

# **Innovation of the Integration and Promotion Model of Ideological and Political Education and Mental Health in Universities from the Perspective of Nursing Specialty Characteristics**

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**Keywords:** Characteristics of nursing specialty; Ideological and political education; Mental health; Integrated propaganda mode; Innovation strategy

**Abstract:** This article focuses on the propaganda mode of the integration of IPE (ideological and political education) and mental health from the perspective of nursing professional characteristics. In higher education, IPE and mental health education in universities are very important for students' integrated development, but at present, there are problems such as single form and lack of pertinence in their propaganda. Based on this background, this article starts from the characteristics of nursing specialty, such as humanistic care, practical operation and teamwork, and excavates the unique value of nursing specialty characteristics to the integration of IPE and mental health through theoretical analysis and current situation analysis. Based on the above, this article puts forward innovative strategies in terms of concept, content, form and channels. The characteristics of nursing specialty provide rich materials and unique perspectives for integrated publicity, and the innovative publicity model can better enhance the publicity effect. Based on the characteristics of nursing specialty, innovative and integrated propaganda mode is of great significance to promote students' integrated development and improve the quality of university education, and is expected to provide effective reference for the coordinated development of IPE and mental health education in universities.

## **1. Introduction**

In the pattern of higher education, IPE and mental health education in universities are indispensable and important components [1]. IPE is committed to shaping students' correct world outlook, outlook on life and values, and laying a solid foundation for students' ideological and moral development. Mental health education focuses on maintaining students' psychological balance and health and improving students' psychological quality and ability to cope with stress [2]. They complement each other and jointly promote the integrated development of students. As a key specialty in the medical field, nursing specialty has unique professional characteristics [3]. It pays attention to cultivating students' medical knowledge and skills, and emphasizes humanistic care, practical operation and teamwork [4]. These characteristics provide a brand-new perspective and rich resources for the integration of IPE and mental health education in universities [5]. From the perspective of nursing specialty characteristics, it is of far-reaching significance to explore the innovation of the integrated promotion model of IPE and mental health, which will improve the quality of university education and cultivate high-quality nursing talents to meet the needs of society.

In today's society, with the rapid development of economy and the acceleration of the pace of life, college students are facing various pressures such as studies, employment and interpersonal relationships, and mental health problems are increasingly prominent [6]. In this context, it is urgent to strengthen the integration of IPE and mental health education in universities and improve the publicity effect [7]. At present, there are some problems in the propaganda of IPE and mental health, such as single propaganda form and lack of pertinence, which fail to give full play to the advantages of the integration of the two [8]. The humanistic care spirit, rich practical experience and teamwork concept contained in the characteristics of nursing specialty can provide an effective way to break

this dilemma [9]. By tapping the coincidence of nursing specialty characteristics with IPE and mental health education, innovative publicity mode is expected to enhance the attraction, appeal and effectiveness of publicity and better meet the development needs of students. The purpose of this study is to analyze the current situation from the perspective of nursing specialty characteristics, explore innovative integrated propaganda mode, and provide useful reference for the coordinated development of IPE and mental health education in universities.

## **2. Analysis on the present situation and problems of IPE and mental health propaganda**

At present, IPE propaganda in universities is mainly carried out through traditional ways such as classroom teaching and thematic lectures. Although it can convey ideological and political knowledge to a certain extent, the form is relatively simple and students' participation is limited. Mental health propaganda is mostly carried out in the form of mental health courses and the opening of psychological consultation rooms, focusing on the solution of psychological problems, but not on the cultivation of prevention and positive psychological quality.

From the perspective of integration, there are many problems in the propaganda of IPE and mental health. First of all, the propaganda concept lags behind, and the importance of their integration to students' integrated development is not fully realized. They are still regarded as independent educational modules, lacking systematic integration planning [10]. Secondly, the propaganda content lacks deep integration, the IPE content and mental health knowledge are not organically combined, the ideological concept cannot be interpreted from the psychological level, and mental health cannot be guided from the ideological and political perspective. Moreover, the publicity forms are not innovative, and modern information technology and new media platforms are not fully utilized, so it is difficult to attract students' attention. At the same time, the publicity channels are relatively narrow, confined to the campus, failing to fully expand to the family and society, and unable to form a comprehensive publicity force. These problems restrict the effect of propaganda of IPE and mental health, and need to be solved urgently through innovative and integrated propaganda mode.

## **3. Unique value of nursing specialty characteristics**

Nursing specialty has many remarkable characteristics because of the particularity of its clients and the diversity of professional requirements. These characteristics have brought unique and noticeable value to the propaganda of ideological and political integration with mental health in universities. The characteristics of humanistic care, practical operation and teamwork of nursing specialty provide rich materials and unique perspectives for the integration of IPE and mental health, which is of irreplaceable value for improving the publicity effect and promoting the integrated development of students.

