

Research on the Development Path of Continuing Education in Medical Colleges and Universities under the Background of Rural Revitalization

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Abstract: Continuing education in medical colleges and universities has great potential in the Rural Revitalization Strategy, but there are still some problems at this stage, such as insufficient renewal of assistance ideas, insufficient combination of assistance measures and majors, and imperfect assistance mechanism and system. We should combine the reality of medical colleges and universities with the characteristics of continuing education, serve the Rural Revitalization and do a good job in theoretical research; Go deep into the rural front line and be close to the reality of the masses; Innovate educational means and improve teaching effect; Open up institutional barriers and optimize top-level design to contribute to the implementation of Rural Revitalization Strategy.

1. Introduction

With the overall victory in poverty alleviation, the focus of China's "agriculture, rural areas and farmers" work has shifted to comprehensively promoting rural revitalization. The report of the 19th CPC National Congress clearly put forward the "implementation of the Rural Revitalization Strategy", which points out the direction for China's "agriculture, rural areas and farmers" work. It is another great strategic decision to realize the Chinese dream after comprehensively eradicating poverty in 2020. At the same time, it is also an inevitable requirement to solve the main contradictions in the current society. As a medical university with great discipline advantages, it should firmly grasp the mainstream of the times, respond to the call of the times, actively act in the Rural Revitalization Strategy, and create a powerful engine to comprehensively promote rural revitalization. In the new era, new mission and new task, how medical colleges and universities can better empower Rural Revitalization and give full play to their own advantages is an important proposition that medical colleges and universities should consider in the next stage. Among them, continuing education can better serve rural revitalization with its effective improvement of knowledge, skills and academic qualifications for social members. Therefore, it should also be the

meaning of the topic to give full play to its function of serving the society [1].

2. Current Situation of Continuing Education in Medical Colleges and Universities under the Background of Rural Revitalization Strategy

The training of teachers and managers is an effective way to improve the quality of continuing education in medical colleges and universities. The College of continuing education should actively hold professional teacher training courses on a regular basis. Professionals and teachers should explain the latest trends and cutting-edge knowledge in this field, so that teachers can fully reflect and highlight the foresight and relevance of the discipline in the teaching process. In order to deepen the reform of continuing education, medical colleges and universities should regularly organize training visits for continuing education managers. Learn from the school running experience and school running mode of brother colleges and universities, and actively unify and improve the continuing education system in combination with the characteristics of the school. At the same time, the current teaching mode of continuing education is mainly based on the traditional undergraduate or graduate teaching methods, that is, the personalized teaching content is old and lack of innovation.

2.1. Current Situation of Continuing Education in Medical Colleges and Universities

In order to meet the national requirements for medical talents and the transformation of the economic and social environment, people pay more attention to the demand for knowledge and their own requirements. Continuing education has become an important channel to improve their own ability and level, and has gradually become an important way of educational modernization and lifelong learning. Therefore, continuing education has gradually become an important part of the overall national education system [2].

In the process of vigorous development, medical colleges and universities are also actively carrying out the innovative construction of internal management system, and a number of specialized colleges for continuing education have sprung up. Compared with the early education in China, the continuous education in Colleges and universities does not have enough in-depth understanding of the construction of academic qualifications. At the same time, compared with the continuous education in foreign countries, it often does not have enough in-depth understanding of the construction of academic qualifications, Many medical colleges and universities do not form an independent and complete system of continuing education, which is usually only used as an affiliated unit of some colleges. Some colleges and universities do not formulate corresponding supervision and management systems for continuing education, which leads to the slow development of continuing education and the disadvantages of non-standard development. However, in recent years, with the deepening attention of relevant national units to continuing education, all colleges and universities have begun to carry out drastic reform and innovation in the construction of continuing education. Medical institutions of higher learning have been continuously given new functions of continuing education in the process of the construction of continuing education, forming undergraduate education of continuing education with ordinary higher academic qualifications, master's graduate education of people with the same academic ability applying for master's degree The integrated training pattern of doctoral education for in-service doctors to apply for clinical doctor's degree is a complete set of perfect and reasonable attempts. Over the past 40 years of reform and opening up, the continuous development of continuing education of medical specialty has transported a batch of professional medical talents to

the society, which has made outstanding contributions to promoting the development of China's health undertakings. The attempt to carry out continuing education of medical higher education under the background of Rural Revitalization has won wide praise from the society and won the trust of the people.

