

Research on the Integrated Development of Ideological and Political Education and Emergency Management in the Post-EPIDEMIC Era

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Abstract. The development of ideological and political education in the new era should constantly carry out self-innovation under the condition of adapting to the new situation and new requirements. Up to now, the phased results of the previous response to the new crown pneumonia epidemic have demonstrated China's institutional advantages and governance effectiveness. But at the same time, it also found that ideological and political education in the public health emergency management gap, this is the social environment and reality needs to give ideological and political education to the new era requirements, under the clear requirements, follow the psychological development law and crisis change law of people in the crisis period, explore the integration and development of ideological and political education and public health emergency management, is the key to the new era of ideological and political education to adapt to social development, but also the embodiment of the innovative development of public health emergency management.

Keywords: ideological and political education; public health; emergency management.

With the rapid development and changes of today 's society, various potential risks are increasingly exposed. The reduction of people 's general sense of security since the novel coronavirus has further confirmed Beck 's risk society theory that risks and human beings coexist at all times. In China, ideological and political education is the ' lifeline ' of economic work and all other work. Emergency situations such as major public health emergencies need ideological and political work to provide strong ideological guarantee and spiritual motivation. In the face of this situation, the ideological and political education in the post-epidemic era must be innovated in time to match the emergency status in public health emergencies, and then meet the needs of the development of ideological and political education in the new era on the basis of improving China 's health emergency management system.

1. theoretical basis

The 4R theory was first put forward by Robert Heath (Robert Heath), an American expert on crisis management, in his book Crisis Management. It consists of four stages: reduction, preparation, reaction and recovery. At the same time, he thinks the crisis is dynamic and continuous; minimize the impact through prevention and control; address the crisis and take measures to restore [6]. Putting ideological and political education under this theoretical framework is the key way to promote the deep integration of ideological and political education and China's emergency management system, and also an innovative way to explore the integrated development of ideological and political education in the new era.

2. The integrated development path of ideological and political education and emergency management under the 4R theory

2.1 Reduction stage: the daily ideological and political education occupies a dominant position

According to research, more than half of the 30 new infectious diseases in the world have been found in China. China has always faced the threat of major public health emergencies. Preventing and resolving major public health risks will be the focus of China's emergency work for a long time to come. However, the emergency response of public health not only includes the handling of the crisis itself, but also emphasizes the prevention of potential risks before the crisis. Health institutions such as disease control institutions and medical institutions should integrate the risk education of sudden diseases into daily education, standardize people's emergency behavior on the basis of publicity and education of emergency knowledge to the public, and regularly evaluate special populations. Inject 'preventive needles' to people at the ideological level, improve people's risk awareness, and enhance the public's emphasis on sudden public health events and self-response ability.

Before public health emergencies occur, long-term monitoring of people's negative thoughts is the key to preventing derivative risks. With the rapid development of Internet emerging technologies, people have more and more channels to share ideas, express ideas and obtain information. Once someone's negative thoughts are widely echoed, it is easy to form negative public opinion, which has a negative impact on social order and social atmosphere. Therefore, the main body of ideological and political education other than health institutions, such as universities, governments, enterprises and communities, should make good use of information platform and information technology to do a long-term dynamic monitoring of people's negative thoughts. Once it is found that the spread of infectious disease rumors and other bad gimmicks should be corrected in time and targeted ideological and political education. By integrating social thoughts, cultivating social mentality, and standardizing social behavior, we can plan ahead and take preventive measures to minimize and eliminate the potential risks of emergency management events.

2.2 Preparatory stage: the status of acute ideological and political education is prominent

The emergency plan of public health emergencies is the foundation of China's emergency management process, and it is also the 'total grasp' and 'total guidance' in the whole process. As a 'soft weapon' for emergency management, ideological and political education provides a strong spiritual impetus and ideological engine. In order to maximize the 'joint force' of the two, health administrative departments at all levels should write emergency ideological and political education into the overall public health emergency plan, clarify the tasks and objectives of ideological and political education in each link, and give it a certain proportion. In addition, the main body of each specific ideological and political education should also prepare a special plan for emergency ideological and political education, and combine its own functions and missions to clarify the means and contents of ideological and political education in special periods. It provides guidance for ideological and political education during the outbreak of public health crisis, and minimizes the harm of major public health emergencies to social order and people's psychology.

