socio-cultural environment of gerontology center (guesthouse) sanatorium profile are:

- culture of management process of life of older people and providing the most appropriate to their needs;
- providing facilities of daily life (living comfort, etc.);
- culture of life of all subjects of pension (staff, clients, social partners, etc.);
- culture of necessary for the elderly health care and nutrition;
- culture of ensure effective interaction of older people, which can be varied, it is useful to themselves and others to spend effectively the last years of their life;
- developed and appropriate conditions for the fulfillment of each resident in his familiar surroundings;
- culture and fullness of life and meet the spiritual needs of the elderly;
- protection of the interests and rights of the elderly, as well as maintenance and administrative staff pension;
- rationality of technical equipment necessary to ensure the required level of customer service.

The problem of adaptation of an old man to life in gerontology center sanatorium is a complex of multi level process that is solved with the use of special psychological intervention programs (in particular, dance movement therapy, body-oriented therapy, game therapy). Complex rehabilitation and adaptation activities carried out in the center, includes the work of physicians, psychologists, specialist in adaptive physical education specialist in social work, occupational therapy instructor, organizers of cultural and leisure activities, experts on the implementation of animation and recreational programs, and accompanist other professionals.

Used in gerontological center sanatorium dance – movement therapy helps to release muscle tension elderly, lifting clamps and the formation of psycho-physiological state of relaxation techniques. Body-oriented contributes to the development of his own body, creating a positive body image, development of communication skills. Game therapy is acquisition and development of feelings of group experience in building communication skills in geriatric group. The complex of these programs helps correction of psychological problems and the formation of an elderly man motivation concerns about their own health.

Instructor in occupational therapy center offers customers various kinds of leisure and applied activities: testoplastika, macrame, embroidery, knitting, soap-making, beading, origami, scrapbooking, decoupage on fabric, quilling, izon, kanzashi.

A special place in old age takes psychological assistance that the institution aims to address one of the important problems in this age group – adaptation is not only a change of outdated behaviors, but also the improvement and development of methods of effective and harmonious interaction with the outside world, as well as increase personal potential and to promote the process of self-actualization.

Thus, all the activities of specialists of gerontology center aims to build skills to preserve and strengthen the psycho-physiological health of an elderly patient.

Analysis of the results of experimental work

In the period from 2010 to 2014, the authors and students under the guidance of the authors were conducted narrative interviews with 126 mentally healthy elderly (age 65 to 88 years, 80 women and 46 men) living in geriatric centers (boarding houses), boarding homes, and being in the home. Conducted a content analysis of materials derived from the narrative interviews allowed to identify a group of elderly people (13 men and 12 women) who positively assessed their being senile and were pleased with the conditions (both external and internal) course of their old age. Some of them (8 men and 10 women) discovered (in the period from 65 to 70 years) the fact that old age is a beneficial effect on their ability to creatively (new angle) to rethink the experience, to share with them their interlocutors, and to some extent promotes sensitivity satisfaction is advanced in years.

A common feature for all 25 people who were satisfied with their old age, is a clear orientation on these older people for now. Their senile state they accept without any reservations and with no plans to change for the better. For them (11 living at home, and 14 in geriatric centers) is typical of almost daily mental work, which leads to the development of new for them calm (largely contemplative), to a certain extent self-sufficient life position. Life around, today's state of health, physical ailments, perceived life bearable, such as they are. Note that in the works of many gerontologists [10;

12; 13; 21; etc.] such a tolerant, relaxed attitude to himself older (the elderly), to their surroundings for an elderly person is a new installation of values in life .

All elderly people of this group showed a tendency to listen carefully to their companion, as well as the tendency to conformism (elderly formally agrees with the speaker, but it itself is not their point of view or behavior resulting from it, do not change). To some extent, these traits indicate their selection of adequate forces method of adapting to the environment. Meanwhile, it should be noted that this form of conformist contacts more common in older women than men.

Another important characteristic feature of the elderly referred us to the people perceive their retirement as a happy time, a desire to be involved in situations in which it is possible to demonstrate their abilities and skills (for example, to assist in negotiations between the warring relatives, neighbors, be members of the feasible for their ability to play with his grandchildren, to take part in the work of public organizations in the health of sports programs, etc.).

Summary

Happy old age can be regarded as the greatest personal satisfaction of an elderly person with conditions of his existence, his completeness (adequate psychophysical capabilities) and meaningfulness.

For "happy old age" it is important that the nature of an activity, employment is chosen by the individual according to his personal interests and aspirations. It is useless to try to artificially or forcibly bind an elderly person with any physical activity, even if it would be feasible and necessary thing for him. Striving for an elderly person feasible activity and employment interesting thing this is what makes life in old age "real life".

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