

Development measures and dilemmas of "active health" for the young-old

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Abstract: "Longevity should not only be a longevity of natural age, but also a dignified healthy and long life." "In China's population aged 60 and above, the young elderly population aged 60-69 accounts for 55.83%, which means that it is now an aging population dominated by young age. Therefore, it is very important to implement active health strategies for young people. The main entities responsible for active health are: the young elderly themselves, family wisdom "active health" services, and the government. The practical dilemmas of "active health" include: blind spots in mental health, inadequate management systems, etc.

1. The research background

The report of the 20th National Congress pointed out that to promote the construction of a healthy China, put the protection of people's health in a strategic position of priority development, implement the strategy of actively coping with the aging of the population, and improve the public health system. Wu Yushao of Fudan University stressed: The "14th Five-Year Plan" points out that it is necessary to enhance the elderly people's active health ability and the concept of active aging, and move the health threshold forward to the younger elderly. According to the data of the seventh population census in 2020, China's population aged 60 and above exceeds 260 million, and the young elderly population aged 60-69 accounts for 55.83% [1], and a large part of them also have a strong willingness to re-employ, so how to guide the young elderly to do a good job in health management, enhance healthy physique and create an economic life state, that is, "active health", has become an important topic for us to discuss.

2. Each responsible entity of "active health"

2.1 Longevity requires "active health" in younger older people

The concept of active health is emphasized in the Healthy China 2030 Plan, which emphasizes that individuals are the "first responsible person" for health, and promotes healthy lifestyles, effectively monitors and intervenes in health risk factors, and promotes health for all, supported by new technologies such as informatics and biomics [2]. In the context of achieving the general goal of co-construction and sharing and national health, the application of health and medical big data can promote "popularizing healthy life, optimizing health services, building a healthy environment, developing health industry, and improving support and guarantee", so as to achieve all-round health promotion. At the same time, through big data, artificial intelligence and other technologies to build "independent health decision-making" and "individualized health regulation" systems, health status can be quantified, traceable and controllable.

"In the community, some young elderly people pay great attention to their health and return to the clinic on time, while some elderly people do not pay attention to it or do not pay enough attention." Ge Caiying, chief physician of the general department of Beijing Fangzhuang Community Health Service Center, told reporters that some elderly medical insurance cards have not been used, do not see a doctor, do not check, of course it is not clear

Own lipid and blood glucose [1]. Therefore, the first step should be to enhance the active health awareness of the young elderly, cultivate their positive outlook on the elderly, be vigilant against

the superimposed risk of chronic diseases and infectious diseases, and focus on prevention. However, longevity should not only be a longevity of natural age, but also to ensure the quality of life and life, it is necessary to live a long and healthy life with dignity [3], which also puts forward higher requirements for active health management and disease prevention for the elderly. To achieve active health, it is necessary to do: active physical health behavior, active mental health behavior, active social health behavior, and health information search behavior.

2.2 Home smart "active health" service

Medical and health services are transforming from traditional "passive medicine" to a new "active health" model. Relying on technologies such as cloud computing, big data, artificial intelligence and health Internet of Things, building a "cloud + end" innovative family smart health service system is of great significance to young and elderly people [4]. According to the results of the World Health Organization, 1/3 of diseases can be avoided through prevention, 1/3 of diseases will be effectively controlled through early detection, and 1/3 of diseases can improve treatment through information communication. Based on a new generation of information technology health management services, its service objects can be accurate to each young elderly, and its best service carrier is residential, which makes family smart health services enter the vision of active health of young people. At this stage, China's healthy habitat construction has expanded from building units to communities, cities, and even covering all small towns and villages, and only paying attention to the development of "hardware" is not enough, the new model of "hardware + service" can effectively increase the sense of gain and experience of health for young and elderly people, and make the construction of healthy living in practice.

The core of active health services is to provide users with proactive, high-quality, fast, convenient and professional services. A small district in Qingdao carried out the operation of the family wisdom model, cooperated with local community workers, and scientifically tested the health of the young elderly, which received a good response.

2.3 The government has built a new urban sports service system

In the face of the new crown pneumonia epidemic, the broad masses of the people realized the importance of health and immunity, and the improvement of health and immunity cannot be separated from physical exercise and physical fitness. At this time, the government also needs to make a series of changes for the active health of young people.

2.3.1 Construction of infrastructure

First, in the construction of community parks, on the basis of the construction of sports characteristic theme parks, further extensive allocation of national fitness venue facilities, at present, the imbalance and inadequacy of sports facilities in the function and regional structure restricts the healthy development of public sports services, and restricts the pace of active health of the young elderly [5].

