

Thoughts on Developing Traditional Chinese Medicine Science Popularization Education in Non-medical Colleges and Universities in China

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Abstract: This paper expounds the meaning of traditional Chinese Medicine science popularization education, discusses the significance of strengthening the science popularization education of traditional Chinese medicine in non-medical universities and colleges in China, analyses some existing problems, and puts forward corresponding measures and solutions.

1. Introduction

Traditional Chinese Medicine culture is one of the most important parts of Traditional Chinese Culture, and it is also the most important contents of the oldest, theoretical and practical system of traditional medicine in the world. In China, the economic input of 1% of the world's health resources solves the public health problem of 20% of the world's population, because Traditional Chinese Medicine has played a central role. Since the 18th CPC National Congress, the Chinese government has paid more attention to the development of TCM. On December 6, 2016, the State Council of the People's Republic of China issued a white paper entitled "Traditional Chinese Medicine in China", pointing out that the development of TCM has risen to a national strategy, and TCM industry has entered a new historical development period. "Law of the People's Republic of China on Traditional Chinese Medicine" was issued by the Standing Committee of the National People's Congress (NPC) on December 25, 2016, which provided a solid legal guarantee for the development of TCM.

Traditional medicine was first included in the 11th Revision of the International Classification of Diseases (ICD-11) on May 25, 2019. This means that traditional medicine will gain more recognition, and traditional medicine represented by TCM will usher in new opportunities and move toward a broader international stage. With the government's attention and more demand for healthy living, people have paid more attention to traditional medicine. However, many people still have misunderstandings about TCM therapy and lack of relevant knowledge about TCM. Therefore, it is particularly important to strengthen the science education of Chinese medicine for all. The State Council issued the "Outline of Strategic Planning for TCM Development (2016-2030)" on February 22, 2016, clearly prompting the idea of "further introduce TCM into campus, community, the countryside and family; integrating the basic knowledge of TCM into the traditional culture and health & physical curriculum of primary and secondary schools. "But for contemporary Traditional Chinese Medicine Science Popularization Education in colleges and universities, there is still no corresponding measures. As a background in the development of TCM today, non-medical colleges and universities should also promote the popularization of TCM science education.

2. The meaning of Traditional Chinese Medicine Science Popularization Education

Traditional Chinese Medicine Science Popularization Education refers to enriching people with TCM knowledge through various media and means, cultivating simple TCM thinking, having a preliminary understanding of TCM theory, having a certain understanding of TCM law, and

agreeing that TCM "preventative treatment" regimens and health perspectives. As far as the current Traditional Chinese Medicine Science Popularization Education is concerned, there are still limitations. At present, it involves many specific technical aspects of TCM, such as the explanation of effective treatment methods for specific diseases, while ignoring the spread of TCM spirit, culture, philosophy, way of thinking, and medical models. [1] Traditional Chinese Medicine Science Popularization Education includes not only lectures and related courses and visits, but also the positive publicity of film and television literature and multi-media.

3. Main Characteristics of Traditional Chinese Medicine Science Popularization Education in non-medical colleges and universities

3.1 Popularizing health knowledge

Health knowledge is a concern for people's own health and plays a positive role in social development. The Healthy China Action (2019-2030) plan released on July 9, 2019 has made "understanding the basic health knowledge of TCM" as one of the action objectives of the popularization of health knowledge. To this end, through the development of popular science education in TCM, we have a certain understanding of the TCM law, and identify pseudo-TCM doctors in the name of "health care" and "natural extraction". Develop a first-level prevention concept that "treats the disease", understand the basic TCM healthy knowledge, and cannot take medicine when others or their bodies encounter discomfort.

3.2 Promoting the integration of related disciplines

By learning TCM, other major students and teachers have new inspiration for their own major. Different from the traditional Western thinking mode that emphasizes logical reasoning, the intuitive thinking of traditional Chinese culture represented by TCM focuses more on grasping truth from special and specific intuitive fields. Nowadays, interdisciplinary thinking and understanding will break the inherent thinking, spark new sparks and produce innovative products. Only by getting rid of the stereotype of thinking can we think and study deeply. This provides a new basis for innovation in the scientific research of some professional teachers and students.

