

Health Education and Health Promotion Mode in the Era of “Internet Plus”

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ABSTRACT. With the rapid development of economy, the popularity of Internet and the improvement of information technology have changed people's way of life and work. The “Internet plus” era has changed the traditional way of life and created more social life forms for the society. At the same time, it has brought hitherto unknown challenges and opportunities to people's health education and health promotion. According to the exploration of the health education and health promotion mode in the “Internet plus” era, the new model is more suitable for the development of the society and more suitable for the needs of the society. It also meets the new demand of modern people for the transformation of the concept of health [1].

KEYWORDS: “internet plus”, Health education, Health promotion, Mode

1. Introduction

With the development of economy and the continuous progress of society, health education and health promotion work can effectively promote the rapid development of China's health industry, and also can rapidly improve the overall health of Chinese residents. Without national health, there will be no well-off society in China. Health education is also an important part of the implementation of the health China strategy. It plays a positive role in improving the health awareness and health level of our citizens. The rapid and universal Internet information technology plays an important role in modern life. With the popularity of the Internet, more and more people begin to use mobile computers for work, and people's lives are inseparable from the Internet. Today, with the popularity of the Internet, people's health awareness is also constantly increasing. Many people begin to use the Internet to obtain health-related knowledge and information. The advent of the era of “Internet plus” has brought both opportunities and challenges to health education and health promotion in China [2].

2. Current Situation Analysis of Health Education and Health Promotion

At present, the development mode of health education and health promotion in China is relatively single, and the channels are limited. The population covered by health education is also relatively small, and the popularization of health knowledge is also limited, and the effect of health education is general. Many people still get sick, and there is no way to make healthy people get sick less, later, and at the same time, make high-risk people not get sick. Let the people who have already got the disease have more cognition to the disease, can help them reduce the pain through putting attention to daily life and diet, improve the self-management ability after getting the disease. So as to reduce the burden of medical treatment, improve the possibility of survival and prolong life, and further change the mode of health education and health promotion [3].

2.1 The Disease Spectrum Has Changed

With the continuous progress of people's life, people's living environment and medical level have made great progress. This has also led to great changes in the disease spectrum of our country. This kind of general infectious diseases can be gradually controlled, such as malignant tumors, which are very common and can seriously threaten people's lives. In the era of rapid development of modern medical science and technology, they can also be quickly solved and gradually controlled [4]. At present, the prevalence of chronic non-communicable diseases has exceeded the incidence rate of adult diseases, which is also the main reason for poverty caused by diseases. With the rapid development of economy, people's behavior and lifestyle have great changes on health. To improve people's health-related behavior, mainly by health education and health promotion, so health education and health promotion has

become one of the key intervention strategies of public health. Health education and health promotion can effectively control the prevalence of chronic diseases and improve the health quality of Chinese people, which has been paid more and more attention in China.

2.2 Change of Public Health Concept

With the advent of the "Internet plus" era, people's living and work methods have changed dramatically. People are paying more and more attention to health while pursuing quality of life. But with the wide use of mobile phone and computer, people's demand for health services is also increasing. In addition to usual illness treatment, people are more inclined to disease prevention and health care. Through the network, people can take different ways to acquire knowledge that is conducive to health and prevention of diseases, which makes people turn from passive seeking for medical treatment to active seeking for medical treatment, and also increases the concern for their own health in their daily life [5].

2.3 The Effect of Traditional Health Education is Not Good

The traditional health education mode is that the staff of the hospital or drugstore will publicize the health knowledge to people in a fixed place. In our country, there are also special health days and leaflets to people to publicize the health life so as to pass the health knowledge to people. In addition, there will be a bulletin board at the door of the hospital drugstore to hold public health Lecture, but the effect of health education is not good, the effect of publicity is not good, people's attention is not high, the cost of publicity is relatively high, the overall effect of publicity is not good.

3. Strategies for "Internet Plus" Health Education and Health Promotion

"Internet plus" is the result of further practice of Internet thinking. It is a new productivity, and promotes the continuous development of economic form, thus promoting the continuous development of the social economic strength. It combines the "Internet plus" with health education and health promotion, so that people can browse the relevant health education through mobile phone and computer when they are working and eating. The knowledge of more things that we want to know are very convenient to get. The combination of "Internet plus" health education can better improve people's knowledge of health and disease prevention, and get the popularity of health education [6].

3.1 Establish Health Propaganda Platform

With the rapid development of information technology, the Internet is widespread. People's lives are inseparable from mobile phones and computers. The popularity of mobile phone WeChat is also attracting increasing attention to the official account development, and the communication advantage of it is more obvious. It has established a good foundation for carrying out the platform of health education and health promotion. Health education institutions, disease detection agency and comprehensive medical institutions can build WeChat official account. They publicize knowledge about health education through WeChat official account, promote health education information to the concerned people, and allow the attention users to forward their friends circle, thus being attracted more attention by people and realizing the spread in the wider social sphere, so that more and more people will be able to get the information. In the propaganda, we should use more comprehensible language and articles accompanied with pictures to make the structure, attract the readers' eyeballs, and make people more convenient to acquire health and health knowledge. On the WeChat platform, we should allow specialized people to manage, and push articles and Related videos on the platform irregularly, so that people can better accept the health education and health promotion knowledge through WeChat official account, improve people's interest, promote people's attention to health, strengthen people's awareness of health.

3.2 Carrying out Health Propaganda Classroom

In the era of "Internet plus" rapid development, the "micro health" health education mode also allows residents to quickly enter WeChat's healthy classroom learning, so as to learn healthy knowledge, residents can also communicate with famous doctors on the Internet, consult related health problems, and solve psychological problems [7]. Relevant departments can form a lecturer team with medical organizations and relevant experts, establish WeChat health class and make relevant health promotion videos, and watch them through WeChat platform, so that people can receive experts' health guidance anytime and anywhere, and at the same time, give full play to the role of platform publicity through WeChat to provide more personalized health services It's also easier for people to accept.

3.3 Spread Health and Disease Prevention Knowledge

In the “Internet plus” rapid development era, people's quality of life is developing rapidly and diseases are also hard to guard against. In the face of this situation, it is very important to strengthen propaganda for health prevention. At the same time of promotion on WeChat platform, we can widely promote the activities of award-winning Q&A, so that people can get small red envelopes after answering the relevant questions correctly, which can arouse people's interest, make them pay more attention to the knowledge of platform promotion. We can also use the mobile WeChat platform to promote the uniqueness of infectious diseases and prevention knowledge of chronic diseases and seasonal disease to people. The activities of award-winning Q&A attract public participation, which not only popularizes the knowledge of disease prevention, but also improves the awareness rate of health knowledge.

4. Conclusion

Mobile phone and computer have become part of life along with the development of economy, the continuous progress of society, the continuous improvement of information technology and the advent of the “Internet plus” era. The use of mobile computers to promote health knowledge has good effect and low cost. Looking at the development process of health education and health promotion in China, health education and health promotion are increasingly playing an important role in health work in both developed and developing countries. It is very important for our health knowledge propaganda to strengthen the publicity of health education and health promotion in China. WeChat as a platform for health knowledge publicity can be more tolerant. It is easy to be accepted by the public. The “Internet plus” mode of health education and health promotion will surely better adapt to and serve the needs of today's public, and better promote the improvement of people's physical quality.

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