2.3.2 The building of soft power

The first is to vigorously train social sports instructors and achieve 5-6 professional social sports instructors per 1,000 people. The service of sports instructors is the premise of scientific fitness for urban residents, and the particularity of the young and elderly groups determines their unique physical fitness needs, and their requirements for the amount and intensity of exercise must be scientifically guided and reasonably arranged [5]. It is necessary to widely allocate scientific sports guidance sites in the community, and widely organize and carry out physical exercise in the group of young elderly; Second, sports departments at all levels use the Sports Lottery Community Chest to purchase the spare time of commercial sports venues in the form of government procurement services, and issue sports consumption coupons to citizens to guide them to actively participate in sports; Third, we should make full use of the advantages of scientific and technological innovation, vigorously encourage the establishment of home fitness service platforms, vigorously promote new models and new formats such as home fitness, health online guidance, and online training, and

realize scientific guidance for young people through the Internet + artificial intelligence.

2.3.3 The World Health Organization appeals

The World Health Organization has made it clear that physical activity and exercise are a low-cost and effective strategy for the prevention and treatment of chronic NCDs, which means that the focus should be on preventing chronic diseases. Therefore, the exercise of the young elderly is not only to improve their physical fitness, but more importantly, to improve their health level, the so-called "treatment of diseases before they occur."

3. The practical dilemma of "active health"

3.1 Mental health has become a blind spot

Li Zhixin pointed out at the press conference that physical health is an important factor affecting the mental health of the elderly, and coupled with the influence of family relations, social ties, marital status, and other factors, it is easy to cause various psychological and behavioral problems such as depression or anxiety among the elderly. Nowadays, people's attention to the mental health of the elderly is increasing, and the mental health of the elderly has become the focus of attention from all walks of life, and physical exercise, as an important factor affecting the physical and mental health of the elderly, has a non-negligible role in the mental health of the elderly [6]. In addition, the mental health of the elderly in poor areas is of particular concern. In areas with low economic levels and a concentration of left-behind elderly people, the elderly are particularly prone to loneliness and cause a series of psychological problems.

According to reports, in response to the above problems, China's National Health Commission issued a document in March 2019. Indeed, in 2019 and 2020, 1,600 urban communities and 320 rural administrative villages across the country were selected to implement psychological care projects for the elderly. First, it is necessary to understand and grasp the current status of the mental health of the elderly in China; the second is to improve the skill level of mental health services for grassroots staff; Third, it is necessary to enhance the mental health awareness of the elderly and improve their mental health.

3.2 The active health management system needs to be further improved

3.2.1 Establish a special active health management organization

Although the medical, insurance, education, sanitation and sports departments that have been set up in China have all undertaken some of the work related to promoting residents' health, these institutions are independent of each other, and there is no clear division of labor in the work related to active health, and there is even some overlap in the work content, resulting in the low degree of attention and poor implementation of active health-related work among various subjects, and then problems such as shirking of responsibilities among various subjects, low efficiency of policy implementation, and unbalanced distribution of resources. Therefore, it is urgent for China to set up a special active health management organization to be responsible for the work arrangement, coordination and resource allocation among various subjects.

3.2.2 Play the role of a medical institution

Medical institutions play an important role in the medical treatment and health care of residents, but at present, there is a phenomenon of "emphasizing treatment over prevention" in medical institutions at all levels in China, which may be related to the traditional concept of "seeking medical treatment only when there is a disease" among Chinese residents, especially the young elderly; on the other hand, it is also related to the imbalance between doctors and patients, the heavy work tasks of medical personnel (such as medical treatment, public health, scientific research, and teaching, etc.), and insufficient attention to disease prevention, such as the lack of health education for patients, the lack of screening for complications, and the imbalance between doctors and patients. Lack of occupational safety education for enterprises and employees.

4. Summary

The shift from focusing on diseases of the elderly to active health is by no means limited to health administrative departments and medical institutions, but a matter for the whole society. Active health is a holistic medical model in which multi-agent participation acquires health-related knowledge through residents' initiative and translates it into health behaviors. Health administrative departments, medical institutions, educational institutions, publicity institutions and individuals are all important roles in promoting active health, and all entities should clarify their responsibilities, strengthen cooperation on the basis of actively assuming their own responsibilities, improve residents' health literacy, cultivate residents' healthy lifestyles, improve health-related services, protect people's health in an all-round and full-cycle manner, promote the progress and development of the active health of China's young and elderly people, and realize the health of the whole people as soon as possible.

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