

Research on Measures of Advancing Shaanxi Healthy Village Construction under the Background of “Healthy China” Strategy

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Abstract: On the basis of discussing the significance of constructing healthy village and analyzing its current status in Shaanxi Province, this paper puts forward suggestions, including basis principles that healthy village shall adhere to, clarifying responsibilities of related departments, strengthening people’s concept of comprehensive health, perfecting medical and health guarantee system in rural areas, building medical and health staff in rural areas and developing healthy village industries, so as to make it feasible to implement the strategy of healthy village.

In the beginning of 2015, Premier Li Keqiang first put forward “creating a healthy China” in the report on the work of the government, the fifth plenary session of the 18th CPC central Committee further proposed the task requirement of “advancing the construction of healthy China” in October, 2015, Political Bureau of the Central Committee of the CPC convened a meeting to approve *Outline of Healthy China 2030* in August, 2016, the report of the 19th National Congress of the CPC clearly proposed “strategy to implement healthy China” in October, 2017, and the No. 1 Central Document *Opinions of the CPC Central Committee and the State Council on Implementing Rural Revitalization Strategy* clearly put forward to “advance the construction of healthy village”. In order to realize the comprehensive healthy, it is necessary to establish the concept of comprehensive health, innovate the technology, conduct the education, develop the industry and improve the services. The construction of healthy village is an important component of realizing comprehensive health and healthy China. This paper explores to intensify and improve medical conditions in rural areas and theoretical studies on health guarantee facilities, and studies the health awareness of rural dwellers, the propagation education on the concept of comprehensive health, and policy guidance and entrepreneurial instructions of rural health industries.

1. The Basic Connotations of Comprehensive Health Concept, Healthy China and Healthy Village Strategy

1.1 The basic connotations of comprehensive health concept

Comprehensive health is a health concept that covers with the whole lifecycle of a person. It focuses on basic necessities of life, birth, death, illness and old age, pays attention to dangerous factors influencing the physical and mental health, promotes the self-healthy management concept, and takes care of the life comprehensively. It seeks for not only personal individual health, also spiritual, psychological, social, ethical and environmental health. Comprehensive health advocates scientific healthy life, and correct healthy consumption concept. It involves various products, information and services related to health, and various actions taken by organizations of all kinds and at all levels to meet people’s healthy requirements.

1.2 The basic connotations of Healthy China strategy

The strategy of “Healthy China” refers to the strategy to improve Chinese national health policy and provide the whole lifecycle for Chinese people. The reform on medical and healthy guarantee in rural areas shall be deepened and medical and health system with Chinese characteristics shall be constructed. It is required to establish medical guarantee system in an all-round way, optimize medical and health service system, improve management system of modern hospitals, and build a

rural medical staff. The phenomenon of covering hospital expenses with medicine revenue shall be changed and the medicine supply system shall be perfected. It is necessary to focus on prevention, conduct patriotic health campaign irregularly, advocate healthy, green and civilized lifestyle to prevent and control serious diseases. System shall be established to ensure the food safety so that people can eat safely. Traditional Chinese medicine and western medicine shall develop jointly, social medical shall be supported, healthy industry be developed and health services industry be improved. Fertility policy shall be seamlessly connected with relevant economic and social policies to promote the healthy development of the population. Finally, it is required to actively response to aging population, deepen the combination of medical treatment and endowment, improve the filial piety and elderly-care policy system, and accelerate the cause for the aging population, industrial development and studies on problems in aging population.

1.3 The basic connotations of Healthy Village strategy

The healthy village strategy refers to upholding the party's leadership, adhering to the peasant's dominant role, persisting in the sustainable development of agriculture and rural areas, adhering to the urban-rural integration, adhering to the overall revitalization of the countryside, adhering to the harmonious coexistence of man and nature, and adhering to measures adjusted to local conditions and gradual progress. Consolidate and improve the basic management system in rural areas and maintain a stable and long-term land contractual relationship. Strengthen the rural grass-roots management work, cultivate a work team that loves the countryside, understands agriculture, and loves farmers, and follows the path of socialist rural renewal with Chinese characteristics to build beautiful villages with beautiful countryside and strong farmers.

2. The Significance of Constructing Healthy Village

2.1 The requirement of implementing Healthy China strategy

The construction of healthy village is an important component of implementing Healthy China strategy. Agriculture is the foundation of national economy. The people's living is the key of village. Rural and urban areas exist and develop together. The new contradictions and new problems between the growing needs of the people of our country and the unbalanced and insufficient development are most prominent in countryside. In order to solve the main contradiction in the new era, it is necessary to implement rural revitalization strategy in an all-round way, which is the inevitable requirement for realizing the Two Centenary Goals and the great rejuvenation of the Chinese nation.

To implement rural revitalization strategy is necessary to improve social governance pattern. The foundation of social governance is in grass-roots and the weak link is in rural area. To implement rural revitalization strategy, strengthen rural grass-roots management, establish sound rural governance system, and ensure rural people's life and work in peace and contentment and stable rural society is conducive to creating social governance pattern of co-construction, co-governance and co-sharing, and deepening the modernization of national governance system and governance ability.

