

Medical Vocational Colleges Empower Rural Revitalization: Rationale, Exploration and Insights

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ABSTRACT

The implementation of major national strategies cannot be separated from the support of higher education. In the new era and background, fully leveraging the advantages of technical and skilled talents in pharmaceutical vocational colleges is an important guarantee for effectively implementing the rural revitalization strategy. This study is based on the implementation background of the rural revitalization strategy, and effectively clarifies a series of documents and relevant basis for leveraging the advantages of vocational education to promote the current implementation of China's rural revitalization strategy. It introduces the specific practices of pharmaceutical vocational colleges in leveraging their advantages in technology, talent, and other aspects to promote rural revitalization through "diversified co-promotion". At the same time, this study proposes beneficial paths to leverage the role of pharmaceutical vocational colleges in empowering rural revitalization strategies by strengthening the leadership of party organizations, consolidating medical education, and strengthening scientific and technological services.

Keywords: Medical vocational colleges, Rural revitalization, Rationale, Exploration, Insights.

1. INTRODUCTION

The State has traditionally attached importance to the development of vocational education, while focusing on its important supporting role in social development. The report of the 20th National Congress of the Party proposes to "consolidate the achievements of poverty eradication, enhance the endogenous development momentum of the regions and people who have escaped from poverty", "comprehensively promote the revitalization of the countryside, accelerate the building of a strong agricultural country, and firmly promote the revitalization of rural industries, talents, culture, ecology and organization". The No. 1 document of the Central Government for 2023, released on 13 February, also proposes to "strengthen the construction of rural talent teams, vigorously develop vocational education for rural revitalization, and deepen the integration of production and education and school-enterprise cooperation". In the process of implementing the rural revitalization strategy, education plays a fundamental and leading role, and also has an indispensable responsibility and mission. As one of the terminal links in

education, vocational education provides indispensable technical and skilled labor talents for social division of labor, and is the main force that effectively supports the implementation of rural revitalization strategies in the future and promotes the sustained and effective development of rural health. Under the new opportunities and challenges of implementing the rural revitalization strategy, vocational education should fully play a positive role. As a pharmaceutical vocational college with huge demand, obvious output, and significant technical support effect, it should base itself on the actual needs of rural revitalization and its own development, continuously optimize innovative ideas and methods, and strive to become an important engine of rural revitalization.

2. WHAT IT SHOULD BE: THE POLICY RATIONALE FOR VOCATIONAL EDUCATION TO EMPOWER RURAL REVITALIZATION

Vocational education is an important way to promote the implementation of rural revitalization

strategy, and the development of vocational education and the implementation of rural revitalization strategy both require the support of a series of policy documents.

2.1 A Series of Policies of the Party Central Committee on the "Agriculture, Rural Areas, and Rural Residents" Are the Guidelines for Vocational Education to Contribute to Rural Revitalization

The party has always attached importance to the development of the "agriculture, rural areas, and rural residents" and insisted on making the solution of the "agriculture, rural areas, and rural residents" issue the top priority of the party's work. Since the report of the 19th Party Congress on 18 October 2017, which proposed that "the issue of agriculture, rural areas, and rural residents is a fundamental issue related to the people's livelihood, and we must always make solving the "agriculture, rural areas, and rural residents" the top priority of the party's work and implement the strategy of revitalizing the countryside", the Party Central Committee has promulgated a series of policy documents. The Party Central Committee has promulgated a series of policy documents to effectively promote the implementation of the rural revitalization strategy. Since 2018, the central government has issued the No. 1 central document on agriculture, rural areas and farmers for many consecutive years. The document takes the rural revitalization strategy as an important content, puts forward requirements, points out the direction and guarantees for the implementation of the rural strategy, and makes every effort to ensure the implementation of the rural revitalization strategy. In this series of important documents, there are both content on rural revitalization and measures on how vocational education can promote rural revitalization. It can be said that these important documents not only create a grand policy blueprint for rural revitalization in the new era, but also point out a clear direction for vocational education to better play a social service role and empower rural revitalization in the new era. [1]

2.2 Important Documents of the Party Central Committee on the Development of Vocational Education Provide Working Guidance for Vocational Education to Empower Rural Revitalization