2.2. Current Situation of Continuing Education in Medical Colleges and Universities Helping Rural Revitalization

At present, the continuing education in medical colleges and universities has the problem of insufficient concept renewal. With the rapid development of economy and society, people's demand for continuing education continues to expand. When the reform enters the fast lane, the concept of continuing education is still in the slow lane. In the field of medical colleges and universities, the continuing education of many colleges and universities lags behind the healthy pace of the development of the times. In the conventional environment, there is a problem that the part of continuing education is not included in the development plan of colleges and universities in some colleges and universities. As an important part of the education link of colleges and universities, continuing education has obviously been treated unfairly. Some schools do not pay enough attention to continuing education, which directly leads to the disadvantages of unbalanced and insufficient capital allocation in the internal resource allocation of the school. Some colleges and universities' continuing education stays at the level of self-sufficiency, and there is a serious shortage of funds for the development of continuing education. What's more, they regard continuing education as a tool for the revenue of colleges and universities for commercial interaction, Rather than regard it as a way that plays an important role in the development of the overall education level of the country, which leads to serious shortcomings in the informatization construction level and talent introduction level of continuing education in Colleges and universities. The informatization degree of continuing education in some colleges and universities is not high, and the informatization reform is delayed in some businesses that have long needed informatization means management, which directly leads to the insufficient empowerment of relevant continuing education management efficiency. At the same time, The talent introduction of continuing education in some colleges and universities is basically in the initial stage. Due to the lack of good reference objectives and comparative reference, the continuing education in the higher education system has not formed a good talent cultivation atmosphere and can not attract high-quality talents to participate in the teaching activities of continuing education. In addition, from the perspective of rural revitalization, the relevant managers of some medical colleges and universities do not have an in-depth understanding of the significance of the times of Rural Revitalization Strategy. In the minds of some managers, there is no idea that rural revitalization is closely related to the development of medical colleges and universities. They often think that the development of education and re education of medical colleges and universities should be combined with high-end science and technology and cutting-edge experimental results, Instead of carrying out joint expansion in the vast rural areas, it will lead to the wrong concept that medical colleges and universities cannot carry out generally in the vast rural areas. Some colleges and universities only have a complete and clear understanding of the great project of Rural Revitalization in the government documents themselves, and have not carried out systematic learning and research activities on the Rural Revitalization policy. Many responsible teachers of colleges and universities have not even formed a complete and clear understanding of the concept of Rural Revitalization, Of course, it will cause the neglect of colleges and universities in the strategy of Rural Revitalization and development; At the same time, it will also take it for granted

that the combination of Rural Revitalization Strategy and the work of medical colleges and universities will affect the daily development of basic teaching of undergraduates and occupy too many teachers, funds, equipment and other relevant limited resources of colleges and universities, thus affecting the development of other colleges and universities that can visually display the educational achievements of colleges and universities. For example, some colleges and universities attach importance to the ranking of universities at home and abroad, Often assign important resources to work related to university ranking, such as thesis writing and publishing; In terms of disciplines, professional competitions and other aspects, too much attention to the explicit aspects directly leads to the relevant departments of colleges and universities not paying enough attention to continuing education. At the same time, they do not have a thorough understanding of the relationship between Rural Revitalization and continuing education of medical specialty, and have low enthusiasm for improving the level of continuing education in Colleges and universities, resulting in negative helping emotion, which affects the development of continuing education in medical colleges and universities [3].

