Urban Culture Integration Co-Construction via University—Hospital—Community Synergy

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Abstract. Culture is the driving force of urban development, and university culture plays an important role in guiding and promoting the cultural construction of communities, enterprises, hospitals and other institutions. Increasingly, universities, hospitals and community play an important role in social development. Unfortunately, there is a gap between the current cultural integration of university-hospital-community synergy and desired integration of it. This research aims to offer a solution to the cultural integration of university-hospital-community synergy. Universities, hospitals and community (hereinafter referred to as UHC) play an increasingly important role in urban development. However, the interaction among universities, hospitals and community is characterized by being random, temporary, scattered. The integration is far from meeting the diversified demands of cultural life of the faculty, staff, health workers, community residents, and lacking of long-term cooperation mechanism and platform, which is worth further exploring. To solve problems concerning the integration and construction of urban culture needs to develop effective and comprehensive approaches based on collaborative innovation.

1. Changing Mindset to Reach a Consensus

Mindset dominates actions serving as the driving force of innovation. To maximize the roles of universities, hospitals and community in urban culture development, government, universities, hospitals and community should work collaboratively to achieve the shift from "single culture" to the "big culture" concept, namely, the culture development of UHC matching with the cultural development in the urban areas. Ideally, co-construction of cultural development needs to be strengthened. Government, as city manager should plays its role of activating synergy of UHC, formulating plans and policies to coordinate related work. With the development of the market economy and the reform of cultural system, the role of government shifts from government-supervised to government-guided, thus to make it possible for hospital staff, medical college teachers and students to practice free medical service, carry out volunteer activities and offer a platform for medical teachers and students having clinical experience and accumulating learning skills. Cultural innovation and integration need to be driven by the government, taking policies and related factors into consideration.

2. Government Dominated Policy Making

Under the leadership of the government, the establishment of rules and regulations and signing and pairing are conducive to the efficient flow and integration of cultural resources. The establishment of Xi'an City Library and Weiyanghu Community Health Service Center is a proof of the government dominated practice.

2.1 Agreement Signing and Alliance Building

The general culture of a city is composed of different subcultures. In the process of cultural construction, the government must prioritize its wholeness and systematization of cultural construction. On the basis of recognizing differences, the government should explore and pursue the combination of universities, hospitals and community cultures. UHC can carry out distinctive
cultural integration and co-construction activities according to the principle of mutual assistance, mutual finance and mutual prosperity. All units involved in the pairing and co-construction should take a proactive, open and integrated attitude, in line with the main goal of mutual promotion and common development. Additionally, organizational leadership can be strengthened and interactive activities can be innovated, so as to form a strong synergy to promote the pairing and co-construction, and effectively ensure the effectiveness of the pairing and co-construction activities.

The soft power of urban culture can be strengthened by government creating conditions, giving favorable policies and systems and coordinating UHC’s culture development alliance. Importantly, certain autonomy and the appropriation of the fund for the staffing of the alliance should be offered, thus to unite those who are willing to and competent for cultural co-construction and for the integration of related cultural resources and institutions. Ultimately, the soft power of urban culture can be strengthened by information exchange, resources sharing and complementary advantages. Under the impetus of the government in 2019, three universities in Shaanxi Province, namely, Xi’an Medical University, Xi’an Technological University, Shaanxi University of Science and Technology, arrived at a preliminary consensus concerning the synergy of UHC and formulated Xi’an Northern Universities Alliance Cooperation Agreement, Hospital Synergy Cooperation Agreement, Xi’an Northern Universities Alliance Libararies Cooperation Agreement.

2.2 Regulations and Integration of Resources

The government jointly discusses and formulates relevant policies or regulations, establishes cooperation and coordination organizations, promotes the interaction between universities, hospitals and communities, and contributes to the establishment of a unified and coordinated interactive development mechanism. For example, the government, colleges and universities can jointly build libraries, gymnasiums, cultural centers and community health service centers. The government shall allocate funds to increase the collection and facilities, and promote the construction of open campuses in colleges and universities. The establishment of Weiyanghu medical community health service center can give fully play the role of medical colleges and affiliated hospitals in serving local and community residents, and greatly alleviating the problem of remote and difficult access to medical services for community residents in cities.

The government guides the characteristic campus culture of local medical colleges into hospitals and communities. Medical schools may formulate rules and regulations of the opening to the outside campus resources, providing a place to develop recreational activities for community residents, the personnel of hospitals, communities may also be invited to the school to participate in academic exchanges, theatrical celebration activities such as reports, panels, open the community library, stadium, promoting resource sharing and making full use of them. In recent years, Tongchuan City based on the characteristics of resources and location advantages, accurate positioning, exploring the establishment of a set of promoting the integration of culture, science and technology, business, tourism integration of the system and mechanism, which serves as an important sample.

3. Collaborative Mode for Cultural Integration of UHC

Collaborative development is an effective way to realize the co-construction, sharing and win-win of cultural construction, clarifying the purpose of cultural co-construction, promoting the all-round and whole-process docking and integration of campus culture and hospital culture, and contributing to the formation of campus culture with its own characteristics.

