

PSYCHOLOGICAL CONSULTATION BUSINESS

Linlin Wei¹, Jun Zhao²

^{1,2}Graduate School, Southeast Asia University, Bangkok, Thailand

E-mail: zhjun_521@126.com

ABSTRACT

The mental health of adolescents and children is the premise and basis of education, and also the core and key to the development of children's abilities. At present, China has entered a transitional period of rapid social and economic development. With the accelerated pace of learning and life, more and more people have various psychological symptoms. Especially the young students in school are the most vulnerable groups. In recent years, with the development of various prevention and control work in the late stage of the epidemic of COVID-19, the country has accelerated the promotion of the social grass-roots service system, and has explored a set of psychological consultation in several pilot cities; In recent two years, the unfortunate events of teenagers and children caused by psychological problems in many places have also made the society reflect more and pay attention to the development of mental health services.

Emotion Relief Post Psychological Consulting Company is an organization focusing on providing mental health services for young people and children. The company is positioned to provide professional psychological counseling, play therapy, psychological evaluation, campus psychological activities and other comprehensive services for young people and children. To provide consumers with characteristic space experience and free talk service, that is, to quote advanced interior characteristic space design and decoration, to provide various participatory emotional perception, experiential space effect experience, and free talk mood exchange services, to guide customers with various pressures and emotions in an equal and targeted manner, so as to timely psychological intervention, so that customers can recover their normal mentality in a short time to face learning, work and life.

The project integrates social value and economic value, creating huge economic benefits while realizing social benefits, and maintaining the long-term sustainable operation of the project.

Keywords: teenagers, physical and mental health, psychological counseling

Executive Summary

In China, mental health services for young people began in the 1980s. Since the 1990s, mental health services for young people have been mainly provided by the medical system and the education system. However, what does not correspond to the growing demand of the mental health market is that the domestic mental health service industry in China has a late start, weak foundation, chaotic industry management, few professional forces, single service means, low dependence on information technology, weak public awareness and low awareness of mental illness, and many other problems that need to be solved.

From the perspective of marketization and business operation, mental health services and mental health services have not yet formed a clear business model, and there are many problems. The youth physical and mental health emotion relief project is a physical and mental health training service project for young people to be developed by the company. Through planned, organized and systematic training services, the psychological problems of teenagers can be improved comprehensively, and help teenagers get good physical and psychological training assistance and care during the critical growth period, so as to promote the improvement of teenagers' social adaptability, learning ability and communication ability, and make contributions to the education of sunshine teenagers in China.

The business plan of the emotional relief post psychological consulting Business includes the following specific contents:(1) A brief introduction of the project as a whole, describing the background and basis for the establishment of the business plan, and introducing the characteristics and types of the project based on the characteristics of the employment planning and psychological consulting industry itself.(2) The company's overall plan is described, the specific customer groups faced by the emotional relief post psychological consulting company and the main product services provided are analyzed, and the customer evaluation procedures of the consulting room are formulated.(3) On the basis of market research and analysis, the current specific situation of the market is studied by quoting relevant data, and the market prospect is predicted.(4) According to the characteristics of the current market and the situation of the consulting room itself, formulate the marketing strategy and strategic planning of the consulting room. Promote the consulting room through reasonable marketing methods, and realize the benign development of the consulting room according to better planning.(5) Establish an effective management mode and management method of the emotional relief post psychological consulting company, standardize the daily work of the members of the consulting room with a sound system, and promote the enthusiasm of each member of the consulting room through reasonable incentive policies.(6) Analyze and evaluate the overall financial situation of the consulting room, and predict the investment and income of the consulting room.(7) Based on the analysis of the previous chapters, the company's development prospects are concluded, and relevant opinions or suggestions are put forward according to the possible problems of the company.

Section 1 Company Description

With the rapid development of Chinese social economy, the aspirations of the Chinese people have changed from "achieving food and clothing" to "leaping over a well-off society". The achievements of social development are implemented in all aspects of people's lives, especially when the material life is rich and carefree, making people happier and healthier has become the common goal pursued by the people.

