

# Study on the Construction of Healthy Countryside under the Strategy of Rural Revitalization

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**Abstract:** This paper first analyzes the logic of healthy rural construction, then proposes the core task of healthy rural construction under the strategy of rural revitalization, and finally, according to the core task, from meeting the growing health service needs of rural residents; Improve the level of rural medical services; Reduce environmental pathogenic factors and other aspects to explore the path of healthy rural construction for reference.

**Keywords:** Rural Revitalization; Healthy Countryside; Construction Measures

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## Introduction

The promotion, promotion and enhancement of rural health are not only the weak points of comprehensive and healthy development, but also the "weak points" of the implementation of the rural revitalization strategy. Therefore, in order to truly achieve the benefits of healthy China and rural revitalization, it is necessary to grasp the principles and logical issues of healthy rural construction, so as to implement effective construction measures, reflect the concept of "health as the center", build a rural health system, and then promote the development of urban-rural integrated health services.

## 1. Logic of healthy rural construction

The connotation of "healthy countryside" includes two levels: first, farmers are healthy without obvious diseases; Second, take the countryside as the main population gathering place to improve the ability of people to resist diseases and keep them healthy for a long time. From the perspective of levels, the current definition of a healthy village is to maintain the physical, mental and social health of rural residents and support their long-term life. From the perspective of people and villages, the construction of healthy villages includes the following contents.

### 1.1 Theoretical logic: health centered

Put forward the core of "health", take "human health state" as the main value, and abandon the value orientation of "disease oriented" and "medical oriented". The value of "disease oriented" ignores people's health needs and focuses on curing diseases, which makes the establishment of the medical care system and the supply of medical care focus on eliminating malignant diseases; According to the value orientation of "taking medicine as the foundation", it mainly neglects the whole process of health management, especially the prevention of diseases, health promotion and the cultivation of health concepts, including patients' own health experience and sense of responsibility. Starting from the public service system of rural construction, its health, social security, transportation construction, etc. are based on health, focusing on the pursuit of higher status, and according to the essential concept of health center, to ensure the basic health service needs of rural residents.

### 1.2 Institutional logic: building a rural health system

In terms of building the rural health system, the health system is the continuation of China's rural medical reform system and an

important part of the further improvement of the national health policy system. Since the implementation of the new medical reform, China has gradually formed a medical care system that includes medical services, medical security, drug supervision, etc. In a sense, this system can solve the actual needs of farmers for health. However, only by improving medical conditions and increasing medical supply, it is no longer able to meet the health needs of rural residents and improve the health status of rural groups. Therefore, based on the strategy of "healthy China" and "rural revitalization", China clearly points out that "healthy countryside" is an important measure to promote "healthy China". Under the system logic, it is necessary to improve the rural health care system, and it is necessary to establish a rural health system, a rural health environment system, a rural health concept and behavior system, and a rural health policy system.

### **1.3 Realistic logic: bridging the health gap between urban and rural areas**

From a practical perspective, the polarization of urban and rural health is not only a major problem that restricts the development of health undertakings in China, but also has a certain impact on the sense of happiness and acquisition of rural residents, which is not conducive to the realization of China's strategic goals, and is also an important problem that needs to be solved urgently in China's rural health work. From the two dimensions, there are great differences in the use and health effects of rural residents' health life services. According to the 2021 China Health Statistics Yearbook, there is a large gap in indicators such as life expectancy of urban residents, infant mortality under 5 years old, maternal mortality, etc., and the incidence rate of serious rural public health diseases is high; In terms of the use of medical services, the per capita amount of medical care resources owned by urban residents has declined compared with that of urban residents. By 2020, the per capita number of nurses and general practitioners in urban residents will be more than twice that of urban residents. Among them, rural women's health care, health management for special groups and health education have not been fully implemented and popularized, and the limitations of its promotion and publicity are serious. Therefore, the construction of a healthy countryside must first solve the health gap between urban and rural residents, and complement the weak links of rural health services.

## **2. The core task of healthy rural construction under the strategy of rural revitalization**

Based on the perspective of rural revitalization strategy, the construction of healthy villages mainly includes the construction of rural health environment system, rural health policy system, rural medical security system, rural service system, and rural health behaviors and ideas. From the macro perspective, the rural health environment and health policy system are the important institutional basis for building a "healthy countryside"; At the medium level, medical treatment and health care are the center to provide technical support for the healthy development of rural areas; From a micro perspective, the continuous improvement of personal health is determined by the health behavior and concept system.

