

Study on the Construction Mode of Characteristic TCM Culture in the Yellow River Delta -- Taking Binzhou TCM Hospital as an Example

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Abstract: According to the relevant policy documents on the construction of TCM Culture issued by national, provincial and municipal departments at all levels and Chapter 6 of the TCM law, the relevant contents of "traditional Chinese Medicine Inheritance and cultural communication" are explained: all departments at all levels are required to firmly inherit and develop the cultural confidence of TCM and speed up the construction of TCM culture. Binzhou is located in the Yellow River Delta Basin and adjacent to Bohai Bay in the north. Animal and plant medicinal materials and marine biological medicinal materials are widely distributed. Binzhou has made great efforts to develop TCM, continuously expanded the construction direction of TCM culture with the characteristics of the Yellow River Delta, and made great achievements, promoting Binzhou to gradually build into a central city, ecological city and TCM characteristic city in the Yellow River Delta.

Keywords: Yellow River Delta, TCM culture, construction, pattern

1. Introduction

In the past, the Chinese nation relied on TCM for thousands of years. Especially after the novel coronavirus pneumonia outbreak and SARS and other major infectious diseases, we have a deeper understanding of the role of Chinese medicine^[1]. We should develop TCM, pay attention to interpreting the principles of TCM with modern science, and take the road of integrating traditional Chinese and Western medicine.

Binzhou is located in the lower reaches of the Yellow River. It is a prefecture level city where the Yellow River passes through three cities in Shandong Province. TCM is widely distributed along the river. The Yellow River Basin is rich in TCM resources. The implementation of the "Yellow River strategy" has brought new opportunities for the development of regional TCM. It is an inevitable trend for the development of TCM in the Yellow River basin to seize new opportunities for development, actively integrate into the national "Yellow River strategy" and give birth to new vitality for the development of regional TCM.

2. The current situation and existing problems of TCM culture in the Yellow River Delta

Combined with the current situation of the development of TCM in the Yellow River Delta (Binzhou and Dongying), the survey shows that the development of TCM in Dongying is relatively backward, and the development of TCM in Binzhou is slightly better. The main problems are as follows:

2.1 Weak concept of TCM and lack of talents

According to the notice on publishing affiliated hospitals of undergraduate colleges and universities issued by Shandong Provincial Health Commission and Provincial Department of education at the end of 2021. Among the 10 undergraduate colleges and universities in the province, only the headquarters of Binzhou Medical College is located in Binzhou City, and Binzhou TCM hospital is its directly affiliated hospital. Limited to the medical concept of local residents, hospital details, humanities and culture and

other issues, the scale of TCM hospitals with economic development at the back of the province is small. Most TCM hospitals have been established for a short time, most of which are secondary hospitals, with narrow geographical area and limited radiation range. There is a shortage of funds for hospital cultural construction, lack of talents, insufficient humanistic ideas and insufficient attention. Taking Binzhou City as an example, there are 30 public hospitals in the city, including 2 class III TCM hospitals and 4 class II TCM hospitals. It is inferior to general hospitals and specialized hospitals in both scale and quantity. In terms of personnel composition, the personnel with high professional titles in TCM hospitals are mainly college or second degree undergraduate. Although in recent years, we have vigorously introduced highly educated talents such as doctoral and master's degrees, it is difficult to improve the talent echelon construction in the short term. The introduced talents are mainly masters from ordinary colleges and universities, and it is difficult to recruit doctoral and master's degrees from famous universities. This has an important relationship with the local economic development level, the cultural atmosphere of TCM and the construction of scientific research platform.

2.2 Lack of TCM culture

Traditional Chinese medicine is the treasure of ancient Chinese science and the key to open the treasure house of Chinese civilization. TCM has a vast territory and distinctive cultural characteristics^[2]. The TCM culture of various regions has been continuously developed and improved in the process of history, and gradually formed a regional TCM culture full of distinctive characteristics. Compared with the southern region and the developed areas in the province, the Yellow River Delta lacks a distinctive cultural system of TCM. Although in recent years, Binzhou has actively connected with the State Administration of TCM and Shandong Administration of TCM to carry out teacher inheritance education and inherit the experience of famous and old TCM, the construction of TCM culture still lags behind^[3]. The Yellow River Delta has not yet formed a TCM culture with strong regional characteristics.