At the same time, the national report clearly proposes to implement the "Healthy China Strategy" to provide people with all-round and full cycle health services. Since the founding of New China, great progress has been made in the field of national medical and health services, and most people have paid attention to physical health; However, mental health is still in the primary stage of development. This time, the "Healthy China Strategy" was launched to promote mental health to the same height as physical health. How to build a standardized, scientific and highly popular social and psychological service system has become an important national proposition in the new era.

Unlike the United States, which has a deep foundation in social and mental health services, China still lags behind the United States and other developed countries due to its large population, late start of the industry, uneven economic development and other reasons. In particular, the training of professional teachers, government investment and support, the soundness of the system and regulations, the guarantee and incentive mechanism for the operation of the system, the promotion efforts of the media and the government, and the awareness and acceptance of the masses lag behind the developed countries. However, in recent years, the central and local governments have increasingly attached importance to mental health services, and various system construction work is catching up with each other to build a social psychological service system. At present, the mental health services for adolescents and children in China have been explored in some regions and cities. Therefore, it is necessary for the central government and all regions to continue to explore a mental health service model for young people that is suitable for Chinese local conditions and the development of all regions.

After seeing these phenomena, the three partners and I were ready to make some changes in the psychological consulting Business in Xi'an and start our business. Under the background of full attention of the international community and the national government, create a youth training project to further meet the needs of young people's physical and mental health growth, establish a sound training service system and management mechanism, create a high-quality youth training service brand and service platform, and further solve and restore the psychological problems of the majority of young people, taking it as the responsibility to cooperate with the national government to promote youth education.

The "Emotional Relief Posthouse" project effectively combines environmental decoration, scientific and technological exhibition, psychological counseling and other means to relieve the pressure of young people, so as to enhance the mental health awareness of Chinese people and promote the development of mental health undertakings. Through the way of joint operation with schools and communities, we will provide featured space experience and free talk services for high pressure teenagers, that is, we will introduce advanced interior featured space design and decoration, provide various participatory emotional perception, experiential space effect experience, and free talk mood communication services, and provide professional and targeted guidance for various pressures and emotions, so as to timely psychological intervention and enable children to During the short time of the rest day, the normal attitude will be restored to face the study life.

The project service is comprehensive, professional, public welfare and profitable. The service object is more popular, and the service mode is more popular. It is a transitional psychological counseling place with high health indicators and innovation.

Section 2 Industry Analysis

In 2017, 22 departments, including the National Health and Family Planning Commission and the Propaganda Department of the CPC Central Committee, issued the Guiding Opinions on Strengthening Mental Health Services, which proposed the requirements and objectives of vigorously developing various mental health services, building a service system, and strengthening the training of mental health service talents; In July 2019, the Health China Action (2019-2030), formulated by the National Health Commission, pointed out that the prevalence of mood disorders and anxiety disorders dominated by barriers in China is on the rise, and the psychological counseling

industry has won huge development opportunities. According to the statistics of the World Health Organization, the per capita mental health expenditure in China is less than \$2, while in high-income countries such as the United States, it has reached about \$50. With the attention of relevant national departments and the introduction of policies, the psychological counseling industry in China is rising. The 2019 White Paper on Depression in China pointed out that the number of non-public psychiatric hospitals has increased sharply since 2014. Before 2001, non-public psychiatric hospitals were only in single digits. After 2002, they showed a steady development trend. By 2014, the number of registered psychiatric hospitals had increased sharply.

In China, every family regard children as the future of the family, and parents pay more attention to children's mental health problems. The child psychological counseling industry has been born. Children grow up in a society with fierce competition and abundant materials. In the process of growth, they have spiritual needs, problems of playing games, grumpiness, lack of concentration, dropping out of school due to high learning pressure, puppy love, interpersonal relationships, parenthood, etc. Because the product attribute of psychological counseling is the high-quality spiritual company of consultants, which gives individuals a high degree of attention and one-to-one service. Professional children's psychological counseling can help children to alleviate their mental and emotional problems. In the case of demand, children's psychological counseling needs have gradually developed into universal needs.

At the present stage, the business psychological consulting industry in China is in the embryonic stage of development. It is an emerging industry. There are not many well-known and real psychological consulting institutions. In addition, Chinese people have a prejudice against psychological consulting, and they think that they go to see a doctor only when they are sick. At present, most of the psychological commercial consulting institutions or companies are small, and the rising demand for psychological consulting business does not match the actual business psychological consulting services.

