

An Analysis of Ways to Improve Citizens' Health Literacy

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Abstract

Through the analysis of the concept of "health literacy", on the basis of the former health education, we explore the path to improve the health literacy of citizens, improve the quality of life, and let the people get more happiness.

Keywords

Citizens, Health Literacy, Health Education.

1. Introduction

The state has always attached great importance to improving the quality of citizens, and regarded it as an important strategic goal. Health literacy is an important part of the quality of citizens, and health is an inevitable requirement to promote the all-round development of people. [1] At the beginning of the founding of new China, China has made remarkable achievements in health care. In 2008, the Ministry of Health issued the Third Announcement: "citizens' health literacy - basic knowledge and skills (Trial)", which is the first government document related to citizens' health literacy in China. According to this document, a large number of health literacy monitoring has been carried out nationwide. In 2013, the Third Plenary Session of the 18th CPC Central Committee was held. The meeting proposed to "deepen the comprehensive reform of grass-roots medical and health institutions, improve the operation mechanism of network urban and rural grass-roots medical and health services", which is of great help to improve citizens' health literacy. In August 2016, the National Conference on health and health was held in Beijing. General Secretary Xi Jinping delivered an important speech. He said: "without universal health, there will be no comprehensive well-off society". On August 26 of the same year, the meeting of the Political Bureau of the Central Committee was held, which put forward "integrating health into all policies" and officially upgraded "healthy China" to a national strategy. Therefore, to explore the path to improve citizens' health literacy is a performance of following the national policy and responding to the national call. It is very helpful to improve citizens' health literacy and improve citizens' quality of life.

Studying the path of improving citizens' health literacy can effectively improve citizens' health level. First of all, health education can enhance citizens' health concept. At present, the health concept of some urban residents is gradually improving with the popularization of health education. However, in some remote villages, there are still "miracle doctors" and "disordered doctors", and the distribution of medical resources is very unreasonable. By exploring the path to improve citizens' health literacy, people's health concept has been enhanced, and these disorders can be suppressed, which is conducive to promoting the rational allocation of medical resources, to a large extent, improving the medical problem of "difficult and expensive to see a doctor". Secondly, the study of this paper is conducive to enhance the self-care awareness of citizens. The promotion of self-care awareness is conducive to give full play to citizens' subjective initiative and fundamentally improve people's health level.

2. Presentation and Development of Health Literacy

At present, with the continuous progress of social economy and science and technology, the number of patients with chronic diseases is increasing, and the aging of society is increasing. In this context, more and more scholars at home and abroad have begun to study how to improve the health literacy of citizens.

The concept of "health literacy" was not put forward suddenly, but gradually formed after long-term in-depth research and improvement. The term "health literacy" was first put forward by Simonds in "health education as social policy". [2] He studies health education as a social problem and proposes that health literacy should have corresponding assessment standards and minimum passing standards, just like other courses in the school. The earliest definition of "health literacy" was put forward by the United States in 1995. People thought that health literacy was a part of health literacy at the earliest time. The definition of "health literacy" in the national health standards of the United States is that individuals can obtain, extract and understand information related to health, and use this information to promote their own health development. Who has supplemented the definition of "health literacy", which includes not only the cognitive ability of information, but also the corresponding social skills. This makes the research scope of "health literacy" more extensive, promotes the research to the social scope, and pays more attention to the interaction with other individuals. In our country, the research on this concept is relatively late, most of which is at the conceptual level, and there is little research on the practical operation. [3] With the continuous achievements in the field of public health in China, the term "health literacy" also has the connotation of Chinese characteristics.

3. Improve Citizens' Health Literacy

3.1. Current Situation of Citizens' Health Literacy

Over the years, China has taken a variety of ways to improve citizens' health literacy. It is more common to do it in a traditional way. For example, health manuals and flyers will be distributed to communities or units, posters, slogans and posters will be posted on bulletin boards, and knowledge lectures and on-site consultation activities will be held by professionals. With the popularization of network and information technology, more and more modern means are used to improve citizens' health literacy, such as short video, popular science documentary, health knowledge website and so on. It is worth mentioning that Jiangsu Province has established a citizen's health literacy assessment and learning system by making full use of the network technology platform. [4] This system is easy to operate, easy to understand and powerful. For all ages, all kinds of people are applicable, very convenient for citizens to popularize health knowledge. However, there are still some problems in the current health literacy education, which is mainly reflected in the single working department. Many people think that it is the responsibility of the health department to improve citizens' health literacy, and there is a lack of coordination and cooperation among multiple departments. In addition, the professional level of staff is not high enough, lack of health literacy evaluation standards and other issues.

3.2. Measures to Improve Citizens' Health Literacy

Therefore, to solve these problems, we need to explore ways to improve citizens' health literacy and strengthen citizens' health literacy education. The first is to establish a government led, multi sector coordination and cooperation. The government should include the improvement of citizens' health literacy in the work plan, and carry out this work not only as a short-term goal, but also as a long-term goal. In addition, to carry out citizen health education, we should not only have sufficient human and material resources, but also have sufficient policy and financial support. The government should increase investment in the field of public health and give full financial support and relevant subsidies to this work. In addition, a special health team

should be established to reasonably distribute the work content to each department, and each department should work together to implement the work effect of each part and strengthen supervision, so as to make full use of human, material and financial resources. Secondly, improving citizens' health literacy is a long-term project. We should not only rely on medical professionals, but also cultivate relevant talents, give full play to the advantages of the Internet, and truly form a health education network integrating the government, community and school. In the process of work, we should also pay attention to ways and methods. For citizens of different levels, we should adopt different ways. Because of the differences in each person's growth experience, living environment, and cultural level, the acceptance of health education is also different. Therefore, in the work, we should guide the citizens with high acceptance level to develop to a higher level. For the citizens with low acceptance level, we can use the people or things around them for example education, so that they can gradually accept, but also adopt the way that is in line with the local culture and the citizens like to hear and see, improve the enthusiasm of citizens, and promote the improvement of citizens' health literacy.

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