In order to smoothly carry out emergency ideological and political education, we must have the command and deployment of professional organizations. First of all, in the horizontal direction, the main body of each specific ideological and political education needs to establish an ideological and political education organization system that integrates with its own functions. The organization system includes early warning and prediction, information collection, emergency response, recovery evaluation and other groups. The responsibilities of each department are clearly coordinated with each other, and the macro and micro subjects respond hierarchically. Secondly, in

the vertical direction, we should improve the leadership system of each subject of ideological and political education, clarify the responsibilities and communication channels of the upper and lower levels, and strengthen the systematic development of ideological and political education in the crisis period as a whole. Finally, it is necessary to establish a leading group of ideological and political education experts to give professional guidance and help. At the same time, it can serve as a spokesman for scientific truth and lead people to establish a scientific understanding of the crisis.

2.3 Reaction stage: the acute ideological and political education is in the main body position

During the outbreak of the new coronavirus epidemic, people are generally in a state of panic and confusion. Because personal emotions and mentality have a great correlation with the social atmosphere at this stage. In order to create a positive anti-epidemic and overcome the difficult social atmosphere, the ideological and political education at this time needs to return to the social individual, with the goal of soothing and boosting the people. Therefore, appeasing people's emotions is the primary work, so that they can quickly regain confidence and lay the foundation for mobilizing people to actively participate in epidemic prevention and control in the later period. In addition, it is necessary to identify the key objects, classify and group psychological comfort, which is conducive to suit the remedy to the case, timely adjust and dredge the counseling personnel and ideological obstacles and psychological conflicts, and guide them to get out of the psychological shadow in time.

Everyone's cognition is the same, and the cognitive difference is not only related to the danger brought by the thing itself, but also related to the individual's values and cognitive mechanism of danger. Medical and health institutions should give full play to the professional functions of handling, preventing and preventing sudden public health events. On this basis, they should increase the publicity and education of public health related knowledge, and then correct the cognitive bias of a small number of people, so that the general public can correctly understand the source of public health risks and specific preventive measures. In addition, in addition to dealing with the crisis of special public health events, medical and health institutions also undertake the treatment of other diseases. The idea of medical and preventive integration should be firmly embedded in the process of treatment of other diseases, and integrate public health education with medical assistance. This is not only a manifestation of improving the people's ability to save themselves and help each other, but also a means to guide them to establish correct values.

2.4 The acute ideological and political education and daily ideological and political education gradually integrated

In the response stage of the public health crisis, the medical staff, regardless of their own lives and the people, immediately rushed to the front line of the fight against the epidemic. They use action to write a hymn worth people to learn, is the most close to the masses of the hero model. At this time of crisis education and example will be more exemplary, social responsibility is more rendering. The ideological and political education in the new era should make full use of this vivid teaching material. On the one hand, the heroic deeds should influence people's cognition of medical work, understand the special dangerous nature of medical work, affect the trend of doctor and patient relationship on the other hand, promote the benign development of doctor and patient relationship in the future. Combining the recessive education and the explicit education also widely enhances the social responsibility of the general public.

We can not ignore the establishment of emergency ideological and political education evaluation mechanism has a direct role in promoting the recovery and reconstruction stage of public health crisis. The evaluation of ideological and political education is the best means to solve the social sequelae in the later stage of public health crisis management. Through the investigation and analysis of the public's ideological dynamics and the development trend of social mentality in the later stage of crisis, the humanistic care and psychological counseling can be carried out in a targeted manner. Therefore, the evaluation mechanism of emergency ideological and political

education is constructed, which is implemented to each prevention and control subject, and emphasizes that the evaluation mechanism runs through the whole process of crisis management. Only in this way can ideological and political education be perfectly integrated with the emergency management system, and play a guiding role in dealing with the next public health crisis, thus enhancing the predictability of public health emergency management.

3. Conclusion

The outbreak of COVID-19 is not only a huge test of China's public health system, but also a special mission for ideological and political education in the state of emergency society. With the continuous increase of public health risks, public health emergency management has become the focus of emergency work in China now and even in the post-epidemic era. Then, the integration of ideological and political education and public health emergency management is undoubtedly a kind of innovation for the development of both, and this innovation not only strengthens the fit of the two, but also effectively promotes the two-way supply and mutual development of ideological and political education and public health emergency management in the new era.

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