



Lifelong Education Service System for TCM Health Culture Established in Hubei Province

HongRong Li¹, Dan Chen^{1,2(✉)}, FeiYang Yu^{1,2}, and Li Na^{1,2}

¹ School of Management, Hubei University of Chinese Medicine, Wuhan 430070, Hubei, China
857416112@qq.com

² Key Research Bases of Humanities and Social Sciences in Hubei Universities,
Research Center for the Development of Chinese Medicine, Wuhan 430070, Hubei, China

Abstract. Purpose: To inherit the excellent traditional culture of the Chinese nation, to promote the national spirit, to activate the vitality of TCM health culture in the new era, to make TCM culture better serve the people and the society, to enhance the physical fitness of the people and to build a strong cultural nation through the establishment of a lifelong health service system of TCM health culture. METHODS: Through field visits to research primary and secondary schools in various cities in Hubei Province, questionnaires were distributed for analysis and statistics, and relevant information was collected on the Internet. RESULTS: The importance of establishing a lifelong education service system for TCM health culture was clarified, and the problems and obstacles in establishing a lifelong education service system for TCM health culture at present were identified. CONCLUSION: Through visits and surveys and analysis of questionnaire statistics it can be seen that the current establishment of a lifelong education service system for TCM health culture from primary and secondary schools to young adults to the elderly is necessary to protect people's health and at the same time to promote cultural exchange and build cultural confidence.

Keyword: Chinese Medicine Health Culture Lifelong Education Service System

1 Introduction

The concept of lifelong education was proposed by French educationalists in the early 1960s, and subsequently, with the in-depth development of urban economy, the concept of lifelong education has been effectively popularised worldwide. In the report of the 19th National Congress, President Xi Jinping called for strengthening the construction of a lifelong education system [1], and the culture of Chinese medicine and health is an integral and important part of the lifelong education system. The establishment of a lifelong education system for TCM health culture should be carried out throughout the life of a national, from primary and secondary school to young adulthood and eventually to old age, interlocking in the development of a person's life. Chinese medicine is a shining star in China's history and culture. Its long history, the wisdom of all, its complete system and its unique advantages have made it occupy a pivotal position in the forest

of medicine [2]. The 14th Five-Year Plan of China has also made clear requirements for supporting the development of TCM culture and promoting its penetration into daily life, and Hubei Province, as the hometown of Li Shizhen, the Sage of Medicine, has a long history of TCM culture and a strong atmosphere for the development of TCM, so it should grasp the opportunities given by the times based on a good cultural background and establish a lifelong education service system for TCM culture, so that TCM culture can shine in the new era.

2 Establishing a Chinese Medicine Health Culture Education System for Primary and Secondary School Students

Education on TCM culture is the most important aspect of passing on TCM culture, and primary and secondary schools are an important venue for TCM culture education [3]. The emphasis on health education in schools is increasing, as can be seen from the outline of the “Health China 2030” plan issued by the State Council on 25 October 2016.

Integrate health education into the national education system and make health education an important element of quality education at all educational levels. Focusing on primary and secondary schools, establish a mechanism to promote health education in schools. Build a health education model that combines teaching of relevant subjects with educational activities, classroom education with extra-curricular practice, and regular publicity and education with centralised publicity and education.¹

In addition, the Strategic Planning Outline for the Development of Chinese Medicine (2016–2030) (Guo Fa [2016] No. 15) emphasises the promotion of Chinese medicine culture in schools and the incorporation of basic knowledge of Chinese medicine into cultural education in primary and secondary schools [4], mirroring the “Health China 2030” planning outline and providing a good foundation for the establishment of a This is in line with the “Health China 2030” plan, and lays the foundation for a good policy atmosphere for the establishment of a TCM health culture education system in primary and secondary schools.

2.1 Purpose of Establishment

The establishment of a comprehensive TCM health culture education system for primary and secondary school students is conducive to responding positively to the call of national policy, passing on TCM cultural confidence vertically to the new generation, enhancing national identity, promoting TCM culture, and pushing forward the new in the new era, so that TCM culture can be revitalised in the new era.

2.2 Current Status and Problems

At the student level, as primary and secondary school students have a relatively shallow understanding of TCM, only a small number of them have an agreeable attitude

¹ State Council of the People’s Republic of China. Outline of the “Health China 2030” Plan. [EB/OL]. [2016-10-25]. http://www.gov.cn/xinwen/2016-10/25/content_5124174.htm.

