

There were 40 patients in intervention group and 40 patients in control group. In the intervention group, explain the visual impact of advertising design to patients with cognitive impairment, and then divide the patients into groups of 4-6 people in each group. Let the patients participate in advertising design in the form of groups, allowing patients with cognitive impairment to play freely and design advertising pictures and colors freely. At the same time, it was supplemented with the same psychological intervention as the control group. The control group only received psychological intervention. The intervention time was 3 months. The degree of cognitive impairment was tested before and after the intervention, and the data were statistically analyzed by SPSS 15.0 software.

Results: The degree of cognitive impairment of the two groups was tested, and the results are shown in Table 1.

Table 1. Comparison of cognitive impairment degree / number of people in the two groups before and after intervention

Group	Before and after the experiment	Nothing	Light	Moderate	Severe
Intervention group	Before the experiment	0	9	25	6
	After the experiment	19	16	5	0
Control group	Before the experiment	0	12	24	4
	After the experiment	5	15	17	3

It can be seen from Table 1 that after the intervention of the advertising design process, the degree of cognitive impairment in the intervention group has been significantly alleviated, while the control group has a certain remission, but the effect is not obvious.

Conclusions: Psychology is a science that studies the laws of human behavior and psychological activities. Psychology should study human behavior, psychology and the activity law of psychology and behavior. Psychological activities are produced in behavior and expressed in behavior. The problems discussed in psychology have gradually penetrated into all fields of social life. The combination of design and psychological research is particularly important today. Therefore, considering the psychological role of advertising design can not only promote the marketing of advertising products, but also improve people's cognitive impairment to a certain extent.

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EFFECT OF COMMUNITY ELDERLY CARE SERVICE MODEL ON ELDERLY PATIENTS WITH ANXIETY DISORDER

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Background: Under the situation of accelerating population aging, on the one hand, the transformation of social roles, the reduction of social activities, the decline of physical function and the weakening of anti-disease ability of the elderly make them start to reassess their own value, produce psychological problems such as inferiority complex, loneliness, loss, depression and paranoia, and further induce and accelerate the reduction of their action ability Deterioration of physical health. On the other hand, with the change of social structure and the weakening of family function, the elderly care services provided solely by children and relatives are becoming more and more difficult to meet the physiological and spiritual needs of the elderly. Under the family structure of fewer children, the intergenerational support of children to parents may also increase the psychological burden of the elderly on their children's work. In the socialized elderly care service system, community, as an important support for the elderly to enjoy socialized elderly care services, connects and even integrates a variety of elderly care services. Under the current realistic conditions that the family pension function is weakened and the elderly turn to social help, the supply of community pension services may become an effective way to improve the mental health level of the elderly, delay the decline of the elderly's self-care ability and improve the efficiency of socialized pension services. Therefore, it is of great significance to explore the effectiveness of "community-based" elderly care services

and analyze the impact of community-based elderly care services on the physical and mental health and quality of life of the elderly, so as to promote the healthy elderly care of the elderly and improve the “elderly care service system based on home, supported by community, supplemented by institutions and combined with medical care”. Based on this idea, starting from the concept of positive aging, this paper explores the important factors involved in the improvement of mental health of the elderly in community elderly care services, and studies the important impact of the joint effect of community elderly care services, personal positive aging behavior habits and family informal support on the improvement of mental health of the elderly. In order to explore new ways in the content and structure adjustment of socialized elderly care services, the improvement of physical and mental health and quality of life of the elderly.

Objective: Mental health is a relatively broad concept, which shows a good state of internal and external adjustment at the macro level, including not only the sense of stability of the internal environment, but also the dynamic adaptability to the external environment. However, for people in different life cycles, there are some heterogeneities in the standards of mental health, although this difference is not fundamental. For the elderly, due to their physiological decline, their psychology will change accordingly. Therefore, more attention should be paid to their cognitive function and adaptability.

Subjects and methods: The research team conducted a questionnaire survey on the permanent residents of 20 communities by means of random sampling. The inclusion criteria of the respondents: (1) 60 years old and above. (2) Clear consciousness, can clearly communicate with the interviewer and complete the questionnaire. (3) Confirm suffering from different degrees of anxiety. The content of this questionnaire covers the needs of daily life, emotional comfort, culture and entertainment, self-realization, medical care, emergency assistance and other aspects. From the perspective of logical analysis, this questionnaire can achieve the goal of questionnaire design and has ideal content validity. Through the correlation analysis of the items and influencing factors in the index system, the overall correlation between the items and influencing factors is significant, showing a positive correlation, and the criterion validity is high.

Results: The survey results of the current situation of elderly care life are shown in Table 1.