Strength

At present, there are few mental health service institutions with a certain scale and strength in Xi'an, and most of them are individual psychological consultants, which has not formed a certain scale of service. The entrepreneurial team is composed of professionals from all sectors, and the core is four partners with business management experience, good professional ability and service reputation in education and psychology.

The author is responsible for the overall operation of the company, top-level design of the scheme, brand and market, public relations outreach and other major functions. I have more than ten years of experience in the operation and management of four Fortune 500 or listed companies, and have good corporate management capabilities; One of the partners is responsible for the design and development of the mental health business. He has 10 years of experience in the education industry and 10 years of experience in the psychological industry service, and has good service reputation and professional skills in the region; Another partner teacher, who has handled various types of psychological group counseling activities, has the experience of many psychological service institutions in the Pearl River Delta, and is familiar with the construction and operation of the campus psychological service system; It is matched with a team of professional new media operation specialists, network engineers, more than 3 full-time psychological consultants, 10 part-time psychological consultants, and several activity teaching assistants; It has a relatively complete mental health service team.

Weakness

As a mental health service institution, it is different from traditional psychological counseling institutions. In particular, the psychological education consulting project is not based on waiting for customers to come and do psychological consulting services. The company is still in the initial stage and its capital base is relatively weak. For example, when promoting campus mental health services, the school cannot guarantee the project profits, and may provide services by reducing the service content, reducing the project operating profits, and reducing the income of service personnel, but it is not a long-term plan, which may lead to the decline of service quality, instability of service team members, and even unsustainable project operation.

Opportunity

The Red Sea is full of challenges and opportunities. There are some psychological counseling institutions near the target market, but they are all small-scale operations. There are problems in the environment, facilities and teachers, mainly relying on geographical advantages and short supply. There is no large psychological counseling institution stationed, so the market challenge is not big, which is conducive to the rapid occupation of the market and brand building of the institution.

Threats

The implementation of mental health services for adolescents and children in Xi'an is currently threatened by certain industries and external threats, which will restrict the development of the current industry to some extent. There are also some smaller local psychological counseling institutions and social work service institutions capable of entering this field.

Section 3 Market Analysis and Marketing Plan

According to the segmentation of market objects, we can see that there are a large number of objects in the youth and children section; Due to the need to cooperate with the school in the early stage, and the school's own conditions are different, especially not every school can accept this kind of mental health service model for young people and children, so it is necessary to focus on work, select appropriate target objects, and take certain strategies to effectively improve the efficiency of project operation and project expansion.

Therefore, for the selection of target market objects, in combination with the project's own competitive advantages and market segments, the analysis and planning are as follows:

1. The early stage of this project relies on the minors' mental health counseling station platform under the District Youth League Committee. Through the relationship network, we can first reach cooperation with several well-known public schools in the district at the lowest price project standard, form preliminary mode exploration and successful cooperation cases, and ensure that the basic project flow and work, and the online platform have preliminary flow introduction.

2. Through the cooperation with well-known public schools, we will negotiate with well-known private schools in downtown Xi'an and surrounding districts and counties with the content of the cooperation model. The content combination will be improved to improve the customer price.

3. In order to build the project brand and enhance the popularity, we cooperated with a well-known reading club in Xi'an to regularly hold public lectures on family education, which were mainly taught by a full-time and

part-time psychological consultant team. The conference site will enter the public welfare family education group and register online platform users on site through QR code scanning, so as to attract registered users for the platform by means of public welfare.

To sum up, this market target choice, to cooperate with public schools, is to obtain certain project cooperation cases at a low price; Cooperation with private schools lies in that high priced projects have a certain profit margin and increase profitability; The family education lecture jointly launched with the Reading Association aims to enhance the recognition of the company's brand in the hearts of citizens; The cooperation with the official competent authority is to obtain certain official cooperation endorsement, so as to increase the background strength for the subsequent project expansion.