Table 1. Cognition and Needs of Traditional Chinese Medicine Culture among Primary and Secondary School in Hubei Province

Understand recognition level (%)	Understanding of Traditional Chinese Medicine Names	Cognition of the Five Elements of Traditional Chinese Medicine	Attitude towards offering specialized courses in traditional Chinese medicine in schools	Willing to use cultural knowledge of traditional Chinese medicine to guide daily life
Have a good understanding and recognition	18.47%	69.39%	73.35%	24.8%
Neutral attitude	68.6%	25.86%	17.94%	72.56%
Not understanding or recognizing	12.93%	4.75%	8.71%	2.64%

towards TCM culture, and most of them have a general understanding of TCM culture, thus lacking students' understanding and recognition in establishing a TCM health culture education system in primary and secondary schools (see Table 1). At the teacher level, primary and secondary school teachers have not been systematically trained in theoretical knowledge related to TCM, making it difficult for them to teach or organise activities independently, and the current teaching staff cannot meet the basic needs for fully implementing TCM culture in schools [5]. At the government level, it is difficult for local education bureaux in urban areas to make autonomous decisions on the introduction of TCM culture-related school books into schools, as the Hubei Provincial Education Bureau does not yet have a clear intention to introduce TCM culture into schools, and school teaching materials are regulated by the state, making it more difficult to introduce TCM culture-related school books into schools. There is less integration of TCM culture propaganda with schools in the province, lack of top-down propaganda plans, and no appropriate TCM culture propaganda materials or reading books in schools, which have developed slowly in recent years.

2.3 Recommendations and Responses

For students, in order to enhance their understanding of TCM culture, TCM culture should be promoted to schools in the form of practical experience, so that students can experience the profundity and depth of TCM culture and enhance their recognition. Teachers should be actively invited to campus to give lectures on TCM culture to students, to popularise their knowledge of TCM culture, and to promote the infiltration of TCM culture into the student body through teaching by example. In terms of policy, the importance of government departments should be increased, and the development of TCM culture in primary and secondary schools should be promoted through the

Table 2. Analysis of Differences in the Acceptance and Recognition of Adult Traditional Chinese Medicine Culture

Understand recognition level	Believing that traditional Chinese medicine is helpful for daily life	Treating Common Diseases with Traditional Chinese Medicine	Attend traditional Chinese medicine knowledge classes during free time	Recognize that both Chinese and Western medicine have their own advantages and complement each other's development
Highly recognized	19.30%	25.40%	74.60%	79.10%
Neutral attitude	63.20%	34.80%	9.50%	16.30%
Very disagree	4.80%	39.80%	15.90%	4.50%

allocation of funds, the construction of demonstration bases, the establishment of special projects, the encouragement of medical schools, hospitals, primary and secondary schools to build teams of teachers and carry out teaching and research activities, and the improvement of the subsidy mechanism for teachers and hospital teams to enter schools, with multiple initiatives in parallel.

3 Establishing an Adult TCM Health Culture Service System

3.1 Purpose of Establishment

Enhancing the cultural confidence of young people and their sense of cultural identity can effectively counteract the impact of Western culture on traditional Chinese culture, and make Chinese medicine culture better serve society and the people. This is in line with the national strategic requirement to promote the development of Chinese medicine culture, and adds momentum to the establishment of a "strong cultural nation".

3.2 Current Status and Problems

The young generation does not have a high degree of recognition of TCM, there are phenomena of questioning the efficacy of TCM and discrediting TCM culture, the impact of Western medicine is more influential, the value of humanistic thinking is not reflected, (see Table 2) the core value of TCM culture does not play a leading role, the dissemination path and carrier is single, the mode of dissemination and transmission does not match the development of practice [6], and there is a lack of practical measures to popularise TCM culture with realistic significance.

3.3 Recommendations and Responses

In terms of the promotion of the culture of Chinese medicine hospitals, we actively carry out free lectures on learning about the culture of Chinese medicine, attracting the young

generation to attend, promoting and publicising the efficacy and effectiveness of Chinese medicine, raising the level of national recognition, promoting the popularity of Chinese medicine in daily life and promoting the use of Chinese medicine in daily medical care. In the context of the development of the general environment of the times, we will seize the opportunity of the times to actively explore the use of Chinese medicine to fight diseases and improve the immunity of the human body in the context of the impact of the New Coronavirus on the health and safety of the world, so that the culture of Chinese medicine will be recognised worldwide. In terms of nurturing TCM talents, restore traditional culture education and restore the appropriate environment for TCM talents to grow. Diversified education in Chinese studies is conducted to enhance the cultural identity of the young generation and to nurture a large number of qualified TCM talents.

4 Establishing a Chinese Medicine Health and Culture Service System for the Elderly

4.1 Purpose of Establishment

China has the largest elderly population in the world and is also one of the fastest ageing countries in the world, and the health situation of the elderly is not optimistic. Ageing is accompanied by a decline in cognitive, motor and sensory functions as well as nutritional and psychological health problems, and more than 78% of the elderly suffer from at least one chronic disease, and the number of disabled elderly people will continue to increase. Therefore, how to solve the health problems of the elderly poses a great challenge to the construction and improvement of the current health care system. As a unique system of medicine in China, Chinese medicine has an unshirkable responsibility and obligation to ensure the health of the elderly, improve their quality of life and provide them with appropriate and effective Chinese medical treatment. The establishment of a comprehensive TCM health and cultural service system for the elderly will not only meet the practical needs of the elderly, but also respond positively to the national policy. The National Health Commission, the Ministry of Education, the State Administration of Traditional Chinese Medicine and 15 other departments have jointly issued the 14th Five-Year Plan for Healthy Ageing (hereinafter referred to as the Plan), which sets out nine major tasks, of which the development of TCM health services for the elderly is one of them.

