Analysis of Public Health Emergency Management Mechanism under New Media Environment

Hongyan Liang

Xinyang vocational and Technical College, Henan, 465550, China

489492698@qq.com

Abstract

From the perspective of the composition of the monitoring and pre learning mechanism, the emergency quasi mechanism, the emergency disposal mechanism and the aftermath treatment mechanism, which are based on the dual multi-agent combined right system, this paper makes a detailed analysis on the new requirements of the emergency management mechanism for public health emergencies in the new media environment, in order to provide reference for relevant personnel.

Keywords

New Media; Public Health Emergencies; Emergency Management Mechanism.

1. Introduction

Since the "SARS", our country actively for the construction of public health emergencies emergency management mechanism of work, and achieved good results, but in the current under the image of the new media environment, the inherent mechanism of emergency management with to the new requirements of the new media environment, based on this, it is necessary to expand their in-depth analysis.

2. Emergency Management of Public Health Emergencies under the Influence of New Media

2.1. Monitoring and Early Warning Mechanism

Early warning mechanism is the main component of public health emergency management mechanism. Under the background of the rapid development and far-reaching influence of new media, we should make effective use of new media to form a high-quality monitoring and warning mechanism. On the one hand, it should realize the joint of multiple relevant departments and adopt diversified methods and means to realize the scientific and effective assessment of risks and fundamentally reduce the feasibility of the emergence of public health emergencies. On the other hand, it is necessary to establish and improve the corresponding emergency warning mechanism on the original basis, so that the relevant information can be quickly transmitted within the government departments, minimize the harm brought by public events, and improve the predictability of events.

2.2. Emergency Preparedness

mechanism the high-quality construction of emergency preparedness mechanism can create good guarantee conditions for the smooth development of follow-up emergency work. On the one hand, it is the emergency preparation in terms of system. Relevant departments need to complete the formulation of local emergency plan in advance, and clarify the relevant responsible subjects, response measures and emergency process in an all-round way, so as to improve the standardization and scientificity of health management; On the other hand,

relevant departments should conduct a comprehensive inspection of the emergency plan from the specific actual situation, find the deficiencies and deficiencies in the emergency plan at the first time, and take corresponding treatment measures in time. In addition, emergency drills should be carried out regularly in daily work to ensure that they can be implemented normally, and the corresponding drill methods should be updated and upgraded in time according to the changes of technology and objective conditions.

2.3. Emergency Handling Mechanism

The emergency handling mechanism means that relevant management departments need to organize and carry out comprehensive decision-making actions and activities for emergency handling on the basis of certain emergency management regulations and laws and regulations. It also involves the launch of emergency plans, the release of information, the organization of rescue and on-site treatment, to maximize the safety of people's lives and property in the event response. Actively carry out the joint and cooperation with relevant health departments, implement the rescue work of emergency management with high quality, and use new media to release relevant information in the first time, so as to eliminate public doubts and lay a solid foundation for improving the efficiency of emergency management.

2.4. After-treatment Mechanism

The effective formation of post-treatment mechanism can help the society to quickly return to normal production and life, which involves supervision and evaluation mechanism, recovery and reconstruction mechanism, accountability and reward and punishment mechanism, etc. On the one hand, psychological intervention and economic compensation should be carried out for the victims of this public health emergency, which can minimize the public's bad mood and property losses. On the other hand, it is necessary to comprehensively evaluate and judge the causes and nature of the event, and analyse the scope of its impact, to achieve a scientific summary of relevant experience and lessons.

2.5. Multi-agency Cooperation Mechanism

In the implementation of the comprehensive emergency management in the process, both the whole process of management and disaster management, needs to be involved in the multi-agent cooperation and participation, emergency management in public emergency should strengthen to the attention of the multi-agent collaboration, its main body includes the following aspects, respectively for the government, enterprises and grass-roots self-government organizations. First of all, the emergence of public health emergencies has a serious negative impact on social security and stability, which is mainly the responsibility of the government. The government itself belongs to the traditional bureaucratic structure, including multi-departments and multi-levels. Local governments in China can be directly accountable to the central government. The pneumonia outbreak caused by the Novel Coronavirus has gradually evolved from the earliest regional emergency to a regional public health event. The central government needs to adopt direct leadership and coordinate the epidemic prevention and control work across the country. Secondly, due to certain differences in the types of public health emergencies, the role of enterprises is also different.

Take the COVID-19 epidemic as an example, the vast majority of enterprises have been affected by the epidemic, which also involves enterprises effectively related to people's livelihood, including manufacturers of masks and protective clothing, as well as logistics enterprises transporting anti-epidemic materials. Public health emergencies themselves have a certain degree of urgency, and the demand for relevant materials in a short time range will be in a blowout situation. At the same time, the raw material supply and production cycle will greatly affect the supply to a great extent, and it is difficult to quickly meet the demand. In this special situation, the market mechanism still blindly supplies products and services The supply of

products and services is still blindly determined by the market mechanism, which is bound to produce soaring prices and short supply of products. Based on this, it is necessary to take maximizing the public interest as the fundamental goal, a good cooperation mechanism between production enterprises and the public sector should be formed, and the allocation of relevant materials should be optimized under the premise of fully protecting the interests of producers. Thirdly, in terms of grass-roots organizations, the community is essentially the grass-roots organizations with residents' autonomy, but also the innovation subject and organizational foundation of grass-roots governance. There is an inseparable relationship between the community and the people, whether all kinds of policies and measures, we must rely on the community for specific transmission and practicable. In the process of dealing with public health emergencies, we should give full play to the important role of the community as the main body, actively give full play to the subjective initiative, carry out the whole knife cooperation work corresponding to the emergency dial, open the head and reduce the corresponding prevention and control measures. Taking this COVID-19 prevention and control as an example, grassroots communities have played a positive role in [1], including personnel isolation, population control and population flow.