Section 4 Management Team and Company Structure

The establishment and future growth of the emotional relief post psychological consulting company depends on the management and operation plan adopted by the company in the dynamic psychological consulting industry environment and the organization that implements the strategy. The implementation of the strategy requires the organizational structure of the emotional relief post psychological consulting company to work together. The organizational structure is the basic condition for the implementation of the strategy. At present, the company is still in preparation, and the organizational structure mode is consistent with the current scale of the center and the current initial strategy. At the initial stage of establishment, the organization and operation structure of the Emotion Relief Post Psychological Consulting Company was linear, aiming to simplify the operation and communication procedures, improve the speed of decision-making and efficiency, and improve the rapid response to future problems and dilemmas. After five years of development, the center is expected to be adjusted to a business division system.

The content of this project has a wide range of professional backgrounds, which requires the support of professionals from all aspects. The project is centered on four shareholders and partners, with the General Manager's Office as the highest decision-making body.

The four shareholders directly participate in the operation and management, and have a clear division of labor and specific responsible sections to ensure the orderly progress of all work. It is equipped with professional line strength, professional teachers, logistics management, platform operation, brand and business to form a relatively complete functional service and business support system.

At present, the company has four shareholders who are responsible for the daily operation and management of the company. The highest decision-making body of the Company is the General Manager's Office Meeting, where four shareholders make decisions on major business issues of the Company.

There are three functional departments and two business service departments, respectively: General Management Department, Information Development Department, Brand Marketing Department, Psychological Business Department and Project Service Department.

The advantages of this organizational structure mainly lie in flat management, simple structure and clear responsibilities. At present, the general manager is responsible for the overall operation and management of the company, and other personnel perform their own duties, unify goals and centralize resources to achieve goals.

Section 5 Operations Plan, Production Design and Development Plan

After careful analysis of the emotional relief post consulting company, the project development plan for the next five years is considered as follows.

1. Initial stage (1 year): take root in Xi'an area, target cooperation with 5 schools, serve more than 10000 people, and conduct preliminary mode exploration; The online platform forms basic service functions. The main service is psychological counseling (psychotherapy and psychological measurement). The market strategy is to improve people's understanding of psychological counseling service by a large number of publicity means, eliminate people's concerns about psychological counseling, gradually increase the market share of people who are aware of the need for psychological counseling, give play to the advantages of entering the market first, consolidate the market, and gradually improve the network construction; Build your own brand and accumulate intangible assets; Take back the initial fixed investment, prepare to expand the consulting service project, and begin to prepare to expand and develop derivative services.

2. In the middle period (the 2nd to 3rd years), 20 schools were cooperated with Xi'an as the center, serving more than 40000 people. The campus mental health service model was mature and formed a systematic standard; Complete online platform architecture and functions; It is considered to set up more than two psychological counseling centers in all districts and counties of Xi'an in the form of cooperation or alliance, equipped with basic operators and psychological consultants, as a trial of the subsequent chain operation mode. At the same time, we will increase the public psychology class projects, open up and initially occupy the high-end market of psychological counseling, further improve people's understanding of mental health and health, continue to improve the brand image, increase intangible assets, establish member clubs, and facilitate member exchanges to further improve and improve the service network.

3. For a long time (the fourth to fifth years), the company has cooperated with more than 60 schools in Xi'an, serving more than 100000 primary and secondary school students and technical secondary school students; In other cities, two cities are selected to open branches to form a unified management model, unified management system, and unified online service system. There are more than 20 full-time psychological consultants, 80 part-time psychological consultants in various regions, psychological volunteer service teams in various regions, and more than 100 annual public lectures; The functions of the online platform continued to be optimized and updated. The number of registered users of the platform exceeded 100000, and the daily active users exceeded 10000. The profitability of the platform continued to strengthen.

At the same time, the organization was extended horizontally, published and sold books and magazines related to psychological counseling, and increased professional training courses for psychological counselors to guide technology.

Section 6 Financial Projections

At the initial stage of its establishment, the Emotion Alleviation Post Psychological Consulting Company planned to invest 1.3 million yuan with its own funds to establish the first psychological counseling and education center featuring psychological counseling and assistance in A Primary School area of Xi'an City. The start-up capital consists of four parts: site equipment construction cost, marketing cost, labor cost and petty cash, totaling

1.3 million yuan. The start-up capital is invested jointly by the company's founding shareholders and external venture investors. During the first three-year plan period of the company, the key investment direction will be rationally limited to effectively relieve pressure and relax mentality, enhance psychological defense and adjust mentality for young people.

