

# Research on the Coordinated Development of Mass Sports Events and Community Sports Activities in the Post-Epidemic Era

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**Abstract:** Mass sports events and community sports activities, as important carriers of national fitness, are important ways to promote the construction of my country's sports power. With the full outbreak of the "Covid-19", how to better coordinate the relationship between mass sports events and community sports activities has become an important research topic. This article uses research methods of literature and logical analysis to systematically analyze the post-epidemic era new features of mass sports events and community sports activities. Proposed ways to strengthen the public opinion propaganda of sports concepts, continuously upgrade sports facilities, and sports organizations to take the initiative to play a spirit of coordinated development of related mass sports events and community sports activities, hoping to provide useful reference and help.

**Keywords:** post-epidemic era, mass sports, community sports, events, coordination

## 1. Introduction

At the beginning of 2020, the new type of the "Covid-19" quickly swept across the country and the world, and it is still raging, changing and affecting people's lives. The community is the most basic-level organization that directly serves the masses, and is the last line of defense for residents in each community to ensure their own safety, and their role during the epidemic prevention and control period is prominent. With the advent of the post-epidemic era, only basic defense work can no longer satisfy the community residents' yearning for a better life. It is necessary to take community safety as the bottom line, weave a public health protection net, improve the disease prevention and control system, and maintain the people's health and safety line. The "Healthy China 2030" Planning Outline also clearly proposes to improve the health literacy of the whole people, fully understand and assume the role and public responsibilities of sports serving the people, and actively promote the integration of community sports construction with the protection of people's health. Give full play to the multiple functions of community sports and mass sports events, and use the colorfulness and attractiveness of sports activities to arouse people's confidence in returning to life and determination to overcome the epidemic, and enhance people's health awareness. Form a way that is conducive to health, get rid of the fears and worries that the epidemic has brought to people, and realize and maintain their own immunity. Obviously, this is not only the foothold of China's sports development, but also the starting point for mass sports events and community sports for some time to come. Therefore, strengthening the coordinated development of mass sports and community sports and enhancing the sense of gain and happiness of community residents is a big test for sports workers in this crisis.

## 2. New features of mass sports events and community sports activities in the post-epidemic era

### 2.1 Activity format: "online + offline"

In the face of the dramatic changes in the epidemic, the ancient national spirit "Heaven walks healthy, and the gentleman strives for self-improvement" shines, giving people the strength to overcome the epidemic. Community residents not only learned the new forms of online sports activities, shared their own exercise results, improved the level of exercise, but also cultivated new formats such as digital sports, online fitness, and online training. These changes not only enable people to grasp scientifically In addition to the fitness data, physical function indicators, health status and exercise ability assessment and judgment, it also learns to track the feedback of the exercise and fitness exercise

effect to improve its exercise ability. In other words, the epidemic has not only promoted the "sports + online" shift, accelerated the pace of public physical exercise, and quickly integrated technology into the daily sports activities of the people, but also enhanced people's health awareness and brought sports the number of participants has increased significantly, pushing the development of public sports into an unprecedented fast lane.

In the severe period of the epidemic, the focus of community sports organizations has shifted to curbing the spread and spread of the epidemic. Organized sports activities and sports events in the community have been cancelled, spontaneous collective exercise activities have been suspended, and community sports clubs and fitness venues have been closed. The closed indoor and outdoor sports facilities in the community will be closed, and offline sports guidance will be suspended. Almost all community residents stay in front of computers and TV sets, and occasionally need to wear masks when going out. This also greatly affects the comfort of exercise. Fear and worry are then aggravated. The habits and rules of physical exercise are broken and they cannot be enjoyed. The joy of sports, according to a survey by researchers from Jinan University and the Research Institute of the State Sports General Administration, nearly 60% of Chinese adults were not physically active at the beginning of the outbreak of the "Covid-19", and the average screen time at home exceeded four hours a day. As the space for physical exercise is greatly restricted, residents' demand for physical exercise in outdoor and professional fitness venues can't be met. Under the restrictions of the epidemic and the advocacy of the government, some people have begun to exercise at home, and sports suitable for exercise at home such as Tai Chi, yoga, broadcast exercises, and treadmill training have become everyone's first choice.

