

# Analysis on Existing Problems and Counter Measures of Public Health Management in the New Era

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**Abstract:** With the continuous progress of social development, the people have gradually begun to pay attention to the awareness of life, health and safety, especially in all kinds of sporadic emergencies, which seriously threaten the people's life, health, and safety, thereby forcing the public health management to make timely adjustments and improvements to adapt to the current social development level. In the future, public health management will face more arduous challenges and find a breakthrough in the development bottleneck. At present, there are many factors restricting the development of public health management in China. This paper analyzed the existing problems in China's public health management, and proposed the corresponding improvement countermeasures in order to improve the level of China's public health management in the new period. Additionally, suggestions for the stable development of society, and the construction of a strong public health system were also included in this paper.

**Keywords:** New period; Public health; Management

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## 1. Overview of public health management in the new era

Public health management is an important foundation for ensuring national and social stability. It is an important means to effectively deal with emergencies and to ensure people's life as well as health and safety. In the context of the new era, China's economy has developed rapidly and the economic system has changed accordingly, which has also contributed to the development of public health management to some extent<sup>[1]</sup>. In recent years, relevant departments have gradually realized the importance of public health management, and actively carried out the construction of the public health system by gradually improving the relevant management systems. However, during this stage some problems in public health management are gradually revealed, therefore, public health management needs to be highly valued by the relevant departments, increase investment in the development of public health management, and effectively improve

the current situation of public health management, to accelerate the healthy and sustainable development of public health management.

## **2. Existing problems in public health management in the new era**

### **2.1. Weak awareness of public health management**

Public health management is closely related to people's physical and mental health. The construction of public health management system is not only construction in the term of infrastructure, but also involve the regulation of macro policies of the management departments. Currently, China's public health management is still in the development stage, and in general the awareness of public health management is relatively weak and the public's initiative to actively participate in the public health management is not strong, especially in the rural areas. People in rural areas do not pay enough attention to the public health management, lack in the corresponding responsibility cognition of public health management, and lack of knowledge and experience in public health management, which may result in the inability to respond quickly to public health emergencies in a timely manner or to provide effective solutions, further restricting the efficiency of public health management [2].

### **2.2. Public health management talents are scarce**

Combined with the current level of economic development and the actual situation of China's national conditions, there is a lack of a public health talents with high quality, professional, and management skills, especially in some underdeveloped areas in the Western China. The main reason is probably due to the lack of understanding on the importance of public health management in promoting social development by the relevant departments, where most of the young people and college graduates do not understand and pay attention to this industry, thereby the welfare or benefits of the public health management practitioners are relatively low, resulting in a large number of public health management professionals who have received higher education in this field are unwilling to engage in the relevant professional work after graduation, especially in areas with backward economic development. Additionally, it is impossible to retain talents with public health management ability, and it can be seen that the number and quality of managers will seriously hinder the development of public health management, therefore, enriching public health management talents has become an urgent problem to be solved in China [3].

### **2.3. Lack of standardization in public health management**

Public health management is gradually becoming standardize, however, due to the unclear main responsibility may contribute to the multi head management. Where in the long run, this will contribute to some problems in the public health management, such as waste of resources, low efficiency, and unclear objectives. As long as the management subject is clear, the goal of public health management can be truly realized, and the management resources can be reasonably applied. The situation of putting the cart before the horse of 'emphasizing treatment and neglecting prevention' can also be effectively be avoided [4]. In addition, China's law also expressly stipulates that once there are omissions in public health management, the person in charge should bear the corresponding responsibility, however, in real society, public health incidents due to management omissions are common. This shows that the person in charge of public health management, were lack in the standardization of health management, where most of the follow-up measures made by the relevant departments are to make up for the previous omissions which may restrict the development process of public health management.