### **2.1 Rural health environment system: curb serious public health diseases**

Focusing on the construction of rural health environment system, it is not only the key to the health impact of rural residents, but also to strengthen all kinds of pathogenic factors and improve people's disease probability. At the same time, it is also an important vector of infection. Considering the great difference between urban and rural environments (daily living environment), the system construction of rural healthy environment should include garbage treatment, domestic water, sewage treatment, clean energy, vector biological control, etc. According to a large number of practical studies, most of the major public health problems in rural areas, such as hand foot mouth disease and various infectious diseases, are related to poor living environment and will spread widely through the environment. Therefore, the construction of rural health ecosystem should aim at preventing and controlling major public health diseases and reducing their harm to rural population, so as to improve the health level of rural residents <sup>[1]</sup>.

### **2.2 Rural health policy system: focusing on improving rural residents' satisfaction**

Under the rural health policy system, we should focus on the background of the rural revitalization strategy proposed by our

country, clearly follow the policy collection system and action activities that can promote the sustainable development of rural health, improve relevant rural health policies and incorporate them into various rural policies. On this basis, we should also pay attention to the mutual coordination and complementarity of policies, and the construction of the rural health policy system is the key to improve farmers' satisfaction and happiness.

As rural health policies have different purposes and values, from the perspective of responsiveness, accessibility, security and other aspects, satisfaction centered values can avoid the conflict of multiple values to some extent. In addition, as a subjective evaluation index, rural residents' satisfaction can reflect the fairness and effectiveness of the policy, the effect of the government's system construction and the degree of perfection of the medical system.

### **2.3 Rural health service system: equalization of basic public services**

The rural health service system is an organic combination of medical resources and medical capabilities, and a special resource representation of medical personnel, medical institutions, medical technology, medical equipment and other elements. At present, an important task of China's rural health service is to achieve the equalization of basic public services, so that farmers can enjoy basically the same medical and health care services as urban residents. At the same time, it is also necessary to reduce the medical gap. Only in this way can we achieve the strategic task of building a "healthy China" and "rural revitalization" [2].

For example, rural medical and health facilities should adhere to the people-oriented principle and comprehensively consolidate the rural health service network. At present, the rural health care service capacity is weak, and grass-roots medical services are "not accessible" and other issues are particularly urgent. In order to solve this problem, it is necessary to strengthen the system, strengthen the construction of rural public health safety network, establish the management and drug supply of rural health centers, and ensure the living needs of residents on the basis of "two guarantees"; To strengthen the team building, rural health depends on talents, and "health care" is the key; We should take safeguard measures, strengthen support for grassroots medical services, improve government responsibilities, strengthen medical responsibilities and investment guarantees, and establish a long-term mechanism; Strengthen the operation mechanism, personnel management and capacity building of rural health service institutions, and improve the personnel system and insurance system of rural doctors [3].

### **2.4 Rural medical security system: differentiated medical security system**

The rural medical insurance system is an important part of the rural insurance system. From the perspective of demand, the health insurance system of farmers determines the payment ability and burden level of rural residents for insurance. The key is to improve the fairness of financing, the universality of funding sources and the fairness of undertaking. Compared with the urban health insurance system, the construction of the rural health care system should focus on differentiation. First, ensure that different populations can afford medical equity and health services, and ensure the normal operation of the medical and health system. The rural medical insurance system is characterized by differentiation, but it does not violate the principle of fairness. Its goal is to ensure that farmers enjoy basic medical and health services, thereby improving the health level of rural residents.

### **2.5 Rural health behavior and concept system: improve self health management ability**

From the perspective of the impact of health behavior concept on rural residents, it generally has a greater impact on their living environment and health environment, and directly affects their awareness, attitude and behavior ability towards health. The Healthy China Action (2019-2030) is the first time to take healthy behavior as the key to promote a "healthy China" and one of the important contents of "healthy China". First of all, compared with urban residents, the health awareness of rural residents is relatively poor, and the health knowledge and health service level are not perfect; Secondly, when the concept of healthy life and behavior activities continue to improve, it is also the direct and final expression of building a healthy countryside; Finally, it is an important way to improve the health level of farmers by improving their health management ability and enabling them to change from passive acceptance of health services to active participation in health behaviors [4].