## **2.2 Venue: "home + outdoor"**

In the unstable environment of the epidemic, various safe, simple, and easy-to-implement exercises performed "online" and "at home" are very helpful to avoid the airborne transmission of the coronavirus and maintain a healthy level. Also in relatively independent and closed communities, in a relatively safe environment, community-wide sports have also become the first choice for residents' health activities. The General Office of the State Sports General Administration issued the "Notice on Vigorously Promoting Scientific Home-building Methods" in a timely manner. Jiangsu, Zhejiang, and Beijing have launched "combined boxing" to help citizens exercise at home, and released home-based exercise methods for all age groups. Many Olympics and the world the champion personally demonstrated that home fitness has become a way of life, and the content and form of home fitness have been unprecedentedly enriched. Shanghai community sports demonstrated in the epidemic, through online zongzi ball, line dance, ethnic fitness dance, Tai Chi fan, diabolo, Yang style Tai Chi, flat drum, fan dance, gesture dance, Latin dance, radio Gymnastics, Kung Fu fan, Tai Chi sword, yoga, rope skipping, etc. are a series of online skills suitable for indoor classes. Grasp the characteristics of the crowd, carry out targeted building fitness activities, invite community exercisers to share their fitness results with everyone through videos, and move the city and district games competitions online. Sports volunteers continue to contribute to the sports volunteer service project. Sports social organizations use various methods to carry out activities. The rise of online sports activities provides good guidance for community residents to exercise at home. "Online" and "home" exercises have become an important form of community sports in the post-epidemic era. However, due to the lack of interaction and communication, this form is less interesting. At the same time, it lacks scientific exercise and guidance, which affects the effect of exercise and the enthusiasm of public participation. Sports are primarily physical activities that require a wide venue, suitable equipment, professional guidance, human participation, teamwork and competition, especially outdoor sports activities have always been favored. With the advent of the post-epidemic era, people's health awareness has increased, and the number of sports participants has increased significantly. However, due to the instability and recurrence of the epidemic, isolation and restriction are normal in some places. The forms of "online" and "at home" have existed for a certain period of time, and have become an effective supplement to "offline" and "outdoor". The emergence of the epidemic has accelerated the integration of online and offline, accelerated the development of intelligent sports, and formed the four-wheel drive and interaction of "online + offline" and "home + outdoor" in the post-epidemic era.

### **3. Coordinated development of post-epidemic mass sports events and community sports activities**

#### ***3.1 Strengthen the public opinion propaganda of sports concepts***

Ideas are thoughts or concepts that guide our actions, and have the value of understanding, guidance, encouragement, and culture. The outbreak of the epidemic has made the public have a clearer understanding of the importance of health, and has also awakened the awareness of life of the whole people. Through exercise, the value function of enhancing the quality of the human group, improving the immunity, and benefiting physical and mental health is once again demonstrated in this special period of the epidemic. Good health means a little more self-confidence and indifference. In the post-epidemic era, the epidemic has been effectively controlled. Every community member and citizen participating in mass sports events plays the role of "affected by the epidemic", upholding the concept and appeal of "health first" to participate in sports activities on an equal footing. Communities have become people's main activity positions, and fitness and entertainment will become part of people's community life. The development of community sports can improve the health and quality of life of residents to a certain extent, promote interpersonal communication and friendly interpersonal relationships change the cold community atmosphere in the past and enhance the sense of identity and cohesion.

Various community sports organizations and personnel responsible for community sports services should make full use of the cognitive changes brought about by the epidemic, innovate propaganda methods, enrich propaganda methods, broaden propaganda channels, increase propaganda efforts, and promote sports through various forms and methods. Health knowledge, hold special knowledge lectures, carry out prize-winning competitions, produce publicity panels, video lessons, establish WeChat groups, shoot short videos, use modern media and new methods to make new voices, and create a propaganda model that integrates "online + offline", make full use of mobile clients such as official Weibo, Learning Power, and WeChat official account to advocate healthy, smart, convenient, and shared fitness concepts, and move people around you with things around you. Let residents understand the principles of sports and health, create a good community sports atmosphere, stimulate community residents' interest in participating in sports activities, allow community residents to establish correct sports values, and make high-quality healthy life the mainstream pursuit of community residents. The community will have a profound impact on the health and well-being of residents, and the community sports concept of health first will gradually take shape.

#### ***3.2 Continuous upgrading of sports facilities***

The current situation of community sports facilities in China is still not satisfactory. The proportion of communities without sports facilities and substandard communities is still very high. It is difficult to effectively solve the problem of shortage of sports facilities in a short period of time. The contradiction between the supply and demand of public sports space in urban communities is an "urban disease" brought about by the rapid development of urbanization in China. The management of this "urban disease" can't be accomplished overnight. It is necessary to raise the level of awareness of community sports construction. If every community has a reasonable layout of sports facilities and public spaces, especially indoor sports venues, it can guarantee residents' physical exercise and entertainment on weekdays. In the face of emergencies such as the "Covid-19", it can be used to rebuild and build temporary isolation stations to cope with the shortage of urban public emergency space and achieve "combination of peace and epidemic" and "combination of peace and disaster". The construction of Wuhan Fangcang shelter hospital is a good example.