### **(1) Humanistic care features strengthen emotional resonance**

The core of nursing work is humanistic care for patients, which requires nursing students not only to have solid professional knowledge, but also to have a caring heart. In the propaganda of ideological and political integration with mental health, the characteristics of humanistic care can make the propaganda content more warm and arouse students' emotional resonance. For example, the true story of nurses' careful care and psychological support in the face of patients' pain is incorporated into the propaganda, so that students can feel love, responsibility and dedication from the perspective of nurses, so that the cultivation of moral concepts in IPE and empathy ability in mental health education is no longer abstract, but vividly displayed through concrete examples. This kind of propaganda method based on humanistic care is helpful for students to internalize external educational requirements into their own emotional identity, so as to receive IPE and mental health education more actively.

### **(2) Practical operation features promote the integration of knowledge and practice**

Nursing specialty pays attention to practical operation, and students can turn theoretical knowledge into practical action through a lot of clinical practice. This feature is of great

significance in the propaganda of ideological and political integration with mental health. Taking nursing operation process as an example, every step needs to be rigorous, serious, standardized and orderly, which is highly consistent with the sense of responsibility and professionalism emphasized in IPE. In practice, students need to face all kinds of complicated situations, which also exercises their psychological adjustment ability, which is consistent with the goal of mental health education. By organizing students to participate in simulated nursing practice activities, and integrating the elements of IPE and mental health education in the activities, students can experience and practice the concepts of IPE and mental health in practice, and realize the integration of knowledge and practice.