### **2.4. Slow warning of public health management**

In some remote and backward areas, some managers will be driven by their own interests to pay attention

to projects with short-term benefits. In this way, the government's attention to public health management and intervention will be weakened, which may result in unclear management functions of the relevant departments. In addition, there is no strong sense of crisis, where most of the urban and rural areas have not yet built the corresponding early warning systems. Therefore, the early warning of public health management will be slow down and the effective management strategies cannot be made give in a quick manner [5]. For example, when a new type of infectious disease occurs in the remote areas, due to the imperfect early warning system the new type of infectious disease is failed to identified, thereby effective response strategies could not be provided, which may result in the rapid and wide-ranging spread of the new type of infectious disease. This will not only seriously endanger the health of local people, but also lead to the passivity of public health management, leading to investment of extra manpower, materials, and financial resources to deal with the emergencies due to slow monitoring and early warning detection [6].

### **2.5. The public health management mechanism is not sound enough**

Public health management mechanism refers to the relevant mechanisms which can effectively respond to the public health crises. Specifically, in order to reduce the threat and damage caused by the public health crisis, the relevant departments should formulate the pre-plan mechanism on how to deal with the public health crisis in a timely manner. Therefore, improving and perfecting the plan mechanism can accurately predict the possible subsequent public health crisis events, timely take response measures, carry out disposal work, and comprehensively guide the benign development of public health management. However, at this stage, the public health management mechanism is still not perfect, therefore it is impossible to accurately and quickly predict the upcoming of public health crisis thereby restricting the development process of public health in China [7].

## **3. Effective strategies of public health management in the new era**

### **3.1. Gradually building a public health management system**

To improve the effectiveness of public health management, the whole society needs to work together, where relevant departments should give full play to their role in guidance, publicity, and popularization to promote the public to actively participate in public health management, and subsequently gradually build a public health management system step by step [8]. However, there are still some disadvantages in public health management, therefore the relevant departments should continue to improve the public health management system to make the public health management more standardized and scientific, to maximized the health of the public, and subsequently to improve the quality of public health management.

### **3.2. Continuously optimize and improve early warning and monitoring capabilities**

In public health management, in order to efficiently solve sudden public health events, it is essential to improve the emergency early warning and monitoring system, which can timely monitor the possible public health crisis, and transmit the crisis information through unimpeded channels, thereby the relevant personnel can identify the crisis problems on time, and subsequently placed corresponding countermeasures to solve the crisis [9]. Therefore, emergency early warning and monitoring system and information channel are indispensable. If the system does not sound or smooth enough or the information channel is unblocked, we will not be able to identify the potential crisis on time. In short, relevant departments should pay special attention to the establishment and improvement of early warning and monitoring system, as well keep the information channel unblocked.

### **3.3. Improve the public health management mechanism**

A sound public health management mechanism and plan can assist the relevant departments better in overall

planning, to effectively prevent and carry out the public health crisis disposal <sup>[10]</sup>. Therefore, relevant departments should establish and improve the public health management mechanism and plan, to improve the efficiency of public health management. When improving the relevant mechanisms, we should clarify the responsibilities of various departments, and focus on building a macro-control system of public health management, thereby the clarity and responsibilities of public health management functions can be effectively improved. In addition, the relevant departments should be reasonably allocated and integrate the existing management resources, maximize the advantageous role of management resources, ensure that the plan of public health management mechanism meets the needs of social development, and further protect the physical and mental health of the people <sup>[11]</sup>.

### **3.4. Comprehensively enhance the consensus of public health management**

In order to improve the efficiency of public health management, one should comprehensively improve the consensus of public health management. Firstly, it is important to improve the ideological understanding of the managers, break the traditional ideological imprisonment, and improve the deficiencies in management behavior, thereby the level of public health management can be significantly improved. Due to the lack of ideological understanding of managers, the people will also have obvious deficiencies care or knowledge in public health. Secondly, while improving their ideological understanding, managers should also publicize public health knowledge to the public <sup>[12]</sup>, where during publicity specific and feasible plans should be formulated, and should not leave the publicity work on the surface. The publicity can be conducted with the help of new media and other methods which are familiar to the public. In this way, the attention of the people in public health management can be quickly improved, therefore the public health events can be effectively prevented. In addition, it is also essential to improve the publicity mechanism, and strengthen the people's understanding of public health, so that managers can carry out the public health management better in the later stage <sup>[13]</sup>.

