

# *Research on the Ideological and Political Education of College Students in the New Era Based on Health Education*

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**Abstract:** The growth and development of college students nowadays present comprehensive and personalized requirements. The original single development of health education and ideological and political education in universities can no longer meet the development needs of college students, and cannot efficiently cultivate new era talents with comprehensive development of morality, intelligence, physical health, aesthetics, and labor skills. The coordinated cultivation of college students' health education and ideological and political education can not only improve the effectiveness of university education, but also promote the acceleration of "big health" education in universities, improve the health literacy of the whole population, and accelerate the construction of a healthy China. This article elaborates on the basic concepts involved, clarifies the connotation of health education and ideological and political education of college students in the new era. Meanwhile, the paper analyzes the problems of coordinated cultivation of health education and ideological and political education of college students in the new era. And we explores the specific ways of coordinated cultivation of the two educations based on relevant practical experience and the actual situation of health education and ideological and political education in universities.

## **1. Introduction**

In the increasingly uncertain and complex global situation, information spreads rapidly on the internet, and educational groups are emerging one after another. In the era of information technology, people's educational needs are becoming more personalized and diverse. With the improvement of living conditions, people are gradually seeking an educational environment for the comprehensive and healthy development of future generations. Traditional educational models cannot fully meet the educational needs of students and parents. Therefore, the education industry is showing a trend of coordinated development [1]. The new generation of university students in the new era is the main force to achieve the great rejuvenation of the Chinese nation, bearing significant historical missions and responsibilities of the times. With the rapid development of network information technology, the learning and living styles and scenes of university students have undergone profound changes. Contemporary university students have grown up with the wide use of the internet and the rapid development of modern information technology. Their ideological

concepts and channels for receiving information are more open and diverse. If traditional ideological and political education methods are still used for them, it is clearly out of date. The ideological and political education of university students in the new era needs to overcome the mindset of "going it alone," further strengthen collaborative innovation, promote the coordination of subjects, the linkage of elements, and the integration of resources, establish a "cooperative education" approach and mechanism, and promote the continuous development of collaborative innovation in the ideological and political education of university students in the new era.

## **2. Conceptual Explanation**

### **2.1 Health Education for College Students**

Health education for college students refers to organized and systematic interventions in universities to help students consciously adopt behaviors and lifestyles that are beneficial to their health [2]. The core of this is to guide the students to develop a correct understanding of health, reduce health risks, and improve their quality of life. It mainly intervenes in factors affecting health, avoids health risks, prevents diseases, and promotes the health status of the students, including their behaviors, lifestyles, physical organ functions, biological factors, living environment, and social security system. It emphasizes that through various intervention methods, it can maintain and improve the health status of the students, strengthen their responsibility for their own and societal health, and promote the comprehensive development of personal health and the harmonious development of society. The implementation of the Healthy China strategy has made the goals of building a healthy China more clear. Health education for college students is an important platform and practical place for the implementation of the Healthy China strategy. Therefore, the Healthy China strategy has also given a more profound mission to health education in universities, including promoting health knowledge, health management, researching health policies, shaping correct health concepts, strengthening health behaviors, cultivating health talents, developing health products and services, and building a healthy culture. Health education for college students has become an important link between schools, individuals, families, and society.

### **2.2 Overview of Ideological and Political Education for College Students**

Ideological and political education for college students refers to the deliberate, planned, and organized influence exerted by universities using certain ideologies, political viewpoints, and moral standards on college students, aiming to shape their social and practical activities to meet the requirements of social development and the needs of the country [3]. It starts with the mutual influence and change between thoughts and behaviors, centers on the interactive process between the subject and object of education, uses education and management as means, and ends with the internalization and externalization of the thoughts, concepts, and moral standards required by social development. Its essence is education, which is the activity of cultivating individuals. The object of study is the laws governing the changes and development of the thoughts and behaviors of college students, with universities as the center of activity, and the purpose is to cultivate well-rounded individuals with moral, intellectual, physical, aesthetic, and labor development. Therefore, the core of ideological and political work in universities is the use of diverse ideological and political education methods to conduct ideological and political education for college students, ultimately aimed at "educating people" and nurturing high-quality talents that meet the requirements of social development, thus possessing distinct timeliness, sociality, and effectiveness. In terms of its main content, it mainly organizes historical process education for college students, educates them on ideological theories, principles, and policies, national laws and regulations, and social moral

standards, focusing on cultivating the mainstream ideology in universities and building a cultural position for universities. Especially, the core work of ideological and political education in current universities is the promotion of the latest achievements of the theory of socialism with Chinese characteristics, which is the central task in cultivating qualified successors and builders for the great rejuvenation of the Chinese nation. Therefore, ideological and political education for college students has distinct class and practical characteristics.

