Exploration and Practice of Popularization Models of Traditional Chinese Medicine

Li Li, Zhiyuan Fang, Tongfei Yang, Zhuo Li*, Peng Zhang

Pharmacy Department, Shaanxi Provincial People's Hospital, Xi'an 710000

Abstract: **Objective:** To explore and practice different models of popularizing Traditional Chinese Medicine (TCM) to provide insights and methods for the overall development of TCM popularization. **Methods:** A TCM popularization management model was constructed with a focus on "promoting diversification in TCM popularization" and supported by "team management, project management, and efficiency management." The model's role in advancing TCM popularization efforts was analyzed. **Results:** The model improved the evaluation system for TCM popularization activities, increased the participation of our hospital staff in popularization efforts by 58%, and enhanced the outcomes of popularization activities by 42%. **Conclusion:** The diversified management model for TCM popularization provides ideas and methods for the overall development of TCM popularization, implementing reforms at a practical level, addressing current challenges in the practice of TCM popularization, and offering a reference for the sustainable development of TCM popularization teams.
Keywords: Traditional Chinese Medicine popularization; Popularization model; Diversification.

1. Introduction

Traditional Chinese Medicine (TCM) is one of the most distinctive disciplines in the field of natural sciences in China. Promoting TCM culture is of profound significance for inheriting Chinese traditional culture, enhancing public awareness and acceptance of TCM, improving public health and scientific literacy[1, 2]. The government has increasingly emphasized the dissemination of TCM culture, and strengthening the popularization of TCM can better enhance the public's health literacy and disease prevention capabilities[3, 4]. Therefore, exploring and studying effective models for the popularization of TCM is necessary. With the development of science and media technologies, TCM popularization has adopted more diversified forms, broader avenues, and more mature media[5]. However, there remains a significant contradiction between the public demand for TCM popularization and the varying levels of popularization capabilities among TCM practitioners[6]. Maximizing resource utilization, grasping the overall picture, and efficiently conveying high-quality TCM knowledge to the public is the current focus of TCM popularization efforts and the goal and mission of every TCM practitioner[7]. To improve the popularization work system and enhance work efficiency, this study explores and practices various models for TCM popularization, providing insights and methods for its overall development.

2. Establishment of TCM popularization models

2.1 TCM popularization guided by demand

We conducted a comprehensive investigation into the current status of TCM popularization at our hospital through literature review, field surveys, and offline interviews. Focusing on four key aspects—personnel, systems, platforms, and works—we summarized various problems encountered in TCM popularization practice and identified specific, implementable strategies for each issue. A TCM popularization management model was developed, centered on "promoting diversification in TCM popularization" and supported by "team management, project management, and efficiency management." The model further clarifies the overall goal of popularization, integrates resources, and establishes standards, with demand-oriented TCM popularization as the guiding principle.

2.2 Improvement of popularization collaboration models

Based on the experience categorization of common business collaboration models, we propose five types of popularization collaboration models using various forms of popularization activities as the main carrier: collaboration between activities, collaboration between people and activities, collaboration between technology and activities, collaboration between materials and activities, and collaboration between influence and activities.Establish the collaboration process for popularization. Reorganize member roles and appoint a liaison officer responsible for popularization collaboration. Integrate TCM popularization activities into party building, team building, and volunteer activities, sharing

supervision and incentive mechanisms with party and youth league branches. Catalog existing TCM popularization activities, document new activity forms, and create a hierarchical diagram. Manage partnerships and include the stability of partnerships and collaborative evaluations in the evaluation criteria for popularization work.

2.3 Conduct grouped training for talent development

Build a team of popularization talents and provide comprehensive training. Survey members' interests and grouping intentions, and appoint group leaders. Develop training plans for each group, combining online and offline training sessions. Refine the grouping training system within the TCM popularization team, incorporating talent grouping and training into team development.

2.4 Enhance promotion and exposure methods

Establish an online popularization platform, regularly maintain WeChat public accounts and short video platforms, actively promote content, and expand the audience. Improve offline popularization platforms, allowing TCM practitioners to engage with the public and integrate TCM concepts and products into daily life. Plan exposure strategies for TCM popularization activities across three stages: promotion, implementation, and summary. Collaborate with partners to develop multi-faceted, synchronized promotional and exposure plans. Continuously document the progress of popularization efforts, collect and integrate diverse materials, and conduct external periodic summaries, such as compilations and achievement reports. Include the frequency and extent of popularization activities in the evaluation criteria.