In order to develop TCM health services for the elderly, the Plan proposes to enhance the level of TCM health management for the elderly. The unique advantages of TCM health management in the implementation of basic public health service projects will be further exploited, and TCM health management service projects for the elderly will be actively promoted, bringing into play the unique role of TCM in preventive health care, comprehensive treatment, elderly rehabilitation and hospice care for the elderly. Encourage TCM practitioners to actively participate in family doctor contracting services and provide personalised TCM services for the elderly. Continuously enrich the content of TCM health guidance for the elderly, and strengthen health care behavioural

interventions and health guidance for the elderly. Strengthen the capacity building of TCM health and elderly care services.²

4.2 Current Status and Problems

The main source of income for the elderly is their pension. Although TCM health and elderly care services have the characteristic of low single charge, they also have the disadvantage of long physical therapy and rehabilitation quality cycles [7], and often have higher overall medical costs, which are difficult for most elderly people to afford. Moreover, due to the differences in economic development between urban and rural areas, there is an uneven distribution of medical resources between rural and urban areas, resulting in the elderly in rural areas being more affected by economic conditions and the allocation of medical resources [8], and having less access to TCM health services. In addition, as local community health centres do not pay enough attention to the health aspects of TCM for the elderly, there is less TCM health information dissemination for the elderly to meet their needs. In addition, due to the increase in the number of TCM institutions, the phenomenon of mixed practices among them has intensified, and there are many unsuspecting people who take advantage of the weak awareness of elderly people of fraud prevention, exaggerating the efficacy of TCM for chronic diseases in the elderly, and unreasonably using medicines for elderly people seeking medical consultation, which brings harm to the health of the elderly and reduces the credibility of TCM in society, and brings negative impact on the culture of TCM.

4.3 Recommendations and Responses

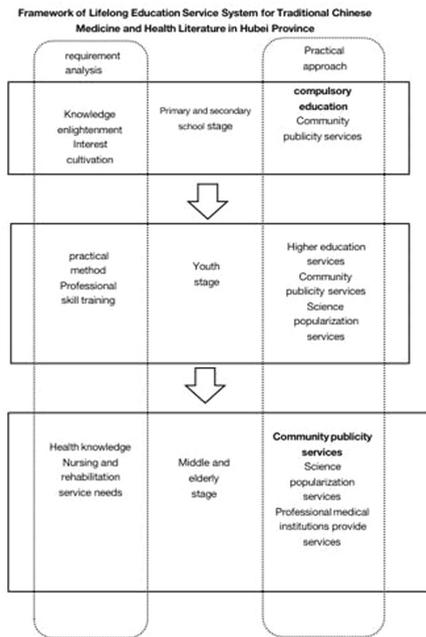
In terms of TCM cultural publicity, increase publicity efforts to deepen the influence of TCM in the community on the middle-aged and elderly groups [9]. In terms of economic investment, increase investment in health insurance so that TCM health and elderly services are included in the health insurance system and the financial burden of vulnerable groups such as the middle-aged and elderly is reduced. In terms of medical resource infrastructure, increase investment in medical resources in rural areas to balance urban and rural medical resources, so that the sick have access to medical treatment. In terms of policy protection, the state has introduced relevant policies to regulate the operation of TCM health care institutions, introduced laws and regulations to severely punish fraudulent practices and rectify the unregulated use of medicines, while strengthening social publicity to raise awareness of fraud prevention among the elderly.

5 Concluding Remarks

In today's globalised culture, TCM culture, with its unique advantages, plays an irreplaceable role in promoting cultural confidence and building a strong cultural nation in China. Therefore, we should deeply recognise the unique charm of TCM culture

² National Health and Wellness Commission of the People's Republic of China. "The 14th Five-Year Plan for Healthy Ageing. [EB/OL]. [2022-03-01]. <http://www.nhc.gov.cn/ljks/pqt/2023/c51403dce9f24f5882abe13962732919.shtml>.

and establish a lifelong education service system for TCM health culture from primary school to adulthood and finally to old age, so as to achieve the transmission of TCM health culture, make TCM health culture serve the society and the people, promote TCM health culture and have a profound impact on the health development of the world. Based on the above-mentioned literature analysis and field visits, the following flow chart has been drawn up to address the characteristics of the three stages of the population and the construction of the TCM health culture lifelong education service system. Therefore, it can be concluded that strengthening the promotion and propagation of TCM health documents in the community is the basis for the establishment of this service system, and is a solid support for the establishment of the TCM health culture lifelong education service system.



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