Table 1. Survey results of pension life status

Content	Proportion of people/%
Lonely	22
Financial constraints	14
Unattended	25
Weak and sickly	26
No difficulty	11
Other	2

Some community elderly care services have a positive impact on the improvement or maintenance of mental health of the elderly, but it is noteworthy that the positive role of providing basic instrumental services such as daily care, door-to-door medical treatment and drug delivery is more significant than consulting and assistance services such as providing legal aid and helping to deal with family and neighborhood disputes. This is because in the primary development stage of community elderly care service, although the elderly group has high demand for affairs consulting services, most of them can only improve the quality of life through the basic instrumental services provided by the community, so as to indirectly alleviate the spiritual pressure. Similar to legal consultation and family neighborhood dispute resolution, most of them belong to community career and charity services. Although they can directly and effectively improve mental health, they are not significant due to low service level and poor accessibility. Therefore, it is necessary to strengthen and improve the community-based elderly care service system, give play to the supporting role of community service platform, and strengthen the supply of community services with high-level needs of consultation and assistance on the basis of ensuring the supply of basic services such as medical aid, walking aid, cleaning aid and meals for the elderly, so as to help improve the mental health level of the elderly.

Conclusions: At this stage, the publicity of community home-based elderly care focuses on the publicity of the effect after the activity. The publicity of preliminary activities is relatively lacking. The elderly is unable to understand relevant information due to lack of information access. In order to improve the participation of the elderly and the social response of community elderly care activities, it is necessary to establish and improve the activity publicity system to ensure that the information is transmitted to the elderly in the jurisdiction, continuously improve the participation of the elderly and promote the elderly group’s understanding of the community home-based elderly care model. Gradually change the traditional concept of pension, promote the better development of community pension and make better use of social

pension resources. At present, the elderly care service is lack of planning, unclear work arrangement and single service content. For this problem, the community elderly care service should formulate a complete service plan, establish an information system for the elderly, timely track and feedback the health and life of the elderly, and provide personnel or economic assistance to the elderly who lack the implementation conditions of elderly care.

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ANXIETY STATUS AND MITIGATION STRATEGY OF POWER MONITORING SYSTEM STAFF

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Background: Anxiety refers to mental health problems. Mental sub-health state is an existing state characterized by frequent emotional agitation, low interest, inattention, excessive sensitivity or decreased behavioral ability, anxiety and depression. In recent years, the incidence rate of insomnia in occupation population is significantly higher, and the rate of insomnia with anxiety and depression is higher. Although the relationship between insomnia and emotional disorders has not been determined yet, most of them tend to lead to insomnia due to the changes of people’s emotions. Of course, insomnia can further aggravate emotional disorders. Insomnia may be the result of internal and external psychological conflicts. These unresolved internal and external psychological conflicts lead to emotional arousal and strengthen physiological activities during sleep, Insomnia occurs with chronic emotional arousal and enhanced physiological activities. Occupational stress refers to the physiological, psychological and behavioral performance caused by the lack of complete coordination between the body and environmental pressure under occupational conditions. Individuals in a strong tension environment can produce acute tension reactions. For example, the long-term persistence of tension factors can lead to obvious and permanent effects, including cardiovascular and cerebrovascular diseases, impairment of immune function and endocrine system, peptic ulcer, anxiety, depression and other negative emotions. Cardiovascular disease complicated with psychological problems such as anxiety and depression is very common in clinic. China Health Education Center conducted a survey on the mental health status of more than 13000 professional people in 6 provinces and cities in China. The results show that more than half of the workers are in a state of depression. Experts believe that building a good interpersonal support network, learning to actively seek help and live a relaxed life, and developing interests and hobbies are feasible ways to avoid mental health problems among professional people.

Objective: For a long time, Chinese enterprises have been paying attention to employees’ physical health, but ignoring their mental health. Due to the reform and reorganization of the enterprise, the positions and work contents of employees have changed, and employees have increased pressure, anxiety and depression. In order to explore the related factors affecting the anxiety and depression of staff in power monitoring system and effective intervention methods, and to provide theoretical basis for staff mental health management.

Subjects and methods: This study adopts the method of random stratified cluster sampling. Two regions are randomly selected from five power companies in North China, three power supply companies are selected from the selected regions, and then one of the power supply companies is selected from the above three companies. At the street lamp office, substation operation A total of 100 qualified personnel from the substation maintenance and power supply company for transmission operation and transmission maintenance were investigated. (1) Inclusion criteria: employees who have worked in power supply enterprises for at least 3 years. (2) Exclusion criteria: early retirees, sick retirees and retired employees are not included in the survey. Foreign personnel employed are not included in the survey. All participants in the investigation signed informed consent. Epidemiological follow-up method was used to conduct baseline