The Party Central Committee, with Comrade Xi Jinping at its core, attaches great importance to the development of education and has repeatedly pointed out clearly that "in the process of social development, there is a must to make education the top priority of economic and social development" "the poorer the place, the harder it is to provide education, but the poorer the place, the more education is needed, and but the poorer the place, the more education is needed, and the less education is provided, the poorer it becomes". As an important part of national education, vocational education differs from general education in that it can fulfil the important task of cultivating diverse talents, passing on technical skills, and promoting employment and entrepreneurship in Chinese higher education. However, the actual situation is that compared to higher education, the development of vocational education is significantly slower than that of higher education or even basic education, and its emphasis on social responsibility and the important role it plays is not very matched. Therefore, in recent years, the country has vigorously developed vocational education, held a series of important conferences, issued a series of important documents, pointed out the direction, proposed specific measures, and provided strong guarantees for promoting high-quality development of vocational education, enabling vocational education to better empower major strategies such as rural revitalization. [2]

3. DIVERSITY AND CO-PROMOTION: PRACTICAL EXPERIENCE OF EMPOWERING RURAL REVITALIZATION THROUGH VOCATIONAL EDUCATION

In order to implement the requirements of the Central Committee of the Communist Party of China and the State Council to consolidate and expand the achievements of poverty alleviation and effectively connect with rural revitalization, pharmaceutical vocational colleges will deeply implement the overall arrangements for central and local rural revitalization work, ensuring the

effective implementation of rural revitalization assistance work. It is necessary to focus on the strategic goal of a healthy China, docking with the major strategic needs of the country such as rural revitalization, rely on the educational resources, scientific and technological resources and talent resources of medical vocational colleges, give play to the advantages of medical specialties, carry out training, scientific and technological services and popular science publicity for grassroots medical and health practitioners, rural growers and the general public, and improve health scientific literacy and serving rural economic development, to make due contributions to rural revitalization and assistance work.

3.1 Optimizing the Industrial Structure and Making the Countryside "New" by Taking Industry as a Guide

General Secretary Xi Jinping emphasized that the key to revitalizing the countryside is to revitalize the industry. In order to develop the countryside, the industry must take the lead. Chongqing Medical and Pharmaceutical College sums up its 70 years of experience in running schools, gives full play to its advantages in teaching, medical care, science and technology, and talents, dovetails with the new industry, new requirements and new technologies in the health industry and service industry, and explores new modes of training medical and health talents. Facing changes in industrial structure, the school adjusts its professional structure at the right time, promotes the integration of industry and education, and provides high-quality technically skilled talents to serve the rural revitalization strategy. The first is to actively support the industrial development of Shizhu Tujia Autonomous County, relying on the advantages of scientific and technological services, and through technical guidance such as traditional Chinese medicine planting and processing, to help upgrade the value of rural industries. Utilizing the advantages of technical and innovative talents in schools, it is necessary to leverage the support and leading role of technological innovation in agricultural and rural production, train more than 120 farmers, guide the cultivation and processing of characteristic agricultural products and traditional Chinese medicine, and promote the development of characteristic agriculture. The second is to participate in rural revitalization through various forms such as selecting science and technology envoys and excellent management cadres, and to go deep into the fields and production lines of

agricultural enterprises, solve production technology problems encountered in agricultural production, planting, and development processes, help cultivate local characteristic advantageous industries, and strive to solve related technical problems and bottlenecks, so as to support the goal of stronger agriculture, more beautiful rural areas, and richer farmers. Six Chongqing science and technology special envoys need to be selected to focus on solving the "agriculture, rural areas, and farmers" issues. They should visit rural areas in Qianjiang District, Kaizhou District, and Xiushan County according to market demand and farmers' actual needs, visit traditional Chinese medicine planting farmers, bases, and processing enterprises, inspect the situation, and provide on-site guidance. There is a necessity to propose suggestions for the development of poverty alleviation industries in response to the problems existing in the cultivation process of traditional Chinese medicines such as *Coptis chinensis*, *Gastrodia elata*, *Angelica sinensis*, *Muxiang*, and *Huangjing*. After the adoption and implementation of the series of recommendations, farmers' scientific planting awareness and technological capabilities have been enhanced. For example, the yield of woody incense has increased by more than 20%, and the yield per mu has reached over 600 kilograms, achieving the value upgrading of the local Chinese herbal medicine industry.

3.2 Taking Skills as Support, Strengthening the Combination of Education and Training, and Making Rural Areas "Stable"

Chongqing Medical and Pharmaceutical College adheres to the equal emphasis on academic education and vocational training, strengthens cooperation with industry enterprises, plays the role of the "1+X" vocational certificate examination and training base, and carries out vocational education and training for students, industry enterprise personnel, medical staff, laid-off workers, migrant workers, etc. in rural areas, especially in remote areas, to improve their professional abilities. Facing the main battlefield of rural areas, it is necessary to vigorously carry out technical skills training on traditional Chinese medicine cultivation, processing, elderly rehabilitation care, and infant and child health care, providing medical and health technology support services for rural revitalization. It is also necessary to conduct rural research, provide education and assistance to special groups such as college entrance exam losers, workers