3.1 Cultural Integration of UHC by Internal and External Efforts

Universities, hospitals and communities should uphold the concept of culture integration by internal and external efforts, learning from others and making innovations. In the process of cultural construction, three sides should constantly improve the internal and external linkage, promote the
excellent cultural achievements of in a timely manner, and absorb and learn from other different cultural construction. The images of universities are representatives of a city, a window to show the economic and social development and the progress of human civilization of a city, and plays an indispensable role in the construction of community culture. The teachers and students of colleges and universities should step out of campus, conduct demonstration teaching and offer medical free diagnosis in communities and hospitals to spread new knowledge, so as to provide intellectual resources and talent support for the development of hospitals and communities. Medical schools can also invite the medical management staff of affiliated hospitals and other hospitals to the university, and educate medical students in terms of professional thoughts, hospital management concepts, rules and regulations, professional ethics and other aspects through lectures, seminars and exchanges, so as to help students internalize the essence of hospital culture.

It is an extension of cultural construction and an important measure to improve the comprehensive quality of medical students to walk out the gate and let the cultural achievements of the university go into the community. The introduction of community culture into hospitals and universities can lead the campus culture to develop towards the local and diversified direction, and also provide fertile ground for the cultivation of medical students' humanistic quality, thus expanding the places and platforms for students to understand the society, and extend the space of college students' education and teaching from campus and classroom to social life. The resources of the community greatly extend the classroom education of the university, broaden the ways of social practice of the university students, and lay the foundation for the growth of medical students.

3.2 Medical Universities-Centered UHC Synergy

In order to realize the real integration of UHC, it is necessary to carry out comprehensive and systematic cultural learning and cultural research centering on medical colleges and universities. Medical colleges and universities play an important role in providing qualified medical and health talents for the society. Therefore, the combination of medical college culture and hospital culture is the important foundation and inexhaustible motive force for the survival and development of medical colleges, the spirit and soul of medical colleges, and the only way to cultivate application-oriented medical talents.

In an opinion on strengthening and promoting the construction of university culture, Shaanxi province stressed: "we should attach importance to the integration of social resources, strive to build nonprofit cultural venues and facilities in colleges and universities, and actively explore the mechanisms and channels for the construction of university cultural services and public culture that benefit both sides and achieve win-win cooperation." Compared with communities and hospitals, colleges and universities are rich in cultural resources, such as libraries, lecture halls, stadiums and history halls, which have great attraction to the outside world. However, universities and colleges are seldom open to the outside world due to safety, management cost, system and other considerations. The closed management of university campus leads to the lack of interaction between universities, surrounding communities and health care institutions. Through the interview, the author learned that the public are eager to have the opportunity to participate in the recreational and sports activities on university campus. Therefore, opening the campus moderately and sharing the campus cultural resources can not only give play to the resource advantages of universities, but also alleviate the plight of the lack of cultural resources in hospitals and communities.

3.3 Build a Long-Term Mechanism of Cultural Integration Aided by Social Practice

Local medical universities should not only pay attention to the development of social practice, but also pay special attention to the cultivation of good medical ethics and the shaping of sound personality. To take Xi'an Medical University as an example, a series of activities such as “Rural Medical Service Practice during Summer Vacation”, “Contacting Communities ”not only make
students get enough exercise, enrich their life experiences. What’s more important is through a series of social practice by staying closer to the general public that a healthy, optimistic, positive spirit is conveyed. On the one hand, this changed the status that for long time there is a disconnection between the society and teachers and medical students. On the other hand, culturally, this improves the image of the whole city, thus to guide the development of urban culture in an healthier way.

On the one hand, local medical colleges and universities should actively participate in various voluntary service activities of hospitals, communities and mass cultural and sports activities to take the lead in the development of urban culture when serving the society. On the other hand, the government and universities should also actively explore the long-term mechanism for teachers and students to carry out urban social practice activities in communities, and provide strong support in terms of system, operation mechanism and funds, so as to make the interaction, integration and co-construction between universities and cities continue.

3.4 Collaborative Innovation as the Solution to Cultural Integration

The collaborative innovation is characterized by participants relying on an open and shared resource platform to carry out multi-directional communication and diversified cooperation, which in essence is the innovation of management system and mechanism. The way to solve the problem of cultural integration and co-construction is to seek the common ground among cultures through collaborative mode, seek common ground while reserving differences, and formulate innovative and realistic implementation plan of cultural co-development. The collaborative innovation is based on cooperation. To achieve cooperation, barriers need to be broken down and the new concept of joint efforts to tackle key problems through joint efforts needs to be advocated.

Cultural development cannot be achieved without collaborative innovation, and cultural prosperity cannot be achieved without integration and co-construction. This not only needs to promote the integration of cultural resources from the perspective of cultural construction itself, but also to guide and improve the influence, competitiveness and development level of cities through cultural integration. On the one hand, the introduction and innovation of advanced medical technology and medical equipment can promote the knowledge level of medical colleges and schools and enhance the professional skills of medical professionals in medical universities and hospitals; on the other hand, other colleges and universities, medical and health enterprise, community, internship units can provide platform for the cultivation of medical talents. The government plays an central and leading role in the synergy of UHC.

Collaborative innovation requires mutual and coordinated efforts. The development model of UHC culture synergy is not only conducive to the cultural integration and co-construction of "school medical association", but also to the construction of urban cultural development pattern.

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