

questionnaire, the effectiveness of the two collaborative development mechanisms of logistics and marketing management is evaluated according to the scores of the research objects.

Methods: The survey data were processed by software SPSS 18.0.

Results: After the questionnaire was collected and the survey data were statistically analyzed, it was found that the recognition of the improved collaborative development mechanism of logistics and marketing management was higher than that of the traditional collaborative development mechanism of logistics and marketing management ($P < 0.05$), as shown in Figure 1.

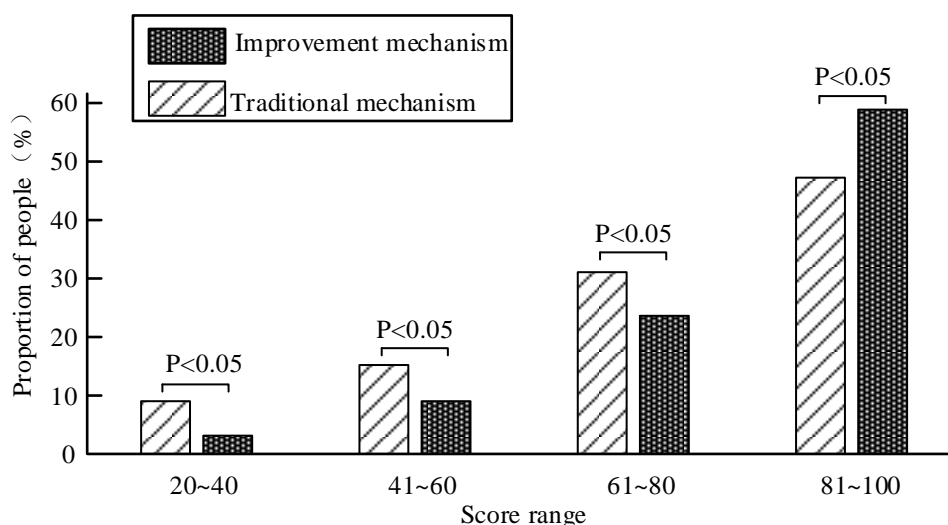


Figure 1. Evaluation of coordinated development mechanism of logistics and marketing management

Conclusions: At present, promoting the coordinated development of logistics and marketing management is a common problem faced by enterprises in the “Internet +” era. Based on Internet plus cognitive impairment, a new collaborative development mechanism of logistics and marketing management was established. The questionnaire results show that the research objects have higher recognition of the improved collaborative development mechanism of logistics and marketing management, which shows that the collaborative development mechanism of logistics and marketing management constructed in this study can enhance the interaction between the two, so as to improve the market competitiveness of enterprises.

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STUDY ON NURSING CARE OF ELDERLY PATIENTS WITH DEPRESSION UNDER HIGH-QUALITY PSYCHOLOGICAL SERVICE

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Background: With the accelerated development of aging in China, the number of elderlies in China will still grow rapidly on an average annual scale of nearly 10 million, and show the characteristics of aging, disability, empty nest and fewer children as a whole, which brings new challenges to actively deal with aging under the current national conditions. With the increasing aging and the continuous transformation of society, there are more and more empty nesters, left behind and inter-generational elderly. The pension resources and social support they enjoy are not optimistic. The resulting psychological problems such as depression and anxiety are common, and the suicide rate of the elderly population is rising. According to the concept put forward by the World Health Organization, healthy aging should be the perfect state for the elderly to achieve physical, psychological and social functions. The mental health of the elderly is one of the important indicators to measure healthy aging. However, with the increase of age, the physical function of the elderly population decreases, coupled with the changes in the surrounding environment, the handling of intergenerational relations, social support and personal factors, the elderly are prone to negative psychological emotions such as loneliness, depression, anxiety and hypochondriasis, which affect the physical and mental health of the elderly population. As a common emotional disorder of the elderly, depression seriously damages the physiological, cognitive and social functions of the elderly, increases the risk of death of the elderly, and causes a serious economic burden on their relatives and society. Low

expectations for the future, low mood and poor sleep are the most prominent symptoms of psychological depression in the elderly. The rate of depressive symptoms in the elderly in China is between 16.11% and 35.90%, among which the rate of moderate and severe depression is between 2.24% and 7.00%. In the context of social transformation, the new intergenerational relationship has an important impact on the social support of the elderly with different numbers of children, and transmitted to the psychological level, which directly affects the subjective well-being and mental health of the elderly. The traditional psychological service mainly focuses on the guidance of community psychologists, but the interval of service cycle and the particularity of different elderly individuals make the depression relief effect under this treatment very little. Therefore, while advocating and promoting elderly care services, the state, government and society should pay more attention to the psychological status of the elderly and put forward more psychotherapy methods to improve the depression of the elderly.

Objective: In order to pay more attention to the mental health of the elderly, help improve the degree of depression and improve their mental health level, the research aims to put forward a high-quality psychological service model to carry out psychotherapy and emotional counseling for the elderly, help them improve their mood, so as to reduce the mortality of elderly patients with depression and provide new ideas for the innovation of elderly care service.

Research objects and methods: 200 elderly people with depression and anxiety in a community were selected as the research objects. The emotional and mental health levels of elderly patients with depression were analyzed by stratified cluster sampling with the help of hospital anxiety and Depression Scale (HADS) and interview records.

Methods design: The subjects were divided into control group and experimental group. The control group received general mental health services. The experimental group adopted the community elderly psychological assistance system of “elderly self-help, peer assistance and professional help”. With the help of hands evaluation and interview results, the mental health status of elderly patients with depression under the two kinds of psychological services was evaluated. The total number of returned and valid questionnaires were 195 and 192 respectively, and the effective rate of the questionnaire was 98.46%.

Methods: The scores of the scale under different psychological services were analyzed by Excel and statistical analysis.

Results: The application of high-quality psychological services in the form of “three AIDS” can effectively alleviate the psychological emotions of elderly patients with depression. Based on certain social support and emotional care, it can improve the elderly’s hope for future life and effectively alleviate the negative emotions caused by depression. The scale scores of elderly patients with depression under different psychological service treatment have significant statistical significance. Table 1 shows the statistics of depression relief of the elderly by different psychological services.

Table 1. Statistics of depression relief of the elderly under different psychological services (Mean ± standard deviation)

Experimental grouping	Depression	Aloneness	Subjective well-being	Self-identity
Experience group	28.01±3.65	34.79±5.46	17.34±1.13	12.54±4.11
Control group	17.23±2.14	15.28±3.41	22.57±4.65	25.42±7.41

Conclusions: Confucius said, “today’s filial piety means that you can raise. As for dogs and horses, you can raise them; what’s the difference between disrespect?” this shows that the behavior of no spiritual investment, only pure material support and lack of love, respect and enthusiasm at the psychological level cannot be called filial piety, nor is it a scientific way to deal with aging. Providing high-quality psychological services, starting from the psychological needs of elderly patients, and giving some care and help can effectively alleviate the emotional disorders and depression of the elderly. Therefore, accelerating the construction of a four-level complete mental health service system for the elderly of “country province city community” is not only conducive to effectively grasp the overall situation of the development of mental health of the elderly from the national level, but also conducive to giving timely and effective psychological assistance to the elderly at the micro level.

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ANALYSIS ON THE EFFECT OF CURRICULUM IDEOLOGICAL AND POLITICAL