entering society, migrant workers, and retired soldiers, and improve their technical skills and professional abilities. There is a need to fully utilize the policy of assisting students, attract students from poverty-stricken areas to study at Chongqing Medical and Pharmaceutical College, and improve their professional abilities and employment competitiveness, do a good job in providing employment assistance to students, prioritize recommending outstanding enterprises for employment of special students in poverty-stricken areas, and strive to achieve a well-off family for students' employment. There is also a necessity to conduct research activities, led by the school leadership team and professional backbone of teachers and students, to conduct in-depth research and guidance on rural assistance, coordinate and promote, and refine the implementation of assistance measures item by item, as well as relying on the advantages of educational resources, focusing on medical characteristics, and striving to create a big health training system. Relying on vocational education groups, it is a must to deeply cooperate with pilot enterprises that integrate industry and education. We will adopt a "government led, multi-party cooperation, and full participation" model to build a big health training system that integrates government departments, industry associations, enterprises and institutions, and schools. The school provides technical skills training for rural doctors, grassroots health management and service personnel, and 37 pharmaceutical backbone personnel at the grassroots level. Within three years, it has served a total of 87,500 people. For example, the school and Chongqing University Affiliated Cancer Hospital jointly launched the "Pharmacy Cloud Classroom" clinical rational drug use remote training project, which focuses on basic drugs and closely revolves around rational drug use. A teaching expert group is formed by 30 pharmaceutical experts from both domestic and foreign cities, and online training is conducted in a centralized manner. In 2021 alone, the actual number of participants reached 69,900, covering a total of 1,363 medical units at all levels in Chongqing. [3]

3.3 Taking Health as a Guarantee, Carrying out Health Promotion, and Making Rural Areas "Live"

Rural revitalization and improving the level of medical and health care in rural areas are very important, which is a beneficial measure to stabilize the hearts of the people and ensure the stable

development of farmers. Chongqing Medical and Pharmaceutical College cultivates health professional and technical talents suitable for grassroots level through agreement training, short-term training, special lectures, etc., improves the theoretical and diagnostic levels of grassroots medical and health personnel, and promotes health assistance work. Key assistance will be provided to impoverished households who have become poor due to illness or have returned to poverty due to illness through sending "doctors" to their homes, and corresponding treatment suggestions and rehabilitation guidance will be provided based on the type of disease they suffer from. It is necessary to carry out health education activities such as health science popularization activities and "three rural areas activities for teachers and students" to improve public health literacy and avoid poverty caused by illness. Relying on talent advantages, there is a must to carry out health science education and publicity through the model of "experts + community + media" to enhance the health literacy of rural residents. Relying on the science popularization base and through the summer "Three Visits to the Countryside" activity, 64 medical and health service teams were formed by experts and 853 youth members. With a service model of "experts + communities + media", the team focused on drug safety, trauma first aid, traditional Chinese medicine culture, mental health, and other fields. Through lectures, clappers, dances, free clinics, video broadcasts, and lectures, they have successively traveled to 40 communities, schools, and nursing homes in Yonghe County, Shanxi Province and Chongqing Township to carry out health promotion. A total of 6,632 questionnaires, 9,614 brochures, and 7,686 drugs were distributed. Various service activities have received unanimous praise from the local government, service units, and the public.

3.4 Taking Consumption as an Auxiliary Measure, Doing a Good Job in Providing Consumption Assistance and Making Rural Areas "Prosperous"

Consumer assistance is a direct manifestation of "giving people fish" and "teaching people fish" in rural revitalization. It can not only increase rural income but also develop rural industries, which can be said to kill two birds with one stone. Chongqing Medical and Pharmaceutical College utilizes platforms such as cafeteria procurement, employee procurement, 832 platform procurement, social poverty alleviation website Chongqing Pavilion

procurement, and China Western Consumption Poverty Alleviation Center procurement to adopt online and offline linkage, promote the integration of school and agriculture, actively promote the school's annual consumption assistance plan, and continue to promote the income increase and wealth creation of poverty-stricken areas. [4] In 2021, 50,000 yuan were provided to the rural revitalization assistance funds for Qiaotou Town in the Shizhu region, and to the assistance funds for the rural revitalization of Henghe Tujia Township in Wanzhou District. Cooperation was discussed with Shizhu Tujia Autonomous County Ziteng Clothing Factory, military training uniforms worth 850,000 yuan were purchased, and the business development and growth of Ziteng Clothing Factory were supported. At the same time, it is necessary to actively play the role of the Party branch and labor division association, organize employees to purchase various agricultural and sideline products in units such as the Party branch and employee households, and drive the export of local people's agricultural and sideline products. In 2022, all secondary party branches purchased over 10,000 yuan of fanli through consumer assistance; The school cafeteria actively purchases materials from poverty-stricken areas and directly purchases over 300,000 yuan of agricultural products from Shizhu Poverty Alleviation Town, effectively supporting the implementation of the rural revitalization strategy from a consumer perspective.