### **3. Healthy rural construction path under the strategy of rural revitalization**

#### **3.1 Focusing on improving satisfaction, meet the growing health service needs of rural residents**

From the perspective of rural revitalization strategy, it should be more comprehensive with objective indicators such as per capita health resources, per capita health technicians and per capita health equipment. Therefore, the basic content is to improve satisfaction. On the one hand, we should effectively address the needs of rural residents for basic medical services, focusing on strengthening common, chronic and frequently occurring diseases. On the other hand, it is necessary to continue to strengthen the integration and balance of public health facilities, services and resources, strive to shorten the gap between urban and rural areas, achieve the effect of preferential policies and increase financial support, so as to effectively narrow the health gap between regions <sup>[5]</sup>.

#### **3.2 Accelerate the construction of county medical community and improve the level of rural medical service**

First of all, the construction of the county-level medical community is an important measure to promote the hierarchical diagnosis and treatment work at the grass-roots level: from a vertical perspective, we can improve the diagnosis and treatment level and resource efficiency in the county by integrating the medical resources in the county; From a horizontal perspective, we can promote the integration of medical and health services in villages and towns through medical trusteeship, technical personnel sharing and other ways, and gradually improve the first diagnosis ability of grass-roots medical institutions; From the perspective of specific practice, it is necessary to establish county-level medical institutions and remove the institutional barriers that restrict the cooperation of medical institutions. Secondly, we should speed up the construction of medical and health information, establish a one-stop, interconnected information sharing platform for medical information, and strive to achieve the integrated service of urban and rural medical institutions. Finally, after continuing to strengthen and improve the division of labor system between grassroots medical institutions, we need to open up two-way referral channels to prevent competition between township hospitals and rural clinics.

#### **3.3 Strengthen the security for serious diseases and ensure the fairness of medical security**

The construction of healthy villages cannot be separated from the implementation of health insurance. Therefore, based on the serious disease insurance, it not only guarantees the coverage measures for rural residents to prevent serious diseases, but also is an important measure to promote the fairness of urban and rural medical services. Therefore, we should strengthen the support for serious illness insurance, provide appropriate financial subsidies to rural areas and special groups, and make good policies; Gradually increase the coverage of medical insurance and reduce the minimum payment limit of medical insurance; Efforts should be made to expand the coverage of medical insurance, expand the sources of funds, gradually achieve urban and rural integration, and ensure the fairness and impartiality of the medical system.

#### **3.4 Continuously improve rural living environment and reduce environmental pathogenic factors**

At present, when improving the rural living environment, it is necessary to build a green, healthy and sustainable ecological and life system to effectively reduce environmental pollution, reduce the incidence rate of infectious diseases, and ensure the health level of rural residents. The following measures can be implemented: First, continue to promote the construction of rural toilets, implement the transformation of rural sewage pipelines, encourage the construction of environment-friendly toilets and public toilets according to local conditions, and eliminate water flushing; Second, implement the rural cleaning project, highlight the treatment and purification of rural domestic sewage. Rural domestic waste needs to be collected, transported and treated in a unified way, resolutely put an end to air pollution such as indiscriminate burning of straw, and strengthen the comprehensive improvement of the air, soil and water environment; Third, we should vigorously promote "patriotic health" and "environmental protection", and strive to involve rural

residents' organizations in environmental protection campaigns and activities, and create a new trend of public participation and joint protection of the living environment.

## Conclusion

To sum up, the rural revitalization strategy belongs to an all-round implementation project, which should be the development of "strong, rich, beautiful and healthy". On the premise of solving the problem of food and clothing and building a well-off society in an all-round way, health, a good mood and a good environment are the keys to modern rural construction, and also the key points to support a new round of rural construction. Here, we need to adhere to the concept of a comprehensive healthy countryside, adhere to the "five priorities" of "healthy China", and adhere to the core concept of "five wheel drive" and overall development; Adhere to the idea of "general health" and "general health", and promote the development of health and health work from "treating the root cause" to "people-oriented"; Pay attention to "treating the disease already" and "treating the disease before"; Adhere to the idea of "urban-rural integration", promote the synchronous planning and organic connection of "healthy city" and "healthy countryside", and truly create a new pattern of rural health.

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