2.2 The requirement of advancing rural revitalization strategy

On December 29, 2017, the Central Rural Work Conference proposed that the peasant should become an attractive occupation, agriculture become expected and rural area become a beautiful home, in accordance with the general requirements of ecological livability, industrial prosperity, rural civilization, affluence and effective governance. The construction of healthy village is an inevitable choice to promote the rural revitalization strategy and realize the common prosperity of all the people. Whether agriculture is strong or not, rural area beautiful or not, and peasants rich or not is related to the sense of gain, security and well-being of hundreds of millions of peasants, and the overall construction of a well-off society. The rural revitalization and the affluence of life are the foundation of society. It is necessary to implement rural revitalization strategy, comprehensively

improve rural production and living conditions, continuously expand channels for peasants to increase income, promote social fairness and justice, enhance the well-being of peasants, and enable rural peasants to embark on a path of common prosperity.

2.3 The requirement of improving national healthy quality

The construction of healthy village includes a new pattern of rural development with rich people, beautiful ecology, and the harmony of people and nature, and also includes the physical, psychological, moral, social and environmental health of rural people. Healthy rural areas are the main areas of ecological conservation, and ecology is the biggest development advantage of the countryside. In terms of rural revitalization, ecological livability is critical. Implementing the rural revitalization strategy, coordinating the governance of various resource systems in rural areas, accelerating the implementation of rural green development methods, and strengthening the rural human settlement environment is beneficial to build a healthy pattern of harmonious development between man and nature. Implementing the rural revitalization strategy is an effective way to inherit the excellent traditional Chinese culture. The Chinese civilization is rooted in farming culture, and the countryside is the basic carrier of Chinese civilization. Rural civilization and rural revitalization are the guarantee. To implement the rural revitalization strategy, deeply explore the excellent ideological concepts, humanistic spirit, and moral norms contained in the farming culture, combine with the requirements of the times, and conduct creative transformation and innovative development on the basis of protection and inheritance will help to create a new atmosphere of rural civilization in the new era, further enrich and inherit excellent traditional Chinese culture and promote the improvement of rural peasants and the national health.

3. The Current Status of Shaanxi Healthy Village Construction

3.1 The residents' awareness of health

Health is a dynamic concept, including not only physical health, also psychological and social health. Rural residents in Shaanxi, especially rural women, have a low level of knowledge and an insufficient understanding of their health. They believe that a person with no injury, no disability and no disease is healthy, failing to realize the importance of health care and physical examination. Some villagers feel that the planned immunization for children that has been practiced for many years is unnecessary. Some residents even do not pay attention to it when they feel not well, so a minor illness becomes a serious disease. The understanding of basic health care knowledge is an urgent problem for Shaanxi villagers. Residents have poor environmental awareness, littering and dumping, sewage and manure can be seen everywhere, turning a blind eye to the "dirty, chaotic, serious" village, and dumping unclassified garbage directly into their own septic tanks, so that permanent garbage such as toxic components and plastics mixed in the garbage will remain in the soil, affecting the ecological environment.

3.2 The medical and healthy guarantee in rural area

The cooperative medical service in rural areas in Shaanxi has been relatively developed and improved in recent years, but it is insufficient. On the one hand, the rural medical reimbursement ratio is 60% in township health center, 40% in the second-class hospitals, and 30% in the top three hospitals. Whereas, regarding the compensation for serious diseases, the risk fund compensation is only in township. For all inpatients involved in rural cooperative medical insurance, a one-time or full-year medical expenses of more than 5,000 yuan shall be compensated differently, that is, 65% for 5001-10000 yuan and 70% for 10001-18000 yuan. Since the compensation for serious diseases is only within the township hospitals, it is difficult to solve the problem of reimbursement of peasants' serious illnesses, resulting in the risk that the sick peasants have no money to see the doctors. On the other hand, the rural health infrastructure is still very backward. Generally, there is no formal health clinic in village. The equipment are very simple. In case of serious illness, they will be helpless and the disease will be delayed. It is difficult for the villagers to obtain relatively

safe medical insurance.

3.3 The development of health industries in rural areas

The rural infrastructure is incomplete and the development of the rural health industry is not perfect. There is no fixed dumping place in the countryside. Even there is, it is not cleaned up in time, the sanitation is quite poor. The pig pens, manure pits and grasshoppers in front of each household are dirty and chaotic. In the rainy season with the high temperature, feces are flowing everywhere, muckworm crawling everywhere, and flies fluttering in the air. Some villagers also throw garbage into the ditch or in the river, causing serious pollution of water resources, and endangering the living environment and health of rural residents. The ideological understanding of rural cadres in Shaanxi Province is not in place. They believe that rural sanitation is the responsibility of the higher-level government and has nothing to do with the village cadres; it is even considered that solving environmental sanitation facilities in the village is arduous but fruitless, and there is no gain, only pay. These concepts have led village cadres to turn a blind eye to the dirty and messy villages.

