

Research on the Importance of Health Literacy Training of College Students under the Background of Epidemic Normalization

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Abstract: At present, the occurrence and spread of new coronavirus pneumonia has caused irreversible physical and psychological damage to the public, making the public more aware of the importance of health. This paper discusses the importance of Cultivating College Students' health literacy and the characteristics of College Students' health literacy, and puts forward specific ways to improve college students' health literacy. In the context of building a healthy China, the improvement of College Students' health literacy, as the main medium of knowledge transmission, is of great significance for establishing lifelong sports habits and forming a healthy life consciousness.

1. Introduction

The Central Committee of the Communist Party of China and the State Council issued the outline of the "healthy China 2030" plan in October 2016. The spirit of the document pointed out the direction for the establishment and improvement of the education system and the implementation of the strategic goal of "healthy China". At the national health and health conference, state leaders also pointed out that "without all people's health, there would be no well-off society for all people" and "people's health should be given priority in the strategic position of development" [1]. People pay more and more attention to health issues. As the recipients and important communicators of knowledge, college students' mastery of health knowledge is particularly important, especially in the context of the new crown epidemic. Colleges and universities should provide access to health literacy for college students, carry out targeted health promotion and health education, and improve students' use of health information and skill information to improve their health management ability. Integrating the cultivation of health literacy into the content of university education, improving students' health knowledge level, and making reasonable and scientific planning for the improvement of students' health literacy play an important role in the improvement of health literacy in the whole society [2].

In recent years, with the continuous improvement of people's living conditions and living standards, people pay more and more attention to health problems. In the context of the new coronary disease epidemic, the words of home exercise, physical fitness, health literacy and so on

appear frequently in people's vision. What is health literacy? How to improve people's health awareness? It has also become a major issue for scholars. The so-called health literacy is the main component of health quality, which refers to the ability of individuals to obtain and understand basic health information and services, and use these information and services to make correct judgments to maintain and promote health [3]. Take the common daily life as an example, this new crown epidemic, understand the prevention and control of infectious diseases, develop good living habits to resist the spread of epidemics, master scientific sports concepts and methods, sports skills, and cultivate good sports and fitness habits.

2. The Importance of Cultivating College Students' Health Literacy

2.1. Basic Requirements for Today's High-Quality Talent Cultivation under the Background of Healthy China

Colleges and universities are the cradle of cultivating high-quality talents. The health literacy level of college students not only directly reflects the health level of high-quality people in China, but also relates to the health consciousness and behavior of the next generation in China. As the main disseminator of knowledge, college students undertake the transmission of knowledge and skills. Therefore, strengthening the cultivation of College Students' health literacy plays an important role in strengthening the construction of a healthy China. From the current situation of international education reform, it is a basic requirement to emphasize that individuals should have certain health literacy, which should also run through the whole life cycle of individuals [4]. Although students' health literacy is affected by many factors, including family, school and society, school physical education and health education teaching play a vital role in the development of students' health literacy. In the context of healthy China, colleges and universities should improve the cultivation of this aspect, broaden the access to students' health literacy information, actively carry out health promotion and health education, consciously guide students to improve their self-health management ability, constantly study and innovate the concept and mode of students' health literacy training, which is the basic requirement of high-quality talent training.

2.2. Determine the Direction of High-Quality Talent Training

With the rapid development of China's economy and the continuous improvement of people's living standards, people's attention to health issues has gradually increased, and the accompanying ecological problems, food safety issues, population aging and other issues have gradually become prominent. The rapid pace of life and the increasing pressure of life make most groups have sub-health status, so improving national health literacy has become a very urgent task. As the cradle of cultivating high-quality talents, the improvement of College Students' health literacy level is not only related to the health literacy level of the next generation in China. And it directly reflects the direction of high-quality talent training in China. College students are a special group. They are not only the recipients of advanced knowledge and ideas, but also the disseminators of advanced culture. The improvement of their health literacy awareness and behavior is also related to the health awareness of more people in the future. Therefore, it is of great significance to strengthen the guidance of the cultivation of high-quality talents for the healthy and sound development of society.

2.3. Effective Ways to Improve Self Resistance under the Background of Epidemic Normalization

The current epidemic and spread of new coronavirus pneumonia has made people aware of the

importance of health. People showed high self-consciousness in the face of the epidemic, but there were also many disharmonious factors, such as not wearing masks and not listening to dissuasion to participate in gathering activities. In fact, the main factor is the lack of basic health knowledge, low health management skills and "lack" of health literacy. Under the background of the normalization of epidemic situation, people gradually realize that the improvement of their health awareness is an effective way to resist the virus. This health awareness is reflected in their own lifestyle, health awareness, etc. in terms of lifestyle, their good mental state and eating habits are effective means to increase their immunity, especially physical exercise. The impact of the virus also directly makes people realize that strengthening physical exercise, improving their physical quality and enhancing their immunity are the most effective way to resist the virus. Under the background of the normalization of the epidemic, it also promotes the continuous improvement of people's health literacy from another side.

3. Characteristics of College Students' Health Literacy

3.1. In Terms of Mastering Health Knowledge and Concepts

Ordinary professional college students enter the university stage from the high school stage to study, and they acquire more knowledge related to the examination in the high school stage, and relatively less knowledge about sports skills and health. General health knowledge is basic sports knowledge and simple knowledge related to injury prevention, and the knowledge of safety and first aid, basic medical treatment, scientific health concept, chronic disease prevention and control is also less understood [5]. Public physical education at the university stage also understands some basic physical exercise skills, and rarely involves in the concept of health knowledge.

