

Improvement of Chronic Disease Prevention and Treatment Literacy of Chinese Residents Based on New Media

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Abstract: Chronic diseases not only seriously threaten the health-related quality of life of patients, but also bring heavy disease burden to society, families and individuals, which has become a major global public health problem in the 21st century. Therefore, based on the background of new media, countermeasures are analyzed and studied on the improvement of chronic disease prevention and treatment literacy of Chinese residents.

Keywords: New Media; Chronic Disease; Prevention and Treatment Literacy

Introduction

As a part of health education, chronic disease prevention and treatment literacy helps us avoid many unnecessary health injuries caused by chronic disease. When we have a chronic disease, we can take advantage of what we know and work with medical staff to adjust our life behaviors during treatment, reduce risk factors and better protect and promote our health. Chronic disease prevention and control literacy is closely related to the level of chronic disease prevention and control. When the literacy level of chronic disease prevention and control is improved, it will inevitably promote the improvement of chronic disease prevention and control. Since the national health literacy monitoring, the knowledge level of chronic disease prevention and treatment has been improved year by year. However, the current situation of chronic disease prevention and control in China is still not optimistic. Therefore, it is necessary to expand the scope of chronic disease prevention and control and improve the residents' literacy of chronic disease prevention and control.

1. Seizing the opportunity of the new media era and establish a chronic disease management platform with characteristics

The wide application of new media resources has opened new paths and models for chronic disease management. General Secretary Xi stressed that great importance should be attached to the application of network information technology in the field of health, optimize resource allocation and improve service efficiency. China's medium-term and long-term Plan for the Prevention and Treatment of Chronic Diseases (2017-2025) point out, we will promote the integration of the Internet with the health industry and establish a new model of chronic disease health management services. Therefore, we should seize the opportunity and rely on new media to provide professional and personalized health care services for patients with chronic diseases. For example, we will establish medical and medical security service process that integrates online and offline services, promotes information sharing and mutual recognition of people with major diseases, and makes it easier for patients with chronic diseases, the elderly, women and children and other vulnerable groups to get medical treatment. In addition, medical staff can make full use of communication platforms such as the official health website, We-chat public account and health mini program to regularly release health information, carry out continuous intervention for patients with chronic diseases through various interactive measures and timely follow-up, strengthen patients' ability to manage diseases and encourage them to take the initiative to treat them.

2. Establishing health literacy promotion management mode for residents

At present, the current situation of chronic disease prevention and control in China presents a trend of high mortality and light burden, and its incidence is increasing year by year. Therefore, it is necessary to establish a management model to improve the health literacy of residents. To be specific, we should first pay attention to the prevention and treatment of chronic diseases of vulnerable groups, pay attention to healthy diet structure, scientific fitness, moderate tobacco and alcohol, health and optimism and other healthy behaviors and lifestyle knowledge. Health education and publicity have been widely carried out through We-chat, Weibo, Douyin and other media, and health knowledge and practical skills competitions have been held to increase public participation. Second, while promoting public health, focus should be placed on priority groups, especially the elderly. According to needs, various forms and channels of training will be provided to stimulate residents' enthusiasm for learning knowledge about the prevention and treatment of chronic diseases.

3. To comprehensively improve the health literacy level of patients with chronic diseases by focusing on electronic health literacy

WHO has promoted health literacy as an important strategy and measure to promote public health around the world. With the development of network information technology, electronic health information plays an increasingly important role and becomes an indispensable part of health literacy. However, at present, the residents of our country generally have the problem of low efficiency in using electronic information resources. Therefore, the electronic health literacy level and characteristics of chronic disease patients should be comprehensively understood according to different characteristics of different populations, and corresponding strategies and measures should be formulated according to their actual situation, so as to comprehensively improve their health literacy level. For example, when medical workers teach health education for patients with chronic diseases, they take the search, identification and application ability of electronic health information as an important content, and give full consideration to the barriers to access to online platforms by vulnerable groups such as those with lower education levels, older age and poorer economic conditions in rural areas, and strengthen the efforts of publicity, education and related training. At the same time, the improvement of some health websites, We-chat public account and other service platforms will be of great significance to comprehensively improve the health literacy level of patients with chronic diseases.