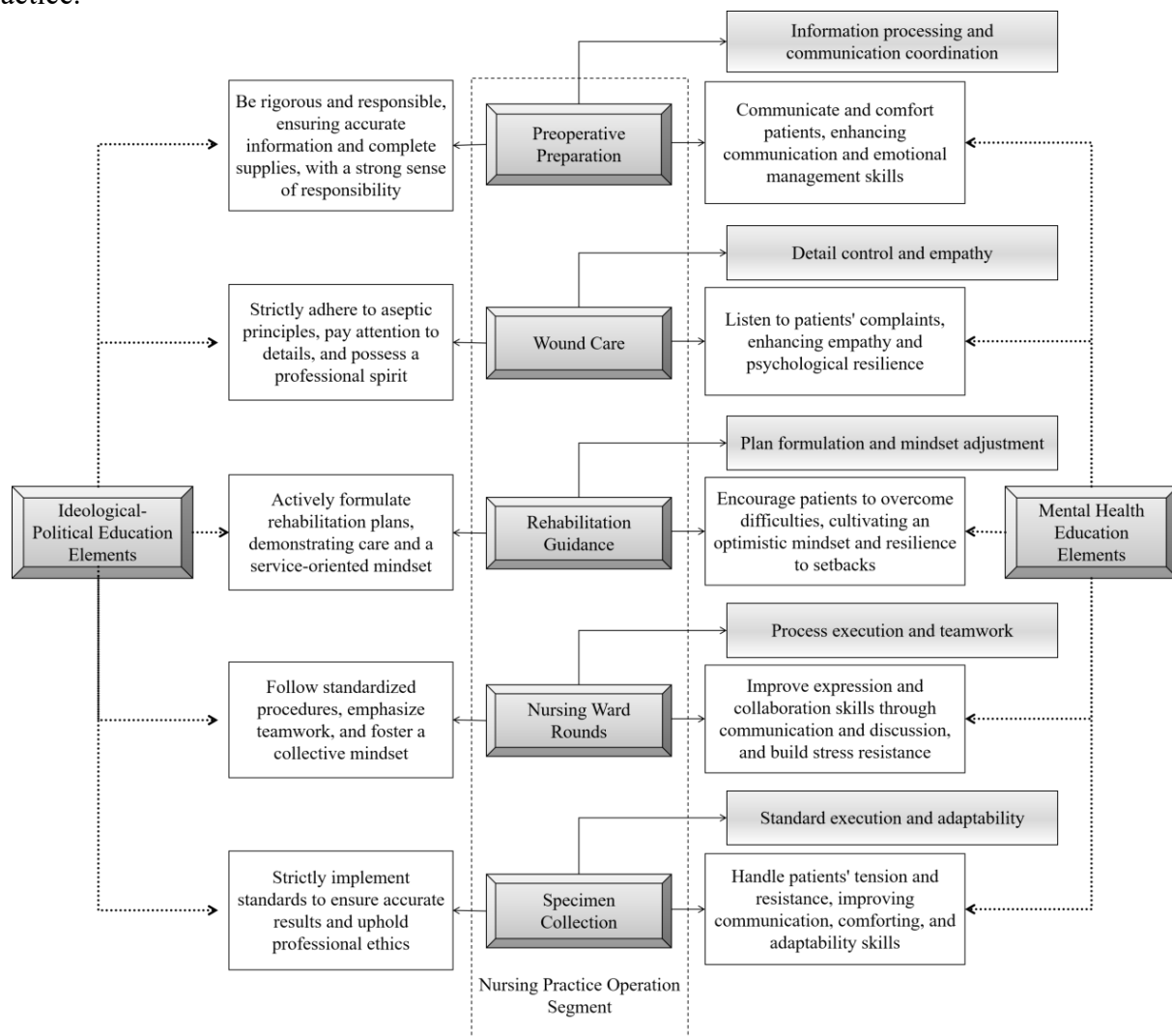


Figure 1 Corresponding diagram of nursing practice operation and elements of IPE and mental health education

As shown in Figure 1, every link of nursing professional practice contains rich elements of IPE and mental health education. Through the excavation and publicity of these elements, students can more intuitively realize the importance of IPE and mental health education in practical work.

### (3) Teamwork features to cultivate collective consciousness

Nursing work usually needs multidisciplinary team cooperation, from doctors, nurses to other auxiliary personnel, and each link is closely linked. This characteristic of teamwork is of unique value to the propaganda of ideological and political integration with mental health. In the publicity, by showing the cases of division of labor and cooperation of nursing team in the process of treating patients, students can deeply understand the importance of collectivism, which echoes the collectivism concept in IPE. Good communication, mutual trust and support among members are needed in the process of teamwork, which is helpful to cultivate students' interpersonal skills and

teamwork spirit and has a positive effect on their mental health development. By organizing team cooperation simulation activities and infiltrating IPE and mental health education in the activities, students' collective consciousness can be strengthened and their mental health level can be improved.

#### **4. Innovative strategy of integrated promotion model of IPE and mental health**

In order to give full play to the unique value of nursing specialty characteristics in the propaganda of ideological and political integration and mental health in universities, it is necessary to innovate the propaganda mode from many aspects to enhance the propaganda effect and promote the integrated development of students. Through the innovation of concept, content, form and channel, the propaganda mode of ideological and political integration and mental health based on the characteristics of nursing specialty can better meet the development needs of students and improve the quality of university education.

(1) Concept innovation: establish the concept of integration and symbiosis

Traditional IPE propaganda and mental health propaganda are often fragmented and lack of organic integration. Based on the characteristics of nursing specialty, we should establish the concept of integration and symbiosis, and combine the value guidance of IPE with the psychological adjustment of mental health education. Humanistic care runs through nursing work, which enlightens that the propaganda concept should be student-centered and pay attention to students' emotional needs and psychological state.

(2) Content innovation: excavating the characteristic fusion content

Content innovation needs to dig deep into the coincidence point between nursing specialty characteristics and IPE and mental health education, and enrich the propaganda content. Based on the real cases in nursing practice, the elements of IPE and mental health education were integrated. For example, in the face of a major epidemic, it describes the ideological and political elements such as the feelings of home and country and the responsibility of nurses, regardless of personal safety, and their mental health knowledge on how to adjust their psychology and maintain a good working condition in a high-pressure environment. Through these real and vivid contents, it is easier for students to resonate.

As shown in Figure 2, different nursing scenes contain rich and targeted content of IPE and mental health education, which provides vivid materials for publicity.

(3) Form innovation: using multiple interactive forms

Formal innovation can use modern information technology and new media platform to innovate publicity forms. Universities can conduct live lectures online, invite experts in the nursing field to share practical experience of integrating IPE with mental health, and students can ask questions and interact in real time. Teachers can make interesting animated short videos to show the short story of the integration of nursing professional characteristics, IPE and mental health in the form of animation to attract students' attention; Role-playing activities can also be organized to allow students to simulate nursing scenes and experience and understand the integrated content in practice.

(4) Channel innovation: building an all-round publicity network

Channel innovation should break the limitations of traditional propaganda channels and build an all-round propaganda network. In addition to the classroom, lectures and other channels within the campus, social media platforms, such as WeChat official account and Weibo, are used to regularly push the integrated publicity content. Universities should strengthen cooperation with hospitals, communities and other practice bases, and carry out on-the-spot publicity and education activities during students' internship practice; Encourage parents to participate, extend publicity to the family environment through home-school interaction, and form a tripartite publicity pattern of school, society and family.