In addition to the above reasons, there is a problem of insufficient combination of supporting measures and majors in the development of continuing education in Colleges and universities. Medical colleges and universities are highly professional colleges and universities. In the development process of continuing education, medical colleges and universities are often in a situation of complacency. There is an invisible natural barrier between the relatively single environment of colleges and universities and social development. For things outside the major, not only medical students, but also educators and managers will have the disadvantage of lack of in-depth and systematic thinking, In terms of promoting rural revitalization, if we can't be good at thinking about ways to promote rural revitalization, we often float the assistance measures on the surface, but can't go deep into the root causes of the problems and expand them. If the continuing education in the background of Rural Revitalization can't be combined with the characteristics of medical and health undertakings, the key points of differential performance in the development of medical higher education, and the unique advantages of medical colleges and universities can't be brought into full play, It will not fully reflect the strong influence and force of medical colleges and universities in medical and health construction, which will lead to continuing education still staying on the surface of the cultivation of professional talents.

At present, there is a supporting mechanism in the development of continuing education in Colleges and universities, and the system is not perfect. In medical colleges and universities, due to the influence of ideas and professionalism, the mechanism and system to help rural revitalization has not been fully established, and some measures only stay on the surface, with the characteristics of phased and temporary. Many medical colleges and universities have the wrong idea of coping with and slacking off the development of Rural Revitalization Project, and lack a long-term mechanism in the mechanism and system, even if some more favorable measures are introduced, It can not be guaranteed by the continuous system, and some measures will become short documents after a period of time. Some medical colleges and universities can not give corresponding treatment to teachers participating in rural revitalization, and can not well mobilize the enthusiasm and initiative of teaching staff. They do not give preference to this part of teaching staff in the establishment of incentive and evaluation system. For example, many teachers have not implemented the workload of Rural Revitalization work, invested a lot of energy, but can not be reflected in Professional Title Evaluation and promotion, As a result, the enthusiasm of teaching staff is not encouraged, resulting in low overall development interest; At the same time, there is no effective working system for the strategy of rural revitalization, which leads to some measures can

not be effectively implemented, affecting the actual effect of assistance.

3. Rural Revitalization Strategy Promotes the Development of Continuing Education in Medical Colleges and Universities

In the context of rural revitalization, China's higher education system is undergoing a series of fundamental reforms, from school running system, educational structure and talent training mode to educational thought, educational concept, educational resources, curriculum system and content.

3.1. The Rural Revitalization Strategy Provides a Sustainable Source of Students for Continuing Education

Education is the foundation of rejuvenating the country. The implementation and promotion of the major strategies of the party and the state are inseparable from the cultivation and cultivation of talents. To implement the Rural Revitalization Strategy, we must first improve the education level of the residents in rural areas and the comprehensive quality of the people in rural areas. In the new historical development stage, the demand for talents in rural areas is more vigorous. Having a group of highly educated and high-quality compound talents is the premise and foundation for the development of Rural Revitalization Strategy. Especially for the backbone of Rural Revitalization work, such as the training of village cadres such as the two village committees, it can give full play to the strong adaptability of continuing education. Since the implementation of Rural Revitalization Strategy, The countryside has supplemented a large number of reserve cadres in different majors and industries. These reserve cadres have high enthusiasm and passion for rural construction, high learning ability and certain opinions on Rural Revitalization. We should fully grasp the characteristics of these reserve cadres, implement relevant education and training, and improve the knowledge level of reserve cadres as a whole; At the same time, these young cadres are also eager to receive training from a higher level and wider re education [4].