Below are the Pro forma Income Statements, Pro forma Balance Sheet, and Pro forma Cash Flow that make predictions.

Table 1 Income Statement for the Year Ending December 31, 2027

Unit: yuan					
Item	2023	2024	2025	2026	2027
Sales (all on credit)	1,280,000	4,634,000	10,510,000	17,870,000	25,929,000
Operating cost					
Labor cost	1,109,900	1,876,100	2,796,700	4,897,100	6,196,100
Office operating costs	1,194,400	2,458,720	4,116,800	5,905,600	7,101,600
Cost of sales	239,600	494,380	1,065,700	1,780,900	2,554,400
Depreciation	36,800	58,040	70,600	93,200	116,200
Total operating expenses	2,580,700	4,887,240	8,049,800	12,676,800	15,968,300
Operating income	-1,300,700	-253,240	2,460,200	5,193,200	9,960,700
Interest expense	0	0	0	0	0
Income before taxes	-1,300,700	-253,240	2,460,200	5,193,200	9,960,700
Income tax expense	0	0	615,050	1,298,300	2,490,175
Net income after taxes	-1,300,700	-253,240	1,845,150	3,894,900	7,470,525
Earnings per share (Based on 100,000 shares)	-13.007	-2.5324	18.4515	38.949	74.70525

Table 2 Pro forma Balance Sheet

Unit: yuan					
Item	2023	2024	2025	2026	2027
Assets					
Current assets					
Cash	745,300	2,501,140	7,549,600	11,146,800	15,866,100
Accounts receivable	341,500	965,400	1,148,500	3,478,400	7,414,600
Total current assets	1,086,800	3,466,540	8,698,100	14,625,200	23,280,700

Item	2023	2024	2025	2026	2027
Fixed Assets					
Equipment	460,000	725,500	882,500	1,165,000	1,452,500
Depreciation	36,800	58,040	70,600	93,200	116,200
Total fixed assets	423,200	667,460	811,900	1,071,800	1,336,300
Total	1,510,000	4,134,000	9,510,000	15,697,000	24,617,000
Liabilities and Owner's Equity					
Liabilities					
Accounts payable	255,300	306,500	705,300	915,300	1,532,600
Bills payable	213,520	242,520	334,520	685,520	816,520
Total current liabilities	468,820	549,020	1,039,820	1,600,820	2,349,120
Owners' equity					
Corporate partner equity	644,200	985,980	1,870,180	3,504,980	5,727,880
Unallocated equity	396,980	2,599,000	6,600,000	10,591,200	16,540,000
Total owner's equity	1,041,180	3,584,980	8,470,180	14,096,180	22,267,880
Total	1,510,000	4,134,000	9,510,000	15,697,000	24,617,000

Table 3 Pro forma Cash Flows Ended December 31,2026

Item	2023	2024	2025	2026	2027
Unit: yuan					
Operating Activities					
Net income	-1,300,700	-253,240	1,845,150	3,894,900	7,470,525
Increase in accounts payable	220,000	350,000	525,000	689,000	912,000
Increase in inventory	0	0	0	0	0
Operating Net cash	-1,080,700	96,760	2,370,150	4,583,900	8,382,525
Investing Activities					
	0	0	0	0	0
Financing Activities					
Investment by owner	121,000	150,600	254,300	663,200	1,145,600
Net increase in cash	-959,700	247,360	2,624,450	5,247,100	9,528,125
Cash at the beginning of year	0	0	0	0	0
Cash at the end of year	-959,700	247,360	2,624,450	5,247,100	9,528,125

NPV is the difference between present value and cost, so NPV of this project is about 12000000 yuan. Since the cash flow of the first year of the project is -914000, the cash flow of the second year is 224363, and the cash flow of the third year is 2267098, the cost of the project can be recovered within three years. Therefore, the PBP of the project is 2 years and 10 months. The internal rate of return is the discount rate when the total present value of capital inflows equals the total value of capital flows and the net present value equals zero. After calculation, the internal rate of return of the project is 70%.

The psychological counseling industry is relatively special. Basically, parents pay first and the company provides services, so it has great advantages in the recovery of funds. Moreover, investing in children's education, safety and health is a cost that every family is willing to pay, so there is no problem in the recovery of funds. Therefore, it can be concluded from the above that this project is worth investing.

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