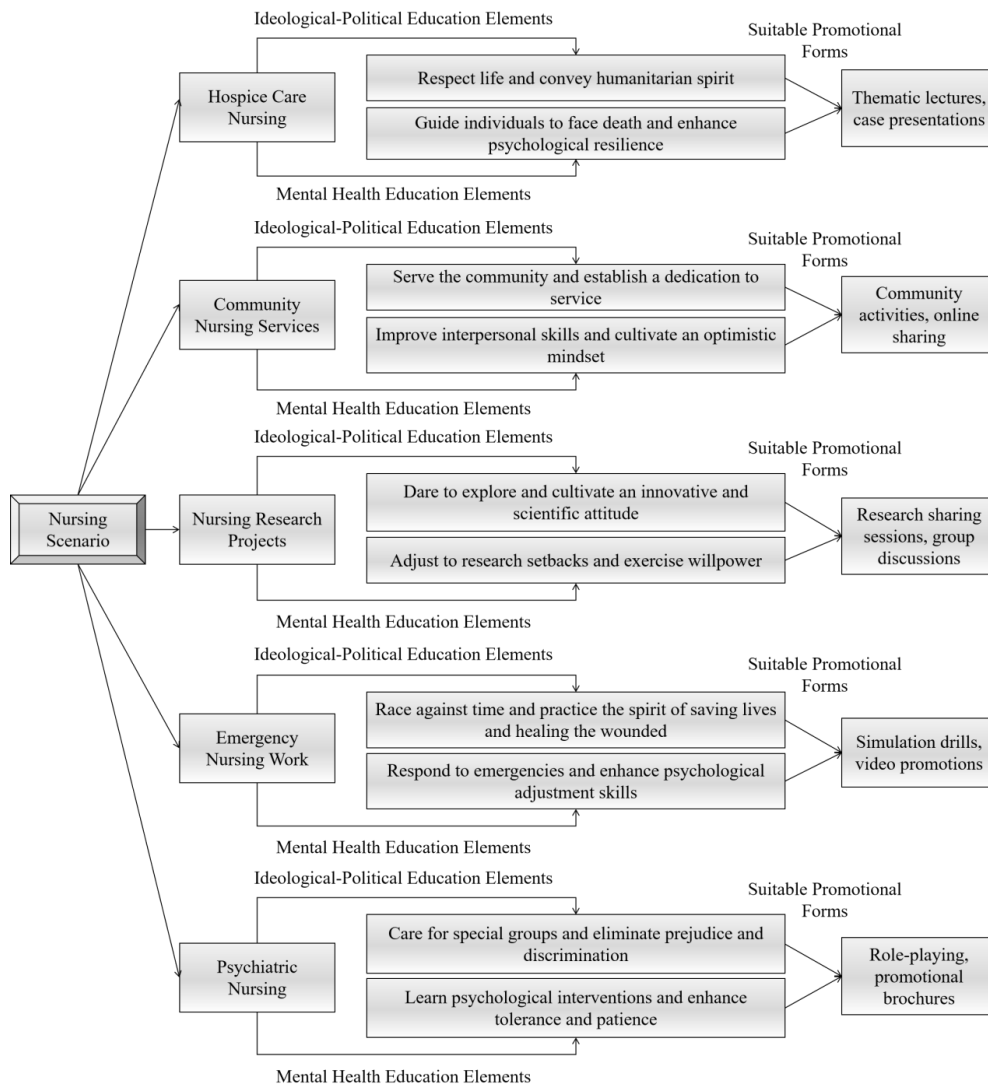


Figure 2 Integrated propaganda content based on the characteristics of nursing specialty

## 5. Conclusions

From the perspective of nursing specialty characteristics, this article discusses the integration of IPE and mental health. On the theoretical level, this article reveals the close relationship between the characteristics of nursing specialty and IPE and mental health education. The humanistic care characteristics of nursing specialty make the propaganda of IPE and mental health more emotional, which can arouse students' strong emotional resonance and urge students to transform external educational requirements into internal emotional identity. The characteristics of practical operation not only promote the integration of students' knowledge and practice of ideological and political and mental health concepts, but also provide rich and real case sources for propaganda content. The characteristics of teamwork effectively cultivate students' collective consciousness, further enrich the connotation of IPE and improve students' mental health. These findings deepen the understanding of the theory of the integration of IPE and mental health education in universities. In practice, the innovative strategy based on the characteristics of nursing specialty has strong maneuverability. Concept innovation emphasizes integration and symbiosis, making publicity more suitable for students' needs; Content innovation enhances the vividness and attraction of publicity by excavating the content with characteristics; Form innovation uses multiple interactive forms to stimulate students' enthusiasm for participation by means of modern technology; Channel innovation builds an all-round propaganda network, which breaks through the limitations of traditional propaganda. These innovative strategies are helpful to solve the problems existing in the propaganda of ideological and political and mental health in universities at present, and improve the

propaganda effect.

Generally speaking, innovating the propaganda mode of IPE and mental health based on the characteristics of nursing specialty has opened up a new path for the education work. It plays an important role in promoting the cultivation of nursing professionals with good IPE quality and mental health level, and is worthy of further promotion and application in university education practice. Future research can focus on new social hotspots and students' psychological changes, and constantly explore more adaptive publicity models.

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