3.2. The Rural Revitalization Strategy has Opened up a Broad Space for Continuing Education

Rural Revitalization Strategy is a grand strategic project with guiding significance for China's overall development. For medical continuing education, Rural Revitalization Strategy has brought a once-in-a-lifetime opportunity. First of all, medical continuing education has long relied on modern urban development, relied heavily on urban students in the enrollment process, and ignored the extensive demand for continuing education in rural areas. Rural areas are one of the important cities in China's overall urban and rural planning. School-age students in rural areas are a huge source of students in the link of continuing education. However, at present, the publicity of continuing education in rural areas is relatively weak, The majority of colleges and universities have not carried out effective enrollment publicity and guidance for the majority of rural areas, and the overall enrollment publicity focuses on cities. They have not conducted in-depth thinking on the current situation and needs of rural continuing education and lack of field research, which will lead to the loss of more rural students in colleges and universities. At the same time, many rural students do not know how to sign up for continuing education; Secondly, in view of the current situation in rural areas, there is no effective modification. After a period of development, the development of continuing education has fallen into a certain bottleneck period and platform period, which lacks

new impetus for the development of continuing education to a higher level. The implementation of the Rural Revitalization Strategy promotes the extension of continuing education resources to the vast rural areas and the in-depth development and connotation development of continuing education, It gives a deeper impetus to continuing education in Colleges and universities, empowers continuing education in Colleges and universities, widens the field of continuing education serving the society, and improves the level of continuing education serving rural development [5].

4. Path Analysis of Continuing Education in Medical Colleges and Universities Helping Rural Revitalization

4.1. Serve Rural Revitalization and do a Good Job in Theoretical Research

Theoretical research is the soul of a great strategy. To do a good job in the continuing education of rural revitalization, we should do a good job in the theoretical research of Rural Revitalization and grasp the key and difficult points of Rural Revitalization in the new era. Colleges and universities have the function of knowledge production and research. Medical colleges and universities have strong knowledge production capacity. They should build medical colleges and universities into a theoretical research platform for rural revitalization, integrate all forces in the school, be good at mobilizing all departments of the school, gather multiple advantages to conduct in-depth research and discussion on the strategy of rural revitalization, and take the theoretical research of Rural Revitalization as an important plan for the annual work of the school. In the research process, We should give full play to the advantages of medical colleges and universities, form a joint force of teaching, give full play to the advantages of the largest cluster industry, set up a special teaching and Research Office for rural revitalization, equipped with special teaching and auxiliary personnel, and the school should also issue corresponding incentive measures to encourage teachers to carry out relevant research on Rural Revitalization, prepare corresponding special funds to apply for scientific research projects, combine the Rural Revitalization with the advantageous disciplines of the University, and make good use of its own discipline construction strengths, Carry out targeted theoretical research to form relevant research results and provide a good theoretical basis for further education [6].

4.2. Go Deep into the Rural Front Line and be Close to The Reality of the Masses

The continuing education of medical colleges and universities should not only stay in the shallow data and imagination, not meet the actual requirements of rural development, and be divorced from the long cherished wishes of the people. As the staff of medical colleges and universities, they should go deep into the masses and move towards the vast rural world. Only when they go into the countryside can they obtain the first-hand information of rural revitalization, better understand the deep-seated connotation of Rural Revitalization Strategy, and more intuitively and clearly understand the people's demands and grass-roots demands in the development of Rural Revitalization. Only after the staff of medical colleges and universities have an in-depth understanding with the grass-roots masses and organizations can they formulate an education plan in line with the reality of the grass-roots level and formulate a practical teaching plan. A professional research team should be established, with the discipline director or leader as the team leader, regularly go to the countryside where the students are concentrated to carry out research activities, and form the corresponding research report after the research, In the investigation, we should listen to the real opinions of grass-roots front-line personnel and make targeted thinking; At

the same time, we should carry out open school running, carry out more seminars with relevant departments for the Rural Revitalization Strategy, sign strategic cooperation agreements when necessary, and build a research community platform to better promote the development of continuing education in rural areas [7]. In some cases, when continuing education departments in many medical colleges and universities teach, they often only consider the reality of work and life in cities, ignore the reality of work and life in rural areas, and do not listen to the voice of the grass-roots people, resulting in courses that do not fully meet the needs of the grass-roots people, resulting in a waste of education.