### **3. The current situation analysis of the coordinated cultivation of college students' health education and ideological and political education**

According to the relevant survey results, there are still problems in the comprehensive health development of college students in terms of health concepts and behavioral habits. Currently, the health education and ideological and political education in universities cannot meet the needs of college students' comprehensive health development. The survey shows that the current demand for comprehensive health development of college students is very urgent. On the one hand, this indicates that the work of universities in the coordinated cultivation of the two major educations is not in place. On the other hand, it also indicates that the exploration of the coordinated cultivation of the two major educations is very meaningful and necessary for the comprehensive health development of college students. This has also become the driving force and challenge for further exploration of the coordinated cultivation of college students' health education and ideological and political education. In-depth analysis reveals the following problems in the current health education and ideological and political education in universities.

#### **3.1 Inadequate top-level design, lack of scientific concept guidance**

In combination with the survey situation of college students' health education, the way of health education in universities is single and lacks scientific and systematic nature. From the perspective of college students' demand for the coordinated cultivation of the two major educations, the current health education received by college students is not comprehensive [4]. Therefore, from the urgent need of college students for comprehensive health development, it can be seen that universities lack the top-level design of coordinating the two major educations. The coordinated education of college students' health education and ideological and political education is mainly reflected in the integration of the actual needs of the educated in specific aspects such as life education and mental health. It shows temporary thematic integration and lacks scientific concept guidance, showing passive and short-term characteristics. For example, after the phenomenon of college students losing their lives due to academic or emotional pressure, universities have raised a wave of life education, but no education measures were taken to prevent such incidents from happening before they occurred. This is precisely due to the lack of scientific concept guidance and direction, which has led to the lag in coordinated education. Therefore, the long-term development of the coordinated cultivation of the two major educations and the formation of an effective coordinated cultivation system require scientific concept guidance.

#### **3.2 Lack of cohesion in education and lack of public social engagement**

The ultimate goal of both is to cultivate well-rounded individuals who meet the requirements of social development, possess strong social skills, and integrate into society after receiving theoretical and practical education. Only society can truly evaluate the effectiveness of education. Therefore, the resources, process, and evaluation of education in both health and ideological and political education for college students require the participation and support of the entire society, including

the government, family, community, and other social groups. Currently, college students primarily obtain health education knowledge through school curriculum and the internet, while important channels from family or society, such as family education and public service advertisements, have not been effectively utilized. The comprehensive and healthy development of college students is still limited to the school's educational system and has not yet formed a collaborative environment involving multiple parties.

### **3.3 The complexity of the online space and the lack of a healthy information environment**

The internet is also an important channel for college students to obtain health information, but internet addiction is one of the unhealthy behaviors found among college students. Therefore, the complexity of the online space is a major challenge for promoting the comprehensive and healthy development of college students through the collaborative education of health and ideological and political education in current universities. With the rapid development of science and technology, modern network information is updated very quickly, and various network applications are widely used, providing important information resources for college students to obtain health knowledge and services. However, among the numerous health apps, there are "health malls" that promote health products. On one hand, many promoters will release health information that the public is highly concerned about to promote health products, and the authority and scientific nature of this health information need to be verified. On the other hand, the sources and effectiveness of these promotional products cannot be verified, putting the audience in a very passive position. Due to the rapid advancement of network technology, it is not possible to regulate the network without any omissions. Therefore, objectively unhealthy network information exists, and there is no absolutely healthy online environment. Thus, improving college students' information literacy is the key.

### **3.4 Irregular thoughts and behaviors, lack of healthy cognition and determination**

College students have many hidden health risks in their health concepts and behavioral habits, which mainly stem from the non-standard nature of their thoughts and behaviors. This fully reflects the inadequate coordination of health education and ideological and political education in colleges and universities. From the perspective of university management, there is a lack of emphasis on ideological health education, no specific indicators to supervise students' behavior, no measures to stop unhealthy behavior, and no integration of ideological health education and specific behavioral health education. As a result, there is no mechanism for the coordinated cultivation and supervision of health concepts and behaviors. From the perspective of educators, currently, they can only impart macroscopic health knowledge and related theories, theoretically making students aware of what kind of behavior is healthy and why, but they cannot provide guidance on how to develop healthy behaviors in students' lives, nor can they address specific details of daily life. From the perspective of students, although some have the awareness to change unhealthy behaviors, they lack the perseverance to implement healthy behaviors and often give up easily. On the one hand, they lack the correct understanding of healthy behaviors, leading to not knowing how to change, and on the other hand, they lack external constraints and supervision, thus lacking confidence in comprehensive health development.

## **4. Specific ways of synergizing health education and ideological and political education for university students**

The coordinated cultivation of university students' health education and ideological and political education is an effective way to promote the comprehensive and healthy development of university

students. In response to the current problems in the coordination of these two educations, we will explore specific ways to coordinate education at four levels, aiming to form a strong educational synergy and a systematic coordinated education system.