3.2. In Terms of Healthy Lifestyle and Skills

When college students enter the university campus from the tense atmosphere of high school entrance examination, the pressure is relatively reduced, and they have more free time. Sleeping late has become a normal way of life for most students. They can not work and rest according to the scientific time. Some students are even obsessed with online games and indulge in brushing their mobile phones all night, which is a way of work and rest that is very harmful to health. Without good healthy eating habits, irregular three meals a day, unhealthy diet before and after exercise and overeating are all very bad behaviors. In terms of sports skills, students spend most of their time in addition to physical exercise in physical education classes. There are not many people who rely on their personal habits to carry out scientific physical exercise. College physical education teaching is more about the teaching and training of students around the final exam, and the lack of challenging Sports can not mobilize students' enthusiasm. Ignore the explanation of sports knowledge and sports injury in teaching. Students' participation in sports activities seems passive and blind, and they can't have a clear understanding and reasonable evaluation of their own sports practice effect. Moreover, physical exercise and teaching are limited to skill training, and they don't focus on the impact of sports on pleasant emotions and positive attitudes, so the pertinence of sports teaching is not strong. The sports population of students needs to be further improved, and the concept of lifelong sports has not been better transmitted to ordinary professional college students.

4. Ways to Cultivate Health Literacy

4.1. Cultivate Students' Lifelong Sports and Health Literacy Awareness

College physical education classroom teaching should break the traditional physical education teaching mode based on the teaching of sports skills and combine the characteristics of the project^[6]. Specifically, teaching should establish a teaching framework around sports knowledge, sports skills, sports awareness and sports interest, and focus on inspiring students to participate in sports activities independently and establish the awareness of lifelong sports. Each sports event should have its own characteristics different from other events, and it is not suitable to adopt too fixed curriculum arrangement procedures^[7]. Physical education curriculum should fully mobilize the enthusiasm of students. In addition, special attention should be paid to the physical quality exercise and the cultural support of students' physical education curriculum, so as to fully arouse students' interest in sports and enhance their subjective initiative in learning health knowledge concepts; Develop good habits of good work and rest, diet hygiene and personal health testing; Master scientific sports concepts and methods, sports skills, and cultivate good sports and fitness habits, so as to strengthen students' attention to health literacy awareness.

4.2. Create a Good Sports Culture Atmosphere on Campus

Give full play to the influence of every educator on campus sports culture, create a better atmosphere for physical exercise, and form a subtle penetration and influence on students through rich and beneficial sports activities on the basis of improving their professional skills and cultural literacy. By opening sports venues and facilities and arranging special personnel for targeted guidance, the school creates conditions and supports for students' sports activities, constantly enlivens the sports atmosphere, improves the health of sports culture appeal, and forms a strong sports culture atmosphere on the campus as a whole. The school should provide support for the implementation of thematic practical activities such as "going out of the dormitory, going off the network, and going to the playground". All kinds of college associations and associations should also play their roles in organizing large-scale competitions, especially group competitions with low threshold, so that most students can experience the happiness of sports in their favorite sports. Hold various sports culture sharing meetings and sports culture salon activities to improve students' understanding and interest in sports common sense, expand the influence of health culture, make students become followers and communicators of health culture, and form self-conscious sports consciousness.

4.3. Optimize Course Content Setting

At present, health education teaching in physical education and health course focuses on students' learning of health knowledge, which can not be directly transformed into individual health literacy, so it is urgent to reform the teaching method of health education. Based on this, the health education teaching in the future physical education and health course must change the teaching methods and advocate structured and situational problem-solving teaching^[8].

The course content is the basic carrier for PE teachers to implement PE and health courses. At present, college PE professors focus on the study of technical courses and lack the basic knowledge of health education. The class hours of health education are too few and the course is not even included in the college PE course. Therefore, to improve college students' health literacy, the first thing is to optimize the course teaching content and add the health education module^[9]. The health education module should learn basic sports knowledge and skills, reasonable nutrition and food

safety, prevention and control of common infectious and non infectious diseases, the relationship between environment, health and physical exercise, safe exercise and safe avoidance, prevention and treatment of common sports injuries, improvement of mental health and social adaptability, etc. Based on the lack of health literacy in many aspects exposed by the public in the major epidemic^[10], such as wildlife protection, environmental cleaning and disinfection, prevention of occupational diseases, etc., in the future, we should vigorously strengthen the systematic study of college physical education curriculum content and optimize the curriculum setting in the physical education and health curriculum.

5. Conclusion

The occurrence of new coronal pneumonia is a major health crisis and challenge that all Chinese people and even people all over the world need to face. In this context, it is of great significance to carry out the publicity and education of health literacy knowledge among college students. Through the cultivation of College Students' health literacy, health risk factors can be reduced or avoided. College students can acquire health skills and cultivate their healthy lifestyle through their own learning. In the context of building a healthy China, the improvement of College Students' health literacy, as the main medium of knowledge transmission, can radiate and promote the development of social health behavior, which is of great significance to establish the lifelong sports habits of the whole people and form a conscious awareness of healthy life.

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