4.3. Innovate Educational Means and Improve Teaching Effect

In view of the reality of rural revitalization, traditional educational means can not adapt to the reality of the grass-roots level. We should be good at using the modern means of the Internet for education and teaching, create a smart campus teaching system, fully consider the actual needs of rural revitalization, break through the limitations of time and space, make good use of the smart teaching system, form a multi-dimensional teaching system, and integrate the latest contents, policies and situations of Rural Revitalization into teaching, Improve the actual effect of educating people. We should introduce advanced teaching facilities and facilities, build up the scientific and technological attributes of teaching, carry out immersion experience teaching, give full play to the advanced and experimental nature of the course, and deepen the teaching content to the fields. Many times, the distance between continuing education and actual scenes is far away. The continuing education in the new era will have to break the space constraints, transmit the learning effect to the grass-roots line in a timely manner, and better serve the Rural Revitalization. Closely combine the ideological and political content of the course with the content of continuing education, innovate the educational concept, make the ideological and political content and professional knowledge integrate, and achieve collaborative education. At the same time, we should take into account the actual situation of rural learning and life, build matching learning platforms in combination with rural telecommunications technology supporting facilities, and also carry out the learning guidance of relevant learning platforms. For rural people, the use of many new platforms is relatively difficult. Medical colleges and universities should also guide first and give full play to the advantages of informatization while carrying out informatization construction.

4.4. Open up Institutional Barriers and Optimize Top-Level Design

We should support the development of continuing education, steadily expand the scale of continuing education, and bring the high-quality development of continuing education into the unified training of high-quality talents in medical colleges and universities. Medicine is a science about people. When implementing medical education, we should carry out teaching with feelings and temperature, and create the teaching goal of double-line improvement of knowledge and ability. It is necessary to add an action plan to the top-level design of medical colleges and universities to help rural revitalization. For the leadership of colleges and universities, it is necessary to timely grasp the development direction of the national strategy, actively integrate into the general environment of social development, make good use of the role of the baton, and timely adjust and supplement in the formulation and implementation of school policies. For example, in terms of evaluation, it is necessary to give preference to the teaching staff participating in Rural Revitalization, More preferential policies will be given to teachers and staff involved in Rural Revitalization in incentive evaluation to fully mobilize their enthusiasm and creativity. Make full

use of social resources and forces, strive to expand the space for continuous development, coordinate the forces of the two dimensions inside and outside the school, make full use of school resources, create channels of social support, actively integrate the advantages and characteristics of social school running, broaden the development path of medical colleges and Universities, and guide all forces to participate in the great strategy of Rural Revitalization.

5. Conclusion

Medicine is a comprehensive, social and practical subject. Students must improve their practical level according to the latest knowledge and ideas. Each teaching mode has its advantages and disadvantages. As a medical educator, we must weigh our advantages and disadvantages and choose an acceptable and interesting method to improve and update our knowledge level. Continuing education is a form of education aimed at updating, supplementing, expanding and improving the knowledge and skills of social members. The implementation of the Rural Revitalization Strategy will inevitably create unprecedented opportunities for the development of continuing education, which requires the majority of members of society to have certain relevant skills and knowledge. In the future, China's higher education will be more diversified and open in scope, form and level. Establishing and improving the lifelong education system is undoubtedly the best way for lifelong learning and knowledge renewal. Compared with ordinary college education, medical continuing education needs to establish norms in order to play an effective role. Therefore, in order to effectively promote the development of medical continuing education under the background of rural revitalization, it is necessary to change the inherent conservative education concept. Relevant departments need to establish and improve the medical continuing education system, promote the scientific, standardized and institutionalized development of continuing education, and ensure the effective and orderly development of medical continuing education. In short, under the new conditions, the development of continuing education of higher education is bound to undergo a severe test. In the absence of development opportunities, medical higher education should make innovative changes and great efforts for the revitalization and development of rural areas, so as to promote the progress of medical continuing education and make it adapt to the evolving health needs of the region.

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