

# Policy Implementation in Public Crisis

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**Abstract:** Public policy is created to solve social public problems, so as to better serve the people. The effective implementation of public policies in government emergency management can solve the public crisis in a timely manner, improve the government's work efficiency, and play an important role in the government's exertion of its functions and improvement of emergency management capacity.

**Keywords:** Emergency Management; Public Policy; Policy Implementation

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## 1. Problems in the implementation of public policies in emergency management

### 1.1 Lack of scientific policy plans

Policies play an important role in guiding and regulating human social behavior. To make them correctly guide the development of human society, we must follow the laws of social development, meet the wishes, interests and requirements of most people, and be recognized by the executives and supported by the policy objectives, so that they can be implemented smoothly and efficiently. In emergency management, the policy environment is unpredictable<sup>[1]</sup>. Policymakers often find it difficult to formulate scientific and reasonable policy plans in a short time, which leads to difficulties in policy implementation.

### 1.2 Lack of high-quality public policy executors

Any kind of public policy must be implemented by those who implement it. An excellent policy executor must have a strong ideological and political awareness, professional skills, and a high level of management and policy. Especially in the process of government emergency management, the quality of policy executors is required to be higher. Therefore, the quality of public policy executors is the key factor affecting the success or failure of public policies. Even if the public policy objectives are clear and the policy implementation process is thorough, if the quality of the executors is not up to standard, the public policy cannot be effectively implemented. The executors' trust in the policy implementation behavior, recognition of the policy, higher administrative level and policy level, and initiative in work are closely related to whether the public policy can be effectively implemented<sup>[2]</sup>.

### 1.3 Single means of implementation

The traditional means of public policy implementation is dominated by administrative orders, which also played a positive role in a certain historical stage. However, with the development of economy and society, citizens' awareness of rights and interests is gradually enhanced, and the role of non-governmental organizations in social governance is more and more obvious. Enterprises, non-governmental organizations and citizens are playing an increasingly important role in it. The government can not only rely on coercive means, such as administrative orders, but also through more non coercive means to achieve the purpose of public management. In emergency management, due to the complexity and uncertainty of emergencies, policy implementation methods are diverse. However, in the process of policy implementation, there is often a phenomenon that the implementation subject, regardless of the level of understanding, psychological endurance and other realistic conditions of the implemented object, adopts administrative and economic means, which cannot convince people with reason, but pressure people with the potential, thus causing the target group to have a rebellious mentality, which is ultimately not conducive to the effective implementation of public policies<sup>[3]</sup>.

## **1.4 Incomplete accountability mechanism**

The government emergency management is a complex systematic project, involving many departments, and it is easy to shift responsibilities among departments, which highlights the lack of accountability mechanism for government officials in the system. After a crisis breaks out, some officials often evade their responsibilities under the guise of "serving the people". Judging from a series of major safety accidents in recent years, these are all related to some cadres' carelessness, lack of responsibility, indifference and improper handling, such as the Heizhuyao incident, Tuojiang Bridge collapse incident, Weng'an incident, Sanlu Poison Milk Powder incident, etc. It is exposed that the fragmentation of government departments and the imperfect accountability system will inevitably lead to deviation or even deviation from the implementation of public policies.

## **2. Measures to promote effective implementation of public policies in government emergency management**

### **2.1 Formulate scientific policies and programs**

Policy formulation should be legal and rational. First, no public policy activity can violate the provisions of the law; Secondly, the procedure is standardized. The public policy is implemented step by step by formulating a strict system. In order to ensure the standardization of the policy, any major public policy must go through the legal procedures of the national legislature; The policy making process should be democratic, and democratic principles require people's more participation in decision-making, which is conducive to avoiding the abuse of power, thus reducing the risk of public policy decision-making, maximizing the protection of people's basic interests, improving the effectiveness of public management, and promoting the democratization of the whole society.

### **2.2 Improve the quality of public policy executors**

First, we need to improve the business level of policy executors. Many policy executors have a serious and responsible working attitude, but due to the limitations of their own business level and knowledge ability, the understanding of public policies is biased, the original intention of the decision-makers is misunderstood, and the effective implementation of public policies is affected to a certain extent. To this end, we must improve the professional ability of policy enforcement personnel and build a high-quality policy enforcement team. The second is to improve the moral level of policy executors<sup>[4]</sup>. To some extent, policy implementation is an act of adjusting and redistributing interests. If the moral quality of the executors is not high, they will abandon the principles, ignore the interests of the people, and seek private interests for themselves in the process of implementation, thus forming a situation of "there are policies above and countermeasures below". Therefore, improving the moral level of policy executors is conducive to strengthening the self-discipline spirit, standardizing the implementation behavior, and strengthening the moral concept, so as to effectively resist the invasion of various corrupt ideas.

### **2.3 Comprehensive use of multiple means of implementation**

The achievement of any policy goal cannot only depend on one way, and each policy means has its own specific role, which is indispensable. In emergency management, due to the complexity of public emergencies, we need to integrate and coordinate the use of various means of implementation. First, comprehensive use of economic and legal means. In the process of policy implementation, it is necessary to follow the economic laws, adjust the economic interests of all aspects through economic means, link the implementation of policies with material interests, so as to indirectly regulate people's actions, which will produce an internal incentive, and ultimately will enable the implementation of policies to be effectively implemented. Modern society is a society ruled by law. All economic and administrative means should be determined by law and brought into the orbit of rule of law. Therefore, the policy implementation should constantly improve the legal means, so that there are laws to follow. The second is the rational use of administrative means. We should get rid of the thinking shackles of taking administrative means as the main way in the past. We should not simply think that orders can solve all problems. In the process of policy implementation, we should pay attention to the adoption of suggestions, consultations and other ways, avoid direct orders and mandatory provisions, and change from direct administrative intervention to indirect administrative guidance. This is not only the need for the transformation of government functions, but also the requirement of civil society for government management<sup>[5]</sup>.

## 2.4 Establish and improve the policy implementation responsibility system

In the process of establishing the responsibility system, we should first determine the responsibilities, clearly and accurately divide the responsibilities of managers from leaders to all levels, and define individual and collective, direct and indirect responsibilities. Secondly, the responsibilities, powers and duties should be consistent. The policy responsibilities of the executives should be combined with their power, policy implementation position and resources to organically combine power, responsibility and responsibility. Thirdly, we should make clear the responsibilities, make public the scope of responsibility of the executive organ and the executor, relevant disciplinary measures and other contents, and increase the transparency of policy implementation. The neglect of the interests of the implementation subject and the lack of incentive mechanism have resulted in the alienation of administrative power and the distorted mentality of the executors. Therefore, in order to enable the policy executors to effectively implement these policies, a good incentive mechanism is needed, such as introducing merit system, breaking the level and seniority restrictions, and giving corresponding rewards to the executives according to performance evaluation. In this way, the sense of honor of the executives can be enhanced, and the enthusiasm and creativity of employees can be stimulated, thus promoting the implementation of public policies<sup>[6]</sup>.

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