

EFFECT OF INFECTION NURSING INTERVENTION ON REDUCING MULTI-DRUG RESISTANT BACTERIAL INFECTION AND PSYCHOLOGICAL REHABILITATION OF PATIENTS IN INTENSIVE CARE UNIT

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Background: Patients in intensive care unit are often in a serious condition and often accompanied by complications. Patients are prone to fear, anxiety and other bad emotions when they have clear consciousness, which is not conducive to the recovery of prognosis. Therefore, the implementation of nursing intervention measures for patients in intensive care unit plays an important role in alleviating bad emotions such as fear and anxiety. Therefore, this study analyzes the psychological impact of nursing intervention on reducing multidrug-resistant bacterial infection in patients in intensive care unit.

Subjects and methods: To explore the effect of infection nursing intervention on reducing multidrug-resistant bacterial infection and psychological rehabilitation in patients in intensive care unit. 200 patients in the intensive care unit treated in our hospital from February 2020 to February 2021 were selected as the research object. According to the order of patients transferred to the intensive care unit, they were randomly divided into the control group and the observation group, with 100 cases in each group. The control group was given routine nursing, and the observation group was given infection nursing intervention on the basis of the control group. The infection rate of multidrug-resistant bacteria and psychological rehabilitation rate of the two groups were compared and statistically analyzed. In addition, the psychological emotions of the two groups of patients before and after intervention were scored by self rating Anxiety Scale and self rating depression scale, and the satisfaction survey of patients was conducted by self-made nursing job satisfaction questionnaire.

Results: The infection rate of multidrug resistant bacteria and psychological rehabilitation rate in the observation group were significantly lower than those in the control group ($P < 0.05$); There was no significant difference between the two groups ($P > 0.05$). In addition, there are many rescue equipment in the intensive care unit. The busy medical staff and the tension in the ward increase the fear and anxiety of patients, which is not conducive to the recovery of patients. At the same time, infected patients are prone to resist treatment during treatment, which affects the effect of treatment and prognosis recovery. Therefore, nursing intervention measures for infected patients in intensive care unit can effectively dredge patients, improve treatment compliance, and play an important role in improving prognosis and recovery.

Conclusions: Infection nursing intervention can reduce the infection rate of multidrug-resistant bacteria and psychological rehabilitation rate of patients in intensive care unit. When nursing patients in intensive care unit, infection nursing intervention can improve the psychological problems of patients in intensive care unit to a certain extent. It has higher practical value and is suitable for popularization and application in intensive care unit, which can improve the qualification of relevant health indicators in ICU.

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THE SIGNIFICANCE OF THE IMPACT MECHANISM OF THE DEVELOPMENT OF ICE AND SNOW TOURISM INDUSTRY ON PEOPLE'S MENTAL HEALTH

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Background: With the accelerating pace of life and the increasing pressure of life and work, people's psychological problems are more and more complex, which has attracted extensive attention from all walks of life. Long term psychological stress will lead to various psychological obstacles and abnormal behavior. Excessive psychological stress will not only affect their physical health, but also seriously affect their mental health development. Therefore, it is urgent to find a recreational and sports activity that can cure or improve their psychological problems.

Subjects and methods: To explore the mechanism and role of the development of ice and snow tourism industry on people's mental health, and then explore the effect of ice and snow tourism on mental healing. 10 ice and snow scenic spots were selected for investigation. 100 people were selected and divided into control group and experience group, with 50 people in each group. The questionnaire survey on the impact of the development of ice and snow tourism industry on people's mental health was carried out. 100 questionnaires were recovered and 100 valid questionnaires were available. Using Liszt 5 sub-scale method and SPSS analysis, this paper finds out three main factors and two secondary factors of the impact of the development of ice and snow tourism industry on people's mental health, and studies the effect of the development of ice and snow tourism industry on mental healing.

Results: the study found that the experience group can reduce anxiety and tension due to ice and snow tourism activities, and help to relieve people's bad emotions caused by the pressure of study and work in daily life. Ice and snow tourism, as a random movement of the human body under the guidance of the cerebral cortex, produces a reflection that starts with feeling, takes psychological activities as the relay, and ends with muscle effect activities. The level of negative psychological variables such as anxiety, depression, tension and psychological disorder in the experience group who often participated in ice and snow sports was significantly lower than that in the control group who did not participate in physical exercise, while the level of positive psychological variables was significantly higher.

Conclusions: Although the relationship between sports, energetic activities and emotional health has not been determined representatively, emotional health is inevitably related to participation in sports and energetic recreational activities to a great extent. The most fundamental nature of ice and snow tourism itself is a kind of game activity. In the process of activity, sports fun is the most direct purpose for individuals to engage in sports. Therefore, moderate and regular exercise in ice and snow tourism is of great significance to the cultivation of good will quality and psychological cure.

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SUPPLY CHAIN COORDINATION OF PHARMACEUTICAL ENTERPRISES PROMOTED BY BIG DATA FOR CONSUMER PSYCHOLOGY

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Background: With the continuous development of information technology, it is increasingly urgent to meet the personalized needs of consumers' psychology, which urges the supply chain to carry out technological innovation on the supply chain based on big data technology. After neurological drug enterprises use big data for technological innovation, the enterprise supply chain structure is more simplified, the operation efficiency is greatly improved, and the decision-making is more data-based and scientific. However, when applying big data for technological innovation, it is bound to increase the operation cost of the supply chain of neurological drug enterprises, cause the problem of supply chain cost allocation, and then affect the role of neurological drugs in curing patients.

Subjects and methods: In order to solve the problem of cost sharing and benefit distribution when supply chain members carry out supply chain innovation of neurological drug enterprises, and better realize the operation coordination mode of supply chain, this study is oriented to consumer psychology and promotes the supply chain coordination mechanism of neurological drug enterprises with the help of big data technology. This study takes consumer psychology as the creator of value, constructs a secondary supply chain connotation model composed of manufacturer motivation and consumer psychology, introduces the concept of consumer psychological surplus, and considers the innovation utility and consumer psychological utility of manufacturers using big data technology for technological innovation, The changes of product purchase rate, product sales price and the income of manufacturers and consumers in the supply chain participated by consumers and the traditional supply chain under the big data environment are compared respectively.

Results: Through the research, it is found that under the background of big data, consumer psychology, as the creator of value, participates in the production of neurological drugs. In the case of consumption