#### **4.1 Taking conceptual integration as the core, constructing a collaborative education pattern in which the advantages of "big health" and "big ideology" complement each other**

(1) We should establish a four-dimensional health concept and carry out comprehensive health education. The so-called "four-dimensional health concept" is to have a comprehensive understanding of "health" from four levels. The first dimension is the most basic physical level, pursuing a state of "no illness and no weakness." The second dimension is the psychological level, pursuing "physical and mental health" on the basis of no illness or weakness, emphasizing healthy development in terms of psychology, spirit, and morality. The third dimension is the social level, pursuing a good "social adaptation" status on the basis of physical and mental health, emphasizing adaptability to society. The fourth dimension is the environmental level, emphasizing the creation of an external environment conducive to health based on the previous three dimensions, including natural and social environments. The four-dimensional health concept is the core content of the "great health" concept, and these four dimensions embody the laws of human growth, with their own internal logic and progression, each being indispensable. Carrying out comprehensive health education centered on the "four-dimensional health concept" is the foundation for promoting the comprehensive and healthy growth of those receiving education at universities.

(2) We should build a big ideological and political pattern centered on the establishment of morality. The "big health" education needed for the construction of a healthy China is aimed at the education of the entire life cycle of the educated, and the synergy of the two educations is an effective way to cultivate students in an all-round manner. "Cultivating students with moral integrity" is the fundamental task of university education and an important content for the comprehensive and healthy development of the educated [5]. The construction of a "big ideological and political" pattern not only needs to be based on the comprehensive and healthy development of the educated, but also needs to create a good environment for the comprehensive and healthy development of the educated. Therefore, focusing on cultivating students with moral integrity, opening up a full-process education model, and promoting the construction of a "big ideological and political" pattern at the same time, it is necessary to promote the education of big health in a coordinated manner.

(3) We should adhere to the concept of "five education and all-round development" to cultivate comprehensive talents. The four-dimensional health concept and the concept of cultivating students with moral integrity are the concentrated embodiment of the intrinsic connection between health education and ideological and political education in universities, and they are an important link to promote the coordinated education of the two. From the connotation of the two concepts and the essence of the coordinated education of the two, it is to cultivate comprehensive talents for all-round healthy development, so the simultaneous cultivation of moral, intellectual, physical, aesthetic, and labor education is the basis for the coordinated education of the two in universities. First of all, universities should improve the school curriculum system, ensure the full implementation of the five education courses, and ensure the balanced development of the five educations. Secondly, universities should organize rich activities for the five educations, innovate educational forms, improve the effectiveness of the five educations, and ensure that the five educations are deeply ingrained. Finally, universities should improve the evaluation and reward and punishment mechanisms for comprehensive development, motivate all faculty and staff to implement the concept of five education and all-round development, timely supervise and test the

educational effects of the five education and all-round development, provide feedback on educational issues, and continuously improve the educational system.

#### **4.2 Taking higher education institutions as the lead, constructing a linkage and synergy mechanism supported by the government, hospitals and other relevant departments**

We want universities to take the lead and implement collaborative initiatives. Universities are the main battleground for promoting health education and ideological and political education. The coordinated development of the two must be centered around universities. Firstly, universities should proactively and voluntarily engage in coordinating educational work, with the key being to integrate the two into one cohesive unit. This involves actively promoting the concept of coordinated education at the leadership level, calling for coordinated educational actions, increasing hardware and software support for coordinated development at the financial investment level, strengthening the introduction of comprehensive talents and the training of existing teachers at the faculty level, and implementing an integrated management model for health education and ideological and political education at the management level.

Government cooperation is crucial for breaking through coordination challenges. Policy support from government departments is the driving force behind coordinated educational work. Whether it's inter-departmental collaboration or the development of resource platforms, government coordination and investment are essential [6]. The coordination of the two depends on government support in terms of policies, finances, and manpower. In terms of finance, universities are non-profit public welfare organizations, and the allocation of basic equipment and faculty resources required for coordinated education necessitates government funding. In terms of social governance, the coordination of the two involves the integration of the overall societal concepts of "health" and "ideological and political education." The government is the main body of social governance, and therefore, it must create a healthy environment conducive to the comprehensive development of young people, strengthen the prevention of social health risks, and promote a civilized and healthy social atmosphere in major projects and the construction of social public services.

Comprehensive health talents are the cornerstone of college students' health education and ideological and political education, and are the capital to achieve the coordinated cultivation of the two major educational aspects. Therefore, jointly absorbing health talents from hospitals and other departments is an important way to obtain coordinated educational resources. First, we should vertically unite secondary and higher-level public hospitals to absorb clinical medical and nursing staff as well as political management personnel. Clinical medical and nursing staff can obtain first-hand clinical data and authoritative health knowledge, while political management personnel not only have high ideological and political literacy and are familiar with relevant national policies, but also have rich hospital management experience and can conduct related research in the health field. Second, ordinary colleges and universities can horizontally unite medical colleges and universities to absorb dual-qualified talents with both clinical experience and teaching experience. The integration of these health talents is also the integration of resources, both of which can strongly promote the coordinated development of college students' health education and ideological and political education.