3. New Requirements of Public Health Emergency Management Mechanism under the Influence of New Media

The rapid development and rise of new media have greatly led to changes in the emergence and diffusion mode of public health emergencies in China. In-depth exploration of risk information based on online media has been one of the main means of risk assessment of events. The public can express their views and opinions in the current new media platform, which improves the participation and influence of the emergency decision-making agenda, which makes the construction of the public health emergency management mechanism facing new requirements.

To novel coronavirus pneumonia, we should vigorously promote the public awareness of risks and the quality of emergency culture. Taking the new crown pneumonia epidemic as an example, we should actively publicize the dangers of COVID-19 and help the public develop the habit of wearing a mouthpiece in public places to minimize the risk of viral infection. Supervise relevant social media, and urge relevant enterprises to assume their responsibilities in maintaining public health and safety, and finally ensure that new media users form a good awareness of public health and safety and self-protection awareness under health emergencies. Secondly, relevant staff need to make good use of the large amount of data information commonly existing in the new media platform to optimize and expand the original intelligence channels. Relevant investigations and studies show that all kinds of data formed in the new media itself has a strong risk early warning ability.

Based on this, in order to be able to help related departments to achieve for public health emergencies of the first efficient processing, the need for new media and flexible application data storage function, and use the various means of information technology, comprehensive screening for risks related to work, you can use the text semantic analysis as well as the technical measures of the crawler, implement the new media platform, It includes the acquisition of relevant data and information involved in Toutiao, Weibo and Zhihu, and carries out in-depth estimation [2]. In the big data analysis platform of emergency management, the relevant content of new media big data is effectively integrated into the scientific analysis of the public's perception of health environment, and the conclusions and data formed can provide a solid data foundation for the follow-up high-quality implementation of health emergency management.

In addition to improving risk awareness, emergency decision-making should also be made more scientific and effective, to maximize the enthusiasm of the public for participation and

ensure the effective participation of the public. In the current era of continuous optimization and improvement of the new media environment, enterprises and the public can use the Internet to achieve a comprehensive understanding and understanding of the details of relevant public health events, and express their views on the new media platform. The government can properly play the role of the new media platform in the emergency preparation process, broaden the channels of public opinion communication, and make the way of public opinion consultation more diversified and rich. Such as in the present each kind of new media platform for health contingency plans, rules and regulations and related laws and regulations issued, including today's headlines and weibo, so convenient to relevant personnel from the new media platform to timely access to the masses in the comments section of perception of plans and regulations, and starting from the actual demand of the public, Take scientific and reasonable adjustment measures to those plans and regulations that are deficient.

Improve information transparency and enhance the level of government public opinion guidance. Efficient interaction and communication between the government and the public and the media can effectively promote the high-quality implementation of public health emergency decisions. Based on this, the government needs to pay attention to the communication advantages of the major news media itself, comprehensive supervision of the public in the media involving the public health events, which presents the key and difficult problems of targeted collection, the first time to reply and processing, to ensure the authenticity and rationality of the event related information, minimize the probability of rumors. For those that have been produced and in some norm The rumors spread around them should also use new media channels to fight back and actively defend and restore the image of the government. In addition, the government needs to focus on opening new media channels for public health emergencies, to ensure that the public can timely understand relevant information on the new media platform, and to minimize the panic caused by rumors and false information. At the same time, it should vigorously carry out the public opinion monitoring work of the relevant network media, and timely report the public opinion information to various departments, so as to provide data support [3] for the scientific and reasonable improvement of the decision-making made by the emergency managers.

Forming an emergency feedback mechanism and improving public satisfaction the emergency feedback mechanism is one of the new requirements for responding to public health emergencies in the new media environment. In the process of public health emergency management in our country should strictly follow the principle of people-oriented, to maintain the public life and health as a fundamental task, in the process of public health emergency aftermath work, need to combine the actual situation, comprehensive summary of the review in some stage, and scientific preparation for the next stage of work. In the emergency results of the emergency management mechanism, the complement of the masses is crucial Nowadays, in the background of the widespread popularization of intelligent terminal equipment, the masses are more inclined to use new media to express their own government opinions. News media can fully express their opinions on the handling of the event on the Internet. At the same time, many experts will also use the new media as this channel to speak out. The government can rely on the new media platform to build a bridge to effectively communicate between the government and the public, break through the communication barriers between the government and the public, optimize and adjust the public's emotions, and focus on including the feedback content in the summary process of emergency management work, so as to facilitate the efficient [4] of follow-up work. It can be seen from the COVID-19 epidemic that the new media environment has put forward new requirements for the emergency management mechanism of China's public health emergencies. the application of the new media platform can effectively improve the level of response to events, and the relevant departments and personnel

should pay more attention to this aspect, so as to improve the effectiveness of public health emergency management.

References

[1] Ruquan. Study on multi-subject cooperation mechanism in public health Emergency Management-Take COVID-19 prevention and control as an example [J]. Academic Research, 2020 (4): 14.

[2] Liu Boyi. Discussion on the Work of Public Health Emergency-Take COVID-19 epidemic as an example [J]. Science and Technology Vision, 2020 (30): 51.

[3] Zhu Min, Ye Lingling, Wang Jing, et al. Construction of emergency management mechanism for public health emergencies in prefecture-level medical institutions: Take COVID-19 epidemic prevention and control as an example [J]. Chinese Journal of Hospital Management, 2020,36 (10): 826.

[4] Liza Jiang Abick, Yang Xu, Chen Fei, et al. Research on Management and Operation Mechanism of Emergency Response System in a province [J]. Practical Preventive Medicine, 2020,27 (9): 1141.