4. Strengthening the physical exercise of patients with chronic diseases and promote the establishment and formation of a healthy lifestyle

Physical exercise has been proved to be one of the most positive and significant measures to promote the health of residents. Therefore, we should strengthen the health education of patients with chronic diseases and encourage them to take part in physical exercise actively. For example, to carry out health education lectures in the community, improve the construction of community fitness places and facilities, organize people with chronic diseases to hold various fitness activities regularly. At the same time, patients are encouraged to maintain a healthy diet, go to bed and get up early, quit smoking and limit alcohol consumption to establish and form a healthy lifestyle. In addition, the cultivation of healthy behaviors is a gradual process, which requires the concerted efforts of the whole society and long-term persistence. It is suggested that relevant government departments, communities and families unite in long-term intervention, supervision and guidance to help patients form a good lifestyle and effectively improve their health-related quality of life.

5. Social support and mental health will be strengthened to improve the quality of life of patients with chronic diseases

The evaluation of life quality refers to the multidimensional and all-round investigation of individual subjective well-being from physiological, psychological and social functions. The results of this study indicate that social support not only directly and significantly affects the quality of life of patients with chronic diseases, but also plays an intermediary role between electronic health literacy and quality of life, physical exercise and quality of life, and indirectly affects the quality of life. Therefore, based on the modern medical model, patients with chronic diseases should be treated with all-round intervention from physiological, psychological and social aspects. For example, in terms of physiology, patients with chronic diseases are encouraged to seek medical treatment in a timely manner and follow medical advice, while at the same time developing good living habits; In terms of psychology, health education should be strengthened to help patients with chronic diseases learn to correctly treat the pain and other psychological problems caused by the disease, learn to talk to friends or family members, and correctly regulate negative emotions. In terms of social adaptation, the importance of social support is emphasized, and patients are encouraged to participate in social communication activities and improve social support networks. Improving the quantity and quality of social support for patients with chronic diseases from the government, family, community and other aspects, so as to effectively improve the health-related quality of life of patients with chronic diseases.

6. Refining action interventions

The first is to improve the health records of community residents, generally establish the electronic health records of community residents, to provide more detailed information for the community health service management system. It is conducive to the smooth development of other health work such as the management of the elderly and high-risk groups, and gives full play to the role of electronic archives in the work of all departments. Second, we will improve and standardize the three-level network for the prevention and treatment of chronic diseases. The three-level network of chronic disease prevention and control should be established in general hospitals, health centers and village clinics, and a supportive environment should be formed. The publicity of health service policies should be intensified by relying on the team of community doctors. We should study and explore the specialized medical treatment suitable for the actual situation of this area and improve the technical level of the community medical team. The key point is to improve the post responsibility system of general practitioners, provide convenient chronic disease prevention and control services for residents from the perspective of system construction, ensure the continuity and systematization of prevention and control technology implementation, actively carry out comprehensive chronic disease prevention and control work, and ensure the health of residents. The third is behavioral intervention measures. In the health promotion work, we should pay attention to the physical exercise situation and reasonable healthy diet structure of community residents, encourage and guide residents to actively participate in physical exercise, increase the investment, configure community fitness facilities, carry out community activities beneficial to physical and mental health, improve the rate of physical exercise of the masses; We should advocate a healthy diet, provide good social support for residents, and help community residents form healthy living habits. Fourth, psychological intervention. Provincial and municipal psychological experts will be invited to give lectures on professional knowledge for residents with chronic diseases in their jurisdiction, and psychological counseling will be provided according to their different situations, so that patients with chronic diseases can maintain a good attitude through adjustment, face the disease positively and optimistically and cooperate with treatment. Community doctors should timely follow up the follow-up management of patients with chronic diseases and high-risk groups, actively communicate with patients and their families and give psychological stress guidance. Through overall psychological intervention in the community and follow-up management by community doctors, social psychological support can be enhanced, bad emotions can be relieved, and confidence in preventing and facing diseases can be improved. Fifth, self-management. Disseminating pamphlets on chronic diseases and self-management guidance, advocating self-management of patients with chronic diseases through reasonable diet and moderate exercise. Psychological self-regulation and self-monitoring of disease symptoms were carried out, and patients were encouraged to

read the guidance manual frequently, so that self-management could be carried out smoothly without intervention personnel.

Conclusion

To sum up, health is the foundation of a nation, and health for all is the foundation of a nation. Although studies have shown that chronic diseases can be prevented and controlled, they are limited to current measures and there is no fundamental solution to the continuing spread of chronic diseases. At present, it is urgent to explore new ways of chronic disease prevention and treatment, improve the prevention and treatment measures of chronic disease in China, and improve the healthy life quality of patients with chronic disease.

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