

Analysis of the Problems Existing in the Public Health Management and the Countermeasures

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Abstract: Public health management is the focus of social governance in China. With the implementation of a series of measures issued by China, public health management has achieved remarkable results. But in this, the public health management cause still has some shortcomings and deficiencies. This paper makes targeted analysis and suggestions, discusses the problems in public health management in China from four aspects of cognition, economy, management and informatization, and puts forward improvement strategies on this basis.

Keywords: Public Health; Status Quo Analysis; Management Advice

Introduction

Public health management has always been the focus of our country. Due to the large population base, wide distribution and the poor efficiency of policy implementation, the supervision and management of public health has been changed from the government department to the joint action of the government and the public. So far, with the concerted efforts of the government departments and the people, China has made breakthroughs in the diagnosis and treatment and prevention of various diseases, and has made remarkable achievements in the improvement of the social environment, and the attention to the public health management is also in a high position in the social media. In order to ensure the health of the people and continue to make progress in public health management, the relevant personnel should pay more attention to the weak aspects in public health management.

1. The deficiencies existing in the management of public health

1.1 The lack of public health awareness

China's public health management service is not a process of stable development, but in a state of fluctuating rise. A large part of the reason is that our country issued relevant regulation measures and policies, the local government for public health construction is not enough understanding, resulting in the local policy implementation is not in place, difficult to mobilize the work enthusiasm of public health services, and staff maintain a lax work attitude for a long time, gradually formed the passive work. At the same time, the people's low attention to public health management, the reason is also that the public health management at the social level is difficult to bring the people a sense of peace of mind.

1.2 Regional economy leads to health level problems

The available funds for public health management undertakings in China are not sufficient. The level of economic development among various regions of China is relatively unbalanced, and there is a considerable gap between the salaries of public health administrators and the number of facilities in some regions and the local ordinary large and medium-sized hospitals. So in the process of receiving often appear insufficient kinds of drugs, medical facilities problems such as incomplete, this will cause the region's public health management is long in a difficult situation, and cannot establish a complete public health supervision and management system, indirectly led to the region's public health institutions can not provide the people with a strong guarantee, the local public health level is difficult to improve and improve.

1.3 The management of public health institutions

China's public health management institutions are not strict in assessing the ability level of the staff, and the work mode and work content are not standardized. Different work contents also have different requirements on staff ability in the public health management, but the current division of ability level in the public health management institutions is not intuitive, and the skill training and assessment content of staff is less, so it is difficult to play a role in improving the skill level of staff. Moreover, due to the insufficient conditions in the organization, the establishment system is not perfect, and the grass-roots staff in the organization are often mainly mobile personnel, and there may be a shortage of staff and a shortage of professionals during the work period. In the process of work, the action mode is too mechanized, and the data content obtained by the process of community visits is low. At the same time, due to the lack of qualification of community hospitals, the diagnosis of various chronic diseases of residents needs to be confirmed through the procedures of secondary medical institutions, which can not provide convenience for residents' medical treatment.

1.4 The informatization problem of public health management

The internal facilities of public health management institutions are not information and intelligent enough. In today's every industry with network information, still maintains the traditional operation mode of public health institutions in work efficiency and information transmission is not fast enough, the overall operation framework is single, contact with superior medical institutions is not close enough, for the health of regional residents insufficient understanding, and most of the organization function does not support information. The means of information acquisition and information transmission are relatively scarce, and it is difficult to enter the public view.

2. Suggestions and measures for problems in public health management

2.1 Lead the public to attach great importance to public health work

In order to improve the people's attention to the public health management work, first of all, we need the government departments to set an example, we should organize various publicity activities, and lead the people to pay attention to the public health management work. First of all, should be the public health management institutions, to carry out all kinds of health public welfare activities, in order to obtain the trust and recognition of residents in the community, regional public health management agencies to focus from the institutions to the residents in the community, in the process of work should be for the public class activities, ensure that the real and accurate disease prevention and control and institutional management ideas in place. At the same time, through advertisements, leaflets, network information and other ways to publicize public health knowledge, calling on the people to actively participate in, actively learn, the public health management construction in the people in China popularized. Second, the relevant government departments should intentionally advocate public attention and accept public health concept, and will rise to the moral level of a modern society, let people can actively participate in the social public health management, in the long run, the good public health concept in subtly lay a mass foundation, means that the people in the face of various emergency public health events, can ensure with a calm attitude to think, and proper emergency treatment.

2.2 The government attaches more importance to the economy

The successful implementation of the public health management system not only lays the foundation for the thinking of the masses, but also needs to follow up at the material level. The government should distribute the funds and resources issued by the government to follow up in a targeted direction, and focus on supporting the construction of public health facilities and medical treatment in remote and backward areas, and helping the backward areas to alleviate the shortage of medical resources and medical devices. In order to improve the overall medical level of regional public health institutions, the government in the funds should also be policy adjustment, improve the level of medical staff treatment and preferential policies, provide subsidies and public subsidies, through the attention of the economic direction in society to build a line of

people's life and health, let the masses have the identity, peace of mind.

2.3 Improve the level of internal personnel

The public health regulatory agencies themselves also need to be gradually improved. As the public health management business is the most basic and the most important grassroots staff, particularly important is the level of professional skills, not only in the old staff working life into training content, when recruiting new employees should also be clear entry conditions, improve the benefits of the post, attract talents, and with the old staff practice training, teach experience, urge each other to learn, the organization internal staff overall professional level. The exchange of information related to public health management is also very necessary for the employees in the organization. Communication with superior hospitals, information transfer and sharing among regional public health institutions, long-term learning, stability and progress, and constantly improve the work quality of public health management. China's public health management cause has gradually developed till now, more should correct the working attitude, change passive to active, the construction of public health undertakings as its highest goal responsibility.

2.4 New media publicity of the public health administration agencies

In around the public health institutions management, for disease prevention and control propaganda is often lacking, is not only the traditional publicity column, propaganda slogans, more should adapt to the trend of the new era, on the basis of the network media platform for disease prevention and control and organization itself, such as WeChat public, special phone APP, weibo and other media publicity account, network information multifarious, it needs to play the role of medical staff work, can do respond, timely rumours and doubts, do public health management system digital, release scientific, accurate information also help people away from the network medical rumors. The close connection with the superior hospital is equally important. Through the data and networking of residents' health information, a regional medical network is formed in the process of data transmission to ensure that people's medical treatment without delay and barrier-free. We can also organize various activities, participate in relevant production in the disease prevention and control publicity day, conduct publicity within the community, gradually improve the public's awareness of public health management, and guide the people to establish health awareness and prevention and control concepts. Truly achieve the popularization of public health management and into life.

Conclusion

To sum up, China's public health management needs the mutual cooperation and support of the government and the people, To improve the weak items of public health management one by one, By raising the people's awareness of public health management, to establish the social defense line of epidemic prevention and control, To improve the medical level of the various public health regulatory agencies through state economic assistance, Improve the professional level of the staff to gain the trust of the people, And through information technology means to let the people under the management of the government and public health departments to learn public health knowledge, Cultivate the awareness of prevention and control, Truly achieve public health management into social life.

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