#### **4.3 Using student activities as a link to build an educational network in which schools, families and the community participate in a concerted effort to educate people**

Schools, families, and society cover all the activity spaces of college students, and their joint participation is bound to form a tight educational network and create a strong educational force. Universities should actively use student activities as a link to unite the three parties and coordinate

the cultivation of students.

Student activities are an important form of higher education and serve as a crucial link that involves schools, families, and society. Schools initiate, plan, and organize student activities, and should actively utilize various resources within the university to promote the comprehensive and healthy development of students. Encouraging and supporting student associations to conduct a series of activities centered around health and ideological education, integrating the meaning and value of life into health education, and emphasizing the importance of health in ideological education activities, aims to cultivate students' overall qualities. Student party organizations and associations are internal organizations within the student community, composed of students who better understand students' thoughts and daily lives, and are familiar with their preferences. They can organize more popular activities and achieve better educational outcomes.

Family serves as the primary classroom for university students, and parental supervision is a necessary condition for their growth. To achieve a lasting and positive effect in coordinating health and ideological education for college students, it also requires long-term influence from the family environment. While most families attach great importance to the comprehensive and healthy growth of their children, they often lack specific educational knowledge and comprehensive guidance for students' thoughts and behaviors. Therefore, universities need to establish timely communication with parents, promote the concept of coordinated education, and encourage parents to supervise students' habits and behaviors. It is essential to systematically organize parents to receive coordinated health and ideological education, creating a family atmosphere where parents and students grow together, fostering a comprehensive and healthy family environment, and jointly nurturing talents for comprehensive and healthy development in the new era.

#### **4.4 Build an integrated education system combining classroom teaching and practical activities with the goal of behavioral change**

The curriculum should be optimized to guide correct social cognition. Establishing correct social cognition among college students is a specific requirement of the principle of behavioral intervention, "knowledge". The government should lead the correct direction of social development, create a good social environment, and promote positive social energy. Universities should optimize the curriculum system, strengthen the correct guidance of political direction for college students, and educate them on the latest theoretical achievements of the party [7]. This is an important task for the coordination of health education and ideological education for college students. Teachers of health and ideological courses should strengthen their political theory learning and pay attention to current events in society, timely guiding college students to focus on the party and state's line, principles, and policies, and master relevant knowledge that conforms to social development to establish correct social cognition. On the other hand, universities should also pay attention to education on common sense, such as health and interpersonal communication, and provide courses that are conducive to the comprehensive and healthy development of students, increasing relevant scientific knowledge while guiding students to engage in self-learning and pursue comprehensive development.

The spirit of young college students represents the spiritual outlook of the entire society. Stimulating positive spiritual motivation is a specific requirement of the behavioral intervention principle, "trust", including stimulating college students' positive and optimistic health mentality and cultivating firm ideal beliefs, that is, stimulating college students' enthusiasm and creativity in learning and practicing comprehensive health ideas. First, the government should adhere to the rule of law, clear rewards and punishments, and fairness and justice, actively creating a healthy social environment. Secondly, schools should open up a variety of social practice bases, provide young

college students with a platform to showcase their spiritual outlook, and let them experience the complexity of society in advance, improving their social adaptability. In addition, teachers should impart knowledge to college students with a positive and full mental state, infecting young college students with their moral qualities, personal charm, and full of spirit. Finally, young college students themselves should actively accept positive things, participate in activities that are conducive to physical and mental health, face learning and life with a positive and optimistic attitude, establish firm ideal beliefs, and strive for them.

## 5. Conclusion

Currently, as socialism with Chinese characteristics enters a new era, there have been profound changes in social life. The cultivation of positive psychological qualities among college students is an important aspect of ideological and political education, which is not only necessary for the development of the times, but also a basic requirement of modern society for talent. It is of great significance for the cognitive development, emotional cultivation, willpower training, and personality shaping of college students, and it also helps to further improve the effectiveness of ideological and political education and mental health education for college students. This study provides a detailed explanation of the concept of positive psychological qualities of college students and the current situation of their psychological qualities. It also analyzes the fundamental reasons for these issues and proposes effective suggestions from four dimensions: society, universities, families, and individuals. It is hoped that this research can serve as a reference for the cultivation of positive psychological qualities among college students, promote the development of their mental and physical health education and ideological and political education, and encourage college students to form a positive and healthy personality, becoming the successor, builder, and inheritor of the cause of socialism with Chinese characteristics.

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