4. EMPOWERING WITH MEDICINE: INSPIRATION FROM THE STRATEGY OF EMPOWERING RURAL REVITALIZATION IN MEDICAL VOCATIONAL COLLEGES

The medical and health industry has strong social service capability. Medical and health vocational colleges and universities should give full play to the role of party organizations, and play the functions of scientific and technological innovation, service protection and education to help the effective implementation of the rural revitalization strategy.

4.1 Effectively Strengthening the Leading Role of Party Organizations at All Levels in Rural Revitalization

The Central Government's No. 1 document, "Opinions of the Central Committee of the

Communist Party of China and the State Council on the Key Work of Comprehensively Promoting Rural Revitalization in 2023", proposes to strengthen the political and organizational functions of grassroots party organizations, which should be the absolute leading force in rural revitalization efforts, whether in rural areas or in medical vocational colleges. In carrying out the work of rural revitalization in pharmaceutical vocational colleges, it is necessary to organically combine rural revitalization and grass-roots party building, and to pay attention to the problem of "lack of organization in helping" and "lack of grasp in party building" in carrying out daily party building work. The first is to do a good job of building the party together. It is necessary to actively do a good job of cooperation and co-construction between party organizations at all levels and their counterparts in rural revitalization, establish a mechanism for cooperation and co-construction, hold regular meetings online and offline, and carry out timely assistance activities, so that party leaders and cadres can really integrate into the specific practice of rural revitalization. The second is to do a good job of social practice education in summer, give full play to the advantages of university-industry collaboration, strengthen communication and exchange, and actively build a platform for skills training, re-employment and even internship with the help of advantageous resources, so that medical students can integrate into the good atmosphere of rural revitalization. The third is to do a good job of publicity and leadership, summarize experiences, condense information and publicize reports, expand the awareness and influence of the participation of medical vocational colleges in social service work, and drive more social forces to participate in the great project of rural revitalization.

4.2 Consistently Reinforcing the Role of Healthcare in Rural Revitalization

The 20th Party Congress clearly proposed to promote the construction of a healthy China, to "deepen the reform of the medical and health system, promote the synergistic development and governance of medical insurance, medical treatment and medicine" and "promote the expansion of high-quality medical resources and a balanced regional layout", as a social contradiction in the new era embodiment, the unbalanced development of urban and rural healthcare is a pressing issue that needs to be addressed, hence the need to strengthen the development of rural healthcare levels. Developing rural medical care

and avoiding poverty due to illness is the main purpose of the permanent health care assistance, whose main help is the permanent training of grassroots medical personnel, disease prevention and remote diagnosis. In this part of the work, medical vocational education can make great use of its professional advantages. The first is to carry out regular instructional training on the business skills of county, township (town) and village medical staff. Utilizing advantageous resources, it is necessary to organize experts to carry out free clinic activities in rural areas through the construction of medical consortia. By building remote medical cooperation mechanisms, mobile consultation, and other measures, it is also necessary to fully leverage the advantages of medical education and research in pharmaceutical vocational colleges and their social radiation, allowing high-quality medical and health resources to sink to the grassroots level, truly strengthening the rural medical and health experience, strengthening the assistance effect of grassroots medical institutions, effectively alleviating the problem of "long distance and difficult medical treatment" for rural residents, and enhancing their "sense of happiness" and "sense of gain" [5]. The second is to preventive health management is a regular feature. In rural areas, chronic diseases are an important culprit for rural families. For this reason, medical vocational colleges and universities can organize students to make use of the "three rural areas" social practice activities in the summer to promote chronic diseases such as hypertension, diabetes and chronic kidney disease, as well as infectious diseases such as AIDS, schistosomiasis and rabies, point to point and face to face. They should also publicize the general knowledge and misconceptions of medication, and guide villagers to seek medical treatment scientifically and use medication reasonably. There is also a must to carry out health surveys to grasp the types of diseases and distribution of diseases in poor areas, and establish health records. The third is to make effective use of the telemedicine system. Professional colleges and universities of medicine that are in a position to do so can set up telemedicine wisdom dispatch centers, and through this platform provide remote guidance to grassroots hospitals, diagnose and treat difficult and serious cases for the people in remote areas, and recommend cases that the helping hospitals are not capable of treating to higher-level hospitals for diagnosis and treatment to improve efficiency.