3. The construction of TCM culture construction model in the Yellow River Delta

3.1 Construction of characteristic TCM planting demonstration base

Binzhou is the central city of the Yellow River Delta region, and the development of TCM has a long history. Binzhou TCM hospital is a pilot unit of TCM service standardization approved by the National Standards Committee. Establish a characteristic plantation of TCM in Binzhou high tech Zone, build a large-scale and standardized demonstration base for planting TCM, and plant 7 varieties of safflower, *Salvia miltiorrhiza*, *Shegan*, honeysuckle and *Scutellaria baicalensis* suitable for saline alkali land along the Yellow River channel and the Yellow River Delta. *Salvia miltiorrhiza* and *Scutellaria baicalensis* are the "lushiwei" medicinal materials cultivated and supported by Shandong Province. At the same time, relying on the characteristic plantations of TCM, the innovative application of low-value TCM (artichoke, purslane and *Tamarix*) in the Yellow River Delta has been developed, which has played an exemplary role in the ecological protection along the Yellow River Basin, the research on the key technology of planting low-value crops of TCM in saline alkali land, the transformation of TCM with special characteristics (high content of index components), and the "transformation of food and agriculture to drug farmers". The development of TCM in Binzhou pays more attention to quality, integration and ecology, strengthens reform and innovation, and continuously improves the display and contribution of Binzhou TCM work in the construction of "enriching and strengthening Binzhou" and a strong province of TCM. The advantages of scientific and technological resources and economic resources of TCM will also be further amplified in the implementation of the "Yellow River strategy", which will become an important growth point and power source to promote the economic, scientific and technological development of all regions in the Yellow River Basin. Giving full play to the health resource value of TCM is also an irreplaceable role of TCM in ecological protection and high-quality development of the Yellow River Basin.



Figure 1: Traditional Chinese Medicine planting demonstration base

3.2 Construction of theme culture park with medical characteristics

The law of TCM requires to build a number of publicity carriers such as TCM health culture park, TCM health culture courtyard, TCM health culture street and TCM health culture display wall with TCM health preservation as the main body, so as to advocate the concept of TCM health preservation, spread TCM health knowledge and spread the concept of "prevention of diseases". Binzhou TCM characteristic theme culture park is built based on Binzhou TCM hospital. The landscape design covers an area of about 30000 square meters, mainly including landscape, square, rockery, sculpture, herbal plantation, newly-built Garden Road greenway and other projects. The park is composed of one axis, one belt, five gardens and six districts. In the landscape design, by extracting TCM cultural elements, character sculpture, cultural landscape wall and ground sculpture are set to show the breadth and depth of traditional medicine skills, so as to make the overall landscape environment full of traditional medicine charm^[4]. The park mainly introduces Chinese medicinal materials such as tamarium, Acer and red amaranth, and the basic knowledge of Chinese medicinal materials such as tamarium and red amaranth is mainly introduced to the masses. The park mainly introduces Chinese medicinal materials such as tamarium and white amaranth. It embodies the strong theme characteristics of TCM. At the same time, Binzhou Museum of TCM will be built and opened to the public free of charge.



Figure 2: Binzhou Traditional Chinese Medicine characteristic theme culture park

3.3 Construction of TCM health care system

The construction of TCM health care system is the focus and feature of TCM culture construction in Binzhou City. In the community service demand structure of the elderly, the demand for medical and health services is still the first, which is an important direction for the development of community and home-based elderly care services in the future. Focusing on the reality of aging society and the demand for chronic diseases in Binzhou, the Chinese Medicine Hospital of TCM explored the Internet plus family health care mode, and achieved the "last mile" of rehabilitation. Relying on the Provincial TCM regional medical center, a chronic disease diagnosis and treatment service system was established, which was based on the three level hospitals, supported by community health service centers and contracted by family doctors. Realize the all-round, multi-level, online and offline chronic disease rehabilitation service mode of "hospital, community, pension site and family".