The improvement of community sports and mass sports event facilities focuses on upgrading. The first is to improve the pertinence of sports facilities, and carry out the construction of sports facilities for different groups and different projects. For example, the development of exclusive sports area for the elderly, the elderly will give priority to use, and the equipment is used by other groups when they are free, which not only takes care of the elderly, but also increases the utilization rate, effectively improving the reasonable allocation of the venue. The second is to improve the intelligence of the venue and build a smart sports community. According to the population structure of the community, rationally plan and configure intelligent, personalized, interconnected sports equipment and facilities that can serve all types of people in the community, so that the community fitness center has the characteristics of management information, sports science, and service intelligence. Make community sports more efficient and accurate. The third is to improve the utilization rate of community public space. Actively develop and utilize the "natural sports field" of community public space, and build

sports facilities such as fitness bars, roof gardens, pocket parks, mini gymnasiums and community fitness paths. The concept of community sports construction in Japan and the United States focusing on effectiveness, hierarchy, and people-friendliness is worth learning. The fourth is to improve the accessibility of the venue. Efforts will be made to build and renovate the sports facilities around the common people, so that community residents can exercise in a "step-by-step" manner, and promote more green travel. In the urban planning of Toronto, Canada, the distance between the residential address and the surrounding convenience facilities is reduced, so that residents are more inclined to choose walking or cycling to create sports opportunities. This approach is worth learning. The fifth is to improve the aesthetics and vitality of community sports facilities. If residents feel that the community's public space is open, convenient, beautiful, and relaxed, and can cultivate sentiment and delight the body and mind, then they will be happy to join it in their daily lives.

### ***3.3 Sports organizations play a proactive and responsible spirit***

The community is the basic unit of society, the support point for the party's ruling at the grassroots level and the basic platform for innovative social governance. Mass sports existing in the society, its various affairs can only be sustained and long-lasting if social organizations and the people are responsible. Therefore, the People's Sports People's Office requires social organizations to actively undertake the governance of community sports. Sports social organizations should clarify their own social responsibilities, actively respond to the masses' sports needs, strengthen autonomy, and enhance public sports service capabilities. "Governance" and the concept of "dynamic governance" adapting to the rapidly changing environment are introduced into the governance of sports social organizations. Through the perception and prediction of social sports needs, we can fully grasp the development trend of national sports reform and the needs of mass sports activities.

Community sports organizations and organizers of mass sports events must take the initiative to act. The first is to strengthen party building. When the new crown pneumonia epidemic broke out, sports social organizations rushed to the forefront of the epidemic and epidemic prevention, reflecting the advanced nature and sense of responsibility of social organizations. The prosperity and development of sports social organizations must adhere to the leadership of the Communist Party of China, take a path of development of sports social organizations with Chinese characteristics, and give play to the role of the party organization as a battle fortress. The second is to rely closely on community residents, mobilize community residents, attract more volunteers, and train community sports backbones. Volunteerism, as the internal driving force for the development of sports social organizations, has been continuously interpreted and inherited by sports volunteers, which in turn drives and influences the entire community. At the same time, it further exerts the leading role of sports backbones in community residents' sports activities, and strives to cultivate more people-friendly, a sports social organization that is more beneficial to the people and more beneficial to the people. The third is to develop more sports population. Attracting sports participants is a necessary condition for the development of sports social organizations. By allowing more people to participate in sports activities, it demonstrates the value concept of "everyone participates, everyone exercises, everyone is happy, everyone is healthy, and everyone is happy". Strong community sports atmosphere. The main existing form of community sports organizations is community sports clubs, which have the characteristics of the "all-round type" of community organizations and must bravely shoulder the important task of community sports.

## **4. Conclusion**

In the post-epidemic era, the coordinated development of mass sports events and community sports activities has undoubtedly become a key measure to promote the development and sustainable and healthy development of national fitness events. The various phenomena exposed in the development of national fitness events are also due to the failure to accurately grasp the coordinated development relationship between community sports activities and urban mass sports events. The construction of a sports power requires phased development of Chinese sports as a symbolic cause of the Chinese nation. How to extensively develop quality and quantitative national fitness events has become an important content. Only by firmly grasping the basic unit of community sports can Chinese mass sports be realized. The coordinated development of competition activities, and then gradually build a symbiosis interface through the use of various competition activities, network technologies, etc., and build a coordinated development model suitable for the development of national fitness in various regions under the national series of policies and economic environments, so as to gradually realize national fitness events high-quality development of activities.

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