3.3 Strengthening traditional culture education

Traditional Chinese culture has also been impacted and challenged under the development of globalization. As an important part of excellent traditional Chinese culture, TCM culture is the foundation and soul of TCM. Therefore, the development of TCM is also affected by the development of Chinese traditional culture. Traditional Chinese culture is the root of the Chinese nation. Without inheritance, there will be no innovation. Many concepts and principles of traditional Chinese medicine are the specific application of Chinese traditional culture, such as the yin-yang and five elements theory, the ancient Chinese astronomical calendar and other tacit knowledge. Combining these traditional cultural common senses to carry out TCM culture education has a positive effect on teachers and students and building national self-confidence and promoting traditional culture.

4. Current problems

Despite the rapid development of TCM, there is still misunderstanding in the public's understanding of TCM (including college students), at the following points:

4.1 Lack of health awareness

According to the survey [2], during 2012-2016, the basic medical literacy level of Chinese residents was 9.56%, 8.30%, 9.30%, 9.49% and 12.76%. The basic medical literacy level of residents was still at a low level; urban and rural areas, regions, age and educational level were the influencing factors of literacy of basic medical care; educational level is the main factor.

In recent years, with the improvement of living standards of society, people's awareness of health

management improved to certain extent. However, for some chronic diseases and acute illnesses, people have low levels of knowledge about diseases and health management, which affects the compliance of treatment to some extent.

4.2 Lack of knowledge of TCM

According to Guo's study [3], the overall level of health-literacy of TCM on Chinese citizens in 2016 is listed in descending order: comprehension ability literacy level about TCM (32.33%), TCM basic concept literacy level (24.54%), TCM healthy lifestyle literacy level (24.44%), elementary cultural knowledge of TCM literacy level (24.14%), the quality of publicly-appropriate methods for TCM (3.74%).

There are usually two situations. For one thing, people vary in education background and the knowledge structure, and it is difficult for some people to understand the TCM knowledge system, thus no rational understanding of TCM, or even total denial of TCM. For the other, some people do believe in TCM, but they still lack knowledge of TCM. Instead of going to a regular hospital to take medicine according to doctor's advice, they are found to self-proclaim to take some ineffective folk prescriptions or believe in "pseudo-TCM" in society, resulting in personal Health hazards.

4.3 Misleading media reports

On the one hand, some media do not understand TCM; news reports have certain subjectivity, ignore some facts, and do not show popular science about TCM on the right way. As a result, some people have misunderstood and disliked the TCM industry. The negative impact of this situation cannot be changed in a short time.

On the other hand, the fake advertisements exaggerates the efficacy by the name of TCM, jeopardizes the lives of the people, violates the law and damages the image of TCM.

5. Solutions

5.1 Opening related courses

In universities nowadays, such as Peking University and Wuhan University, the elective course of "Health Preservation of Traditional Chinese Medicine " is opened, and Zhejiang University [4] provides the general education course "From Shennong Materia Medica to Modern Chinese Medicine". These courses popularize TCM and allow students to simply understand TCM. However, the current offering of TCM elective courses or general education courses in non-medical universities is still a minority and should be promoted further. At the same time, many universities and colleges have set up physical education classes with Tai Chi as the main content. Teachers can explain the content of Tai Chi while popularizing life nurturing in TCM. On the other hand, the instructor can combine the knowledge of traditional Chinese medicine with the curriculum of the major. For example, the theory of food and nutrition teaches the theory of "medicine and food homology" in TCM. The theory of " the harmony between human and nature" in TCM is mentioned in the course of ecology, the chemistry major taught the story of the extraction of artemisinin by Tu Youyou.

5.2 Carrying out club activities

Organize activities related to TCM enthusiasts among student groups or college students to understand TCM and experience TCM culture, for example, holding a TCM quiz competition, TCM stage competition, homemade TCM essential oil, mosquito repellent powder, three-volt stickers, sachets, medicine dishes, visiting TCM culture publicity and education base, TCM museum, carrying out lectures on TCM, setting up Promote TCM from We Media accounts.

5.3 Campus Environment and Campus Culture Construction

On the basis of the plant's popular science signage on the campus, the plant's nature of medicinals, flavor of medicinals, meridian entry and medicinal value can be increased; the canteen can be combined with its geographical location and actual season to launch the corresponding medicinal

food; the portraits and the sayings of famous ancient Chinese doctors are arranged to show in the library or school building corridor.

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