

Impediments to social marketing for social care services for the disabled

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Study summary

First: the study problem

Caring for the disabled is a right guaranteed by all divine religions and human rights principles to equality and equal opportunities among all members of society to enable them to develop their capabilities in a way that makes them able to protect and support themselves and actively participate in social life and the development and development of their societies, and social marketing has begun to be used in service organizations in 1950s and 1960s attracting various funding sources.

Second: The objectives of the study:

The study seeks to achieve a main objective, which is "identifying obstacles to social marketing in providing social services to the disabled." This goal is achieved by achieving a set of sub-goals related to obstacles to social marketing objectives, strategies and activities, in addition to reaching a proposed program for social service using social marketing to contribute to Achieving the objectives of the services provided to the disabled.

Third: methodological procedures for the study:

- 1- Type of study: This study is considered descriptive and analytical studies.
- 2- The method used: the current study relied on the social survey methodology in the sample.

3- Study tools:

A) A questionnaire form for social workers who provide services for the handicapped in NGOs. and A questionnaire for the disabled about the obstacles that prevent them from benefiting from the services of the NGOs.

3- Fields of study:

- A) Spatial domain: all the publicly known associations that have service activities for the disabled
- B) The human field: (57) disabled people and (18) social workers in NGOs
- C) Time range: the time period from 9/14/2016 until 11/24/2016

Fourth: Results of the study:

The study achieved its objectives in terms of identifying the obstacles that hinder the disabled from benefiting from social care services in civil societies. It also reached a proposed program for social service using social marketing to contribute to achieving the objectives of the services provided to the disabled.