4.3 Fully Leveraging the Role of Education and Intellectual Support in Promoting Rural Revitalization

Education and wisdom support are important ways to solve absolute poverty. Therefore, medical vocational colleges should actively leverage their educational advantages to help the children of farmers "go out" and "be willing to come back". In terms of educational assistance, it is necessary to focus on addressing the lack of education for impoverished children in families, the uneven distribution of high-quality educational resources in primary and secondary schools, and the mental health problems of left behind minors. [6] Firstly, it is possible to establish a student aid fund in collaboration with local enterprises and caring individuals to support children from impoverished families. Additionally, it can assist in the construction of kindergartens in remote rural areas to address the issue of preschool education for children. To enable rural children to enjoy high-quality educational resources, it is a way to collaborate with relevant education departments to establish a remote online learning platform, with a focus on promoting online information technology teaching, and encourage rural students who participate in the college entrance examination to apply for free clinical medicine targeted students. To address the mental health issues of left behind minors, there is a must to assist primary and secondary schools in establishing psychological counseling rooms and guide them to overcome their inferiority, paranoia, and sensitivity. The second is to tilt the enrollment targets towards impoverished areas. Medical vocational colleges can increase their special enrollment plans for poverty-stricken areas, actively carry out targeted education for impoverished students, and encourage students to return to their hometowns to work after completing their studies, helping to revitalize their hometowns. The third is to strictly implement poverty alleviation policies. There is also a necessity to do a good job in identifying and filing impoverished students, dynamically manage the "one life policy" policy, increase the scale of funding for disadvantaged students, increase the number of work-study positions, and focus on paying attention to and solving the employment problems of impoverished students. It is quite necessary to ensure the learning and living of every impoverished student and enable them to study with dignity.

4.4 Continuously Strengthening the Supporting Role of Science and Technology Services in Industrial Revitalization

General Secretary Xi Jinping stressed that the key to implementing the rural revitalization strategy is to revitalize industries. The basis for the articulation of precise poverty alleviation and rural revitalization lies in industrial revitalization, while strengthening the power of science and technology is the key to achieving industrial revitalization. Strengthening the power of science and technology to help alleviate poverty through industry requires good selection of research projects, project evaluation and project management. Pharmaceutical vocational colleges should give play to their technical advantages and give more guidance from the perspective of the pharmaceutical and health industries. The first is to combine the natural endowments and development bases of the areas to be assisted, giving priority to industrial projects with a high rate of transformation of scientific research results, which are compatible with local resources or agricultural production and have a driving and radiating effect, and to carry out research and development, planting Chinese herbal medicines of high value such as *Coptis chinensis*, *Gastrodia elata*, *Angelica sinensis*, *Muxiang*, and *Huangjing*, and developing industries with more employment, such as hygiene apparel and supplies manufacturing. On this basis, people can create brands, extend the industrial chain and cultivate leading industries. The second is to follow up on scientific and effective project evaluation in a timely manner, allocate funds and train personnel well, strengthen the frequency of professional and skilled personnel sinking to the grassroots, and make good use of the important role of science and technology commissioners to truly play the role of experts. The third is to dig deeper for benefit growth and do a good job in matching production and marketing. It is necessary to combine red culture, folk culture and farming life to strengthen the cultural added value of our products and form "one village, one community, one product" to cover the special industries. It is also necessary to use new media platforms such as Weibo and WeChat to create "net-worthy" products and enhance the awareness of products in China and foreign countries. Relying on the characteristics of rural tourism, which is highly relevant and drives domestic demand in China, there is a must to promote special products to tourists both inside and outside the province, and also develop farmers' live

commerce to bring more products out of the countryside through the internet platform.

5. CONCLUSION

The fundamental goal of socialism is to achieve common prosperity; therefore, it is an important task and mission of the party to achieve the goal of rural revitalization. This is not only the need of the times for rural revitalization, but also an objective requirement for deepening the reform of the education mechanism of vocational education and improving the employment placement rate and social recognition of vocational school students. The vocational colleges and universities of medicine should deepen their understanding of General Secretary Xi Jinping's important remarks on the work of rural revitalization, effectively bring into play the comprehensive boosting power of vocational education in terms of industrial leadership, technical guidance and social services, and make comprehensive efforts in the construction of institutions and mechanisms for rural revitalization, so as to provide a powerful engine and sustained power for rural revitalization.

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AUTHORS' CONTRIBUTIONS

Kailan Liao put forward ideas and wrote the paper. Xiaohua Yang and Wenyu Mou contributed to revising and editing.

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