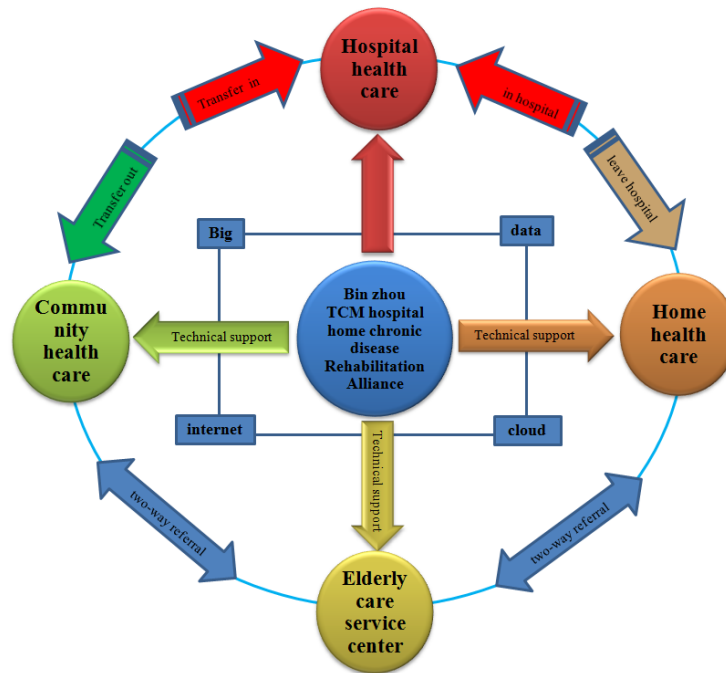


Figure 3: Construction of Traditional Chinese Medicine health care system with characteristics in the Yellow River Delta

3.4 Inheritance of characteristic TCM in the Yellow River Delta

Excavating the experience of TCM with the characteristics of the Yellow River Delta is the focus of forming regional characteristic culture. According to the records in the annals of TCM of Binzhou, four bone needles of the Neolithic age were excavated in 1956 and 1979 in Binzhou, which were identified as bone needles for acupuncture and moxibustion in the Neolithic age by Shandong Provincial Art Museum. The Yellow River Delta has many doctors and rich medical books in the past dynasties. In the Zhou Dynasty, there was white rabbit (Zouping) who was good at Qigong, in the Han Dynasty, there was Dongfang Shuo (Huimin) who was proficient in stone pulse, and in the Tang Dynasty, there was Niu Tianqi (Huimin). Zhao Zizheng and Zhao Zihua brothers (Huimin) in the Song Dynasty wrote the record of raising summer food in four seasons, but most of them have been lost. The ancient books of the Ming and Qing Dynasties are well preserved. In the Ming Dynasty, Zhou Zongyue (Binxian county) wrote the handout of pulse theory, Zeng Li (Yangxin) wrote the herbal supplement and effective formula and micro theory, sun zaigu (Yangxin) in the Qing Dynasty wrote the collection of pox and rash, Wang zuigu (Yangxin) wrote the compilation of empirical prescriptions, Xu Zhixun wrote the integration of medical prescriptions, and Ma Tongfang (Zou Ping) wrote the direct solution of typhoid fever^[5].

On October 14, 2021, Binzhou TCM conference was held to arrange and deploy the inheritance, innovation and development of TCM. The meeting was strongly supported by provincial and municipal leaders in charge. It has successively organized the backbone to learn from the masters of TCM, the inheritance of TCM teachers in Binzhou, and the construction of famous and old TCM studios. Organize "apricot forest treasure hunt" activities throughout the city to search for various TCM technologies,

unilateral prescriptions, ancient books and documents of TCM categories scattered among the people. After evaluating the clinical efficacy and safety of characteristic therapy, remove the weeds and save the turnip, and tap the valuable folk medical experience.



Figure 4: Inheritance of characteristic Traditional Chinese Medicine in the Yellow River Delta

4. Conclusion

Based on the local of Binzhou City, this study focuses on the characteristics of traditional Chinese medicine in the Yellow River Delta, takes Binzhou traditional Chinese medicine hospital as the main implementation unit, and creates the characteristic traditional Chinese medicine culture of the Yellow River Delta under the guidance of the theory of "further development of traditional Chinese medicine". It is the practice of carrying out the essence of inheritance and keeping to the requirements of innovation, promoting the complementary and coordinated development of Chinese medicine and Western medicine, promoting the development of Chinese medicine and industry, promoting the development of Chinese medicine to the world, and giving full play to the unique advantages and functions of Chinese Medicine in the prevention and treatment of diseases.

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