### **3.5. Establish and improve the scientific crisis management mechanism**

For public health management, it is necessary to actively build a perfect and scientific crisis management, which may help to deal with all kinds of public health emergencies, and effectively ensure the safety of people's lives and property. In this regard, we can start from the following aspects; (1) A crisis response material support mechanism should be built. In public health management, good material reserve is an important guarantee to deal with sudden public health events. Therefore, in order to effectively improve the effectiveness of public health management, relevant departments should do a good job in the storage of medical equipment, instruments, drugs, and other materials. On this basis, they should establish a perfect production, mobilization, distribution, and supervision system of crisis response materials, improve the construction of relevant database, and fully grasp the storage of relevant materials to ensure the effectiveness and efficiency in the later use <sup>[14]</sup>; (2) Should perform a good job in the construction of crisis management team. In public health management, good management team construction is essential. Combined with the actual situation, in the process of public management, especially when dealing with some sudden public health events, a large number of professional personnel are needed. In reality, it is often difficult for us to transfer enough personnel to manage public health practice at the first time, which also reflects the problem of insufficient construction of crisis management team in the current public health management <sup>[15]</sup>. In this regard, based on their own work, we should actively build a crisis management team from the perspective of possible public health events and problems, and build an independent and perfect crisis personnel team to achieve the goal of preventing in the real sense. A scientific and perfect crisis management team should include, the professionals and leaders in information management, financial management, personnel management, administrative management, legal management, public security, and

other aspects. Additionally, we should absorb professional personnel, where leadership systems with strong working ability and affinity to effectively coordinate the smooth operation of relevant work should be implemented <sup>[16]</sup>. On this basis, the crisis management team should also combine the internal actual situation and start from the perspective of specific work to clarify the relevant work processes and mechanisms, to ensure that when dealing with specific public health management events in the follow-up, it can be scientific and efficient, and comprehensively improve the quality and efficiency of public health management.

### **3.6. Effectively strengthen the government's leading governance capacity**

At this stage, China's government governance capacity has a certain lag, therefore we must strengthen the government's leading governance capacity. We can start from the following points; (1) The government should actively change its functions. As a government in the new era, it should be a responsible government, a service government, a limited government, and a government under the rule of law. In this regard, the government must clarify the market boundary, and the government also should fundamentally change its functions, and gradually shift its focus to public services. In this way, the government can have sufficient ability and awareness to deal with public health events <sup>[17]</sup>; (2) The government should build a management system of horizontal allocation of functions and vertical division of powers, to gradually refine the powers of public health management, optimize, and clarify the responsibilities of relevant government departments at the same level, and try to avoid overlapping functions, to maximize the efficiency of public health management; (3) The government and its relevant departments should improve the ability of staff to manage the public health. Public health management has a high demand for talents. Therefore, when selecting public health management talents, personnel of relevant majors should be selected according to their post-responsibilities, to improve the professional ability of the managers <sup>[18]</sup>; (4) We should strengthen the construction of Grass roots organizations. Grass roots health management is more specific and has a large workload, where Grass roots organizations play a key role in dealing with some sudden public health events <sup>[19]</sup>; and (5) The ability of government personnel to deal with the media should also be effectively improved. The society pays more attention to some unexpected public health events, which are sensitive. In this regard, the government should be realistic in preparing the press conference, to enhance the credibility of the government.

## **4. Summary**

In China, there are existing problems in public health management at this stage, such a lack in the awareness of managers, the inefficient emergency early warning system, and the lack of corresponding crisis management mechanism, which seriously restrict the work efficiency of public health management. Therefore, further improving the public health management mechanism, the emergency early warning and monitoring system, and the ideological understanding of managers, and building a public health management service system are the most effective measures to speed up the efficiency of public health management.

### **Disclosure statement**

The authors declare no conflict of interest.

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