4. Suggestions and Countermeasures of Advancing Shaanxi Healthy Village Construction

4.1 To extensively popularize the concept of comprehensive health and raise residents' awareness of healthy life

To build beautiful villages, publicize the concept of comprehensive health, and raise residents' awareness of healthy life, it is required to adhere to the harmonious coexistence of people and nature, take the road of rural green development, innovate the rural governance system, and take the path of urban and rural integration and development. To strengthen the guidance of villagers to form good health habits, flexible and diverse forms of propaganda such as "Internet +" modern information technology will be applied to strengthen environmental sanitation education. For various behaviors damaging the environment, necessary penalties shall be formulated and implemented resolutely in addition to education. It is required to develop activities about healthy villages and towns and mobilize the masses to participate, so that villagers can recognize the importance of a good health environment, enhance their health awareness, and improve the quality of residents' healthy life. To enhance residents' awareness of health, it is necessary to adopt various methods to popularize health care and disease prevention knowledge, and advocate civilized, healthy, and scientific production and lifestyle, such as Internet or regular health training lectures, and health care knowledge competitions and performances.

4.2 To improve rural residents' living conditions and optimize their healthy life environment

To promote the construction of healthy village in Shaanxi and implement the strategy of rural revitalization, it is necessary to deepen the supply-side structural reform of agriculture, build an agricultural industrial system, management system and production system, and advance the deep integration of the three industries, enhance China's agricultural competitiveness, and promote rural economic development, laying a solid foundation for building a modern economic system.

To promote the construction of healthy village in Shaanxi, it is required to consolidate and improve the basic rural management system and attach great importance to rural environmental sanitation, which requires to increase administrative promotion. The government departments are responsible for the division of labor. The village committee specifically coordinates the implementation of rural health policies by various departments, units, and households. The village-level public health management agencies and a public health cleaning team need to be set up. Penalties also should be performed for the behaviors betraying the system in addition to education. Enterprises that seriously damage the rural environment should be resolutely eliminated. High-toxic and high-residue pesticides and growth hormones must be banned. With the guidance of advanced science and technology, domestic garbage should be treated harmlessly, and rural environmental pollution should be continuously reduced.

It is feasible to follow the development rules of healthy village to formulate reasonable rural construction plans, formulate reasonable village-level construction plans according to local conditions, and rationally plan infrastructures such as rural greening, roads, public toilets, water supply, and garbage disposal to prevent unscrupulous construction practices and create favorable conditions for completely changing the rural environment. In combination with the actual conditions of rural areas, to introduce urban residential property management mode in rural areas, and the relevant rural environmental sanitation management measures will be formulated. The specific work will be carried out specifically, and environmental sanitation inspections will be carried out from time to time to find out problems in a timely manner and maintain a good sanitary environment.

4.3 To perfect medical and health security system in rural areas and enhance residents' medical and health care

Increase investment in rural medical and health infrastructure construction. Governments at all levels should fully recognize the need to increase investment in medical and health infrastructure construction to build healthy villages. They should earnestly assume corresponding responsibilities, gradually increase investment in rural medical and health infrastructure, continuously improve medical and health infrastructure, and provide the most basic guarantee for healthy rural construction. The investment in medical and health undertakings shall be in accordance with the relevant national rural health work policies and the investment in rural health funds, and its growth rate shall not be lower than the growth rate of fiscal expenditure at the same level. It is necessary to strengthen the management of rural medical and health funds and give full play to the use of funds. These medical and health funds are mainly used for rural environmental governance, health supervision, maternal and child health care, disease prevention and control, health education, health service network construction funds, township health center basic medical services, and rural health development and construction funds. Rural construction should give full play to the role of the market mechanism, attract various parties to invest in rural health undertakings through multiple channels, and form an investment system with diversified investment entities and investment methods.

It is necessary to further improve the rural cooperative medical care system and increase investment in rural medical security. First, improve the enthusiasm of peasants to participate in insurance. Through extensive publicity, their enthusiasm for participation in insurance will be raised, the participation rate will be increased, and the problem of peasants becoming poor due to illness will be further solved. Second, improve the rural cooperative medical system from the perspective of management system. The makers of the management system should go deep into the grass-roots level and seriously study the various problems in the implementation of rural cooperative medical care. For medical reimbursement procedures, participation rate task indicators, reimbursement quotas, and location of designated hospitals, it is necessary to focus on research and solve existing problems. Third, make rational use of rural cooperative medical funds. It is required to make good use of the rural cooperative medical fund and give play to the most effective role of the rural cooperative medical fund. Fourth, regularly train employees of rural medical institutions. In order to improve the professional level of employees in rural medical institutions, it is necessary to regularly hire highly qualified practitioners to regularly train employees in rural medical institutions to improve their technical level and professional quality.

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