2.5 Improve the efficiency of theme selection

Leverage the rich cultural background of TCM to establish a TCM popularization theme library using mind maps, continuously updating and refining key themes. Develop a theme selection process. Create framework "templates" for sustainable TCM popularization activities to accelerate their implementation. Time theme selection meetings to monitor efficiency.

2.6 Build an evaluation system for TCM popularization activities

Invite authoritative experts and team leaders to form an expert group to propose multiple evaluation criteria for TCM popularization activities based on three dimensions: "popularization content, " "popularization process, " and "popularization effectiveness."Determine 27 evaluation criteria through two rounds of Delphi expert consultation. Use the group decision-making characteristic root method to calculate the weights of each evaluation criterion based on the consultation results. The expert group discusses and lists the standards for each criterion. Assign scores to evaluation criteria based on the practical popularization work at our hospital. Integrate the content to form a comprehensive evaluation system for TCM popularization activities, applicable to activity planning and summary.

3. Practical outcomes of TCM popularization models

3.1 Establishment of a Diversified TCM Popularization Management Model

A diversified TCM popularization management model was constructed based on the framework of "one core, three supports." The core of this model is "promoting diversification in TCM popularization, " supported by "team management, project management, and efficiency management." This model further clarifies the overall goals of popularization, integrates resources, and establishes standards, with a demand-oriented approach to TCM popularization.

3.2 Implementation of the popularization model

Focusing on four key aspects—personnel, systems, platforms, and works—this model identifies and addresses various issues in TCM popularization practice, formulating specific strategies for each. Supported by "team management, project management, and efficiency management, " the model provides the most suitable solutions: enhancing the popularization collaboration model, conducting grouped training for talent development, increasing promotional exposure, improving the efficiency of theme selection, and establishing an evaluation system for TCM popularization activities. This approach resulted in a 58% increase in the participation of our hospital staff in popularization efforts and a 42% improvement in popularization outcomes.

4. Conclusion

The diversified TCM popularization management model is based on an analysis of the current state of TCM popularization, identifying key issues and constructing a framework with «promoting diversification in TCM popularization» at its core, supported by «team management, project management, and efficiency management.» This demand-oriented TCM popularization system provides ideas and methods for the overall development of TCM popularization, implementing reforms at a practical level. It addresses current challenges in the practice of TCM popularization and offers a reference for the sustainable development of TCM popularization teams.

References

[1]   Guiding Opinions on Establishing and Improving the Mechanism for the Release and Dissemination of Health Science Knowledge Across All Media[J]. TCM Healthy Life-Nurturing, 2022, 8(07): 2.

[2]   Zhang M.X. Implementation Plan for TCM Culture Dissemination Action Issued Jointly by Five Departments[J]. Journal of Traditional Chinese Medicine Management, 2021, 29(13): 248.

[3]   Li J., Li Y.J., Zhang X.L. SWOT Analysis on Strengthening the Dissemination of Traditional Chinese Medicine Culture in the New Media Environment[J]. Guiding Journal of Traditional Chinese Medicine and Pharmacology, 2017, 23(15): 131-133.

[4]   Sang B.S. Interpretation of the "Traditional Chinese Medicine Development Strategic Plan (2016-2030)[J]. World Science and Technology - Modernization of Traditional Chinese Medicine, 2016, 18(07): 1088-1092.

[5]   Guo H., Wang W.N., Zhang Y., et al. Survey on the Dissemination Status of WeChat Public Accounts of the Pharmacy Departments in Seven Tertiary Grade A General Hospitals in Beijing[J]. Chinese Pharmaceutical Affairs, 2020, 34(01): 77-81.

[6]   Lei H.W. Research on the Development Bottlenecks and Countermeasures of TCM Health Science Popularization under the Background of New Media[J]. Journal of Traditional Chinese Medicine Management, 2022, 30(18): 69-71.

[7]   Hou H.F., Chen M., Li J., et al. Research on the Construction of TCM Popularization Standard System Based on Status Analysis[J]. Standards Science, 2024, (02): 28-33.