

intensive care units are: professional quality, cognition and professional nursing knowledge structure of nursing staff in intensive care units; Intensive care unit setup and associated infectious factors; Intensive care unit environment; Healthcare cooperation. This paper describes in detail the measures to reduce multidrug-resistant bacterial infections in intensive care units and the psychological rehabilitation of patients, which has certain clinical value.

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

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In recent years, as an emerging industry, China's ice and snow tourism has shown a rapid development trend, which is mainly manifested in the rapid growth of the number of people participating in ice and snow tourism and the number of public ski resorts, as well as considerable economic benefits. Because modern economic growth is not only a process of total increase, but also a process of structural optimization and benefit growth, and the current economic growth mode of Ice and Snow Tourism in China belongs to the "speed growth type" of total expansion, it is difficult to achieve long-term sustained economic benefits, let alone to achieve social benefits and ecological benefits, which is unsustainable. Therefore, adjusting and optimizing the industrial structure has become the key to the transformation and upgrading of the ice and snow tourism industry to "quality and efficiency" and gradually embark on the road of sustainable development. In this paper, snow tourists were tested on the Symptom Self-Assessment Scale (SCL-90) and compared the results with normal Chinese human models. Ice and snow tourists scored higher than norm in interpersonal relationship and anxiety, among which the interpersonal sensitivity factor was significantly different, and the psychotic factor was lower than the norm, and there were significant differences; There were significant differences in interpersonal sensitivity and anxiety between solo snow tourists and traveling in groups. Conclusion Travel agencies should pay attention to the mental health status of ice and snow tourists, and carry out necessary interventions for existing psychological problems.

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BIG DATA PROMOTING SUPPLY CHAIN COORDINATION OF PHARMACEUTICAL ENTERPRISES BASED ON CONSUMER MENTAL HEALTH

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Consumption increasingly involves the psychological needs of individuals, and the emotions generated by individuals will also have an impact on subsequent consumption behavior. We often see "cases of anxiety marketing, where merchants induce consumer anxiety to induce consumers to buy self-improvement products." But whether anxiety can promote consumers' self-improvement willingness to spend, and whether this mechanism will be affected by other factors. Based on the characteristics of pharmaceutical products, this paper constructs a dual-channel model in which market demand is affected by the promotional efforts provided by pharmaceutical manufacturers and consumer channel preferences, and analyzes the impact of promotional efforts and consumer channel preferences on the profits of pharmaceutical supply chain. The analysis found that taking dual channels is advantageous for pharmaceutical manufacturers when promotional efforts are made to meet constraints. When the consumer channel preference is low, the use of "revenue sharing + repurchase + promotion cost sharing"

combination contract is beneficial to pharmaceutical manufacturers and pharmaceutical retailers, and the combination contract can mobilize the enthusiasm of pharmaceutical manufacturers to improve the level of promotion efforts, effectively eliminating the existing double marginal effect problem. Pharmaceutical enterprises can take advantage of consumer anxiety to develop new business opportunities, people can use consumer mental health measures to alleviate anxiety, and the relationship between consumer anxiety and the mechanism of pharmaceutical consumption decision-making can obtain theoretical support.

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A BRIEF ANALYSIS OF THE REGULATORY EFFECT OF ENGLISH EDUCATION ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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With the development of society, the pressure on college students in all aspects is increasing, resulting in a continuous decline in their mental health level. As a discipline with obvious humanistic characteristics, English discipline plays an important role in the discipline penetration of mental health education. More attention needs to be paid to mental health education, so interpreting the elements of mental health education in English textbooks is one of the ways to implement students' mental health education, and it is also a process of exploring psychological science. Starting from the particularity of English disciplines, combined with the relevant theoretical content of mental health education, this paper adopts the content analysis method to analyze the mental health education elements of characters in English textbooks, which are divided into five aspects: character gender, country, occupation, personality characteristics, and interpersonal relationships. The implementation of English teaching classrooms for college students' mental health education is investigated and studied, and English teaching methods based on mental health education are proposed, and its feasibility and effectiveness are also verified. Finally, the mode of integration of English teaching and mental health education is summarized, and new ideas and methods for the integration of education between disciplines are also proposed.

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ANALYSIS OF STUDENTS' PSYCHOLOGICAL TOLERANCE IN TABLE TENNIS COMPETITION BASED ON FRUSTRATION TEACHING

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Table tennis course is one of the physical education courses generally offered in most colleges and universities. There are many skills and methods. This paper tests whether the frustration teaching method of table tennis can stimulate students' potential and improve students' psychological endurance through experiments. Combined with the psychological pressure made by counselors, the quality of students is comprehensively evaluated. In order to verify whether the use of frustration teaching method in table tennis teaching will have an impact on College Students' psychological stress tolerance. The test results show that the test scores of psychological stress quality of students in the experimental group using frustration teaching method in table tennis teaching are generally higher than those of students in the ordinary group. And in the process of final examination, the skill level of students in the experimental group who have carried out frustration teaching method is relatively stable.

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