

Community Sports Service System Construction under the Background of "Healthy China" Strategy

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Abstract: The implementation of the "Healthy China" strategy reflects the country's responsible attitude towards the health of the whole people. Community service is an important part of community construction, and it is also the top priority of community construction. The level of community service directly affects the living standards and quality of life of the community. With the improvement of living conditions and the enhancement of health awareness, people's demand for community sports has gradually evolved from a single resource demand to a diversified and quality direction of resources, services, and culture. This article uses research methods of literature and field survey to systematically construct the community sports service system. The research finds that a perfect community sports service system plays an important role in promoting the development of community sports and is also important for the construction and development of community sports. The content is of great significance for promoting national fitness and implementing the "Healthy China" strategy.

Keywords: healthy China, national health, community sports

1. Introduction

The health of the whole people and a well-off society in an all-round way are what the people want for a better life, and they are also an important symbol of the construction of socialism with Chinese characteristics in the new era. The "Healthy China" strategy is a rigid system implemented at the national level and a fundamental measure to implement the health of the whole people in an all-round way. With the "Healthy China 2030" Planning Outline, the State Council's Opinions on the Implementation of the Healthy China Action, the "Healthy China Action (2019-2030)", and the "Healthy China Action Organization Implementation and Assessment Plan" and other programs have been issued one after another, not only It has raised "health" to an unprecedented height, and it is also a clear guide to health promotion[1]. As a part of mass sports, community sports are of great significance to the implementation of the "Healthy China" strategy. However, the promotion and development of community sports requires the support of a complete community service system.

2. Development of community sports

2.1 The rise of community sports

The term "community" was translated from English by Chinese sociologists in the 1930s, and Chinese sports scholars' research on community sports began in the 1990s[2]. During this period, Chinese sports sociology developed rapidly. With the acceleration of China's urbanization process, community sports has emerged as a new concept in the social sports system. In the following 20 years, the development of community sports has grown from nothing to strength, occupying an important position in the development of social sports. Community sports mainly refers to people taking the natural environment and sports facilities in the community as the material basis, with community members as the main body, to meet the sports needs of community members, increase the physical and mental health of community members, and consolidate and develop community feelings as the main purpose. Regional mass sports that can be easily developed. The development of community sports is conducive to cultivating people's civilized and healthy lifestyles, harmonizing the relationship between community members, purifying the community environment, improving the quality of life of residents, and shaping a healthy body.

2.2 Advantages of community sports development

From the geographical point of view, the community is the basic unit of human life; from the point of view of fitness function, it is the main place to achieve group fitness. With the full coverage of the 15-minute fitness circle in urban communities, the regional advantages and functional characteristics of community sports will become more prominent. It can be said that the advantages of community sports are an important factor in the development of community sports[3]. The first is that the region is clear, and the community is a relatively stable and relatively independent geographic boundary or gathering place. Therefore, the participants of community sports are generally mainly community people, not only the scope of activities is relatively fixed, but the crowd of activities is also relatively fixed. This relatively clear regionality makes the crowds of activities have more intersections. On the one hand, it is easy for people to communicate and learn, and on the other hand, it is easy to use the "herd effect" to drive people who do not have fitness habits around them to participate in sports and fitness, and gradually realize the community residents value recognition promotes the rapid expansion of community sports population. Secondly, the functionality is clear. Different from the residential areas based on regional characteristics in the early stage of urban development, modern communities pay more attention to service functions and cultural construction. On the one hand, with the improvement of the people's material and cultural living standards, people's needs for health are increasing; on the other hand, busy work and life make more and more people's lifestyles focus on the "two points and one line" of families and units. There is a lack of time for fitness, entertainment and socializing. The establishment of community sports services can provide community residents with a good community sports environment and cultural atmosphere, which can not only meet the health needs of the masses in their leisure time, but also realize the entertainment and communication needs of community residents, with clearer functionality. Compared with commercial fitness venues, the features of proximity, convenience, and public welfare not only save participants, but also more relaxed and free.

3. Construction of community service system

The community sports service system refers to the general term for sports public welfare services that can meet the basic public welfare sports needs of all members in the region and are formed under the organizational relationship of the government or social groups small but complete. Although community sports are only mass sports in a region, the construction and improvement of community sports is also a systematic project[4]. With the implementation of the "Healthy China" strategy, the advantages of community sports make its role in national fitness and health more prominent. The construction of the community sports service system can better serve the community fitness.

3.1 Community Sports Service Organization

Community sports service organizations are the guarantee for the development of community sports. To construct a community sports service system, we must first establish and improve community sports service organizations. Community sports service agencies should take community streets as the main body, with sports associations, mass sports organizations, and health organizations as auxiliary. The community street is responsible for formulating the community sports management system, community sports development plan, the planning, construction and maintenance of venues, equipment and other hardware facilities, the construction of community sports culture, the arrangement and coordination of community sports guidance, and the daily routine of other community sports related affairs management etc. Sports associations, mass sports organizations, etc. are responsible for the implementation and guidance of specific sports activities, as well as the planning and arrangement of sports activities, and assist the streets in the management of sports activities and participants.

3.2 Community sports service guidance

The "Healthy China Action (2019-2030)" puts forward that life lies in exercise, and exercise requires science[5]. Scientific fitness comes from the promotion and popularization of scientific fitness knowledge, among which talents are the key. In addition to the management talents of service organizations, the service level of social sports instructors also plays a very important role. Since 1993, China has implemented a technical grade system for social sports instructors. According to statistics, by the end of 2018, the number of social sports instructors in China has reached 2.5 million, that is, one social sports instructor for every 560 people. The "Healthy China Action (2019-2030)" action goal

proposes that by 2022 and 2030, there will be no less than 1.9 and 2.3 social sports instructors per thousand people[6]. From a purely quantitative point of view, the number of social sports instructors basically meets the requirements. But in fact, some social sports instructors have not really participated in the work of social sports guidance, and some people who conduct sports in the community are also non-professional social sports instructors. The "Administrative Measures for Social Sports Instructors" promulgated by China in 2011 pointed out that the social sports instructor certificates shall be issued by the competent departments of sports at all levels or approved associations, and those who have obtained the social sports instructor certificates are required to go to the social sports instructors in the places where voluntary services are carried out[7]. The registration agency handles registration. However, in this process, some personnel are often lost, and some people who love sports and fitness and have not received systematic training are slowly embarking on the ranks of "undocumented work" and instructing fitness. Therefore, sports authorities and associations should take the initiative to strengthen the docking with social sports instructor registration agencies and community sports service agencies to effectively prevent the loss of social sports instructors. Community sports service agencies should also take the initiative to contact relevant training departments to provide professional and systematic training for "undocumented personnel" who are keen on physical fitness guidance.

In addition to registered social sports instructors, urban communities can also fully tap local sports service resources. For some communities with school resources, community sports service organizations should formulate relevant policies and systems, and recruit school sports teachers or outstanding students majoring in college sports as volunteers in their jurisdictions. Only with the guarantee of quantity can the quality be improved. Only by strengthening the management of community social sports instructors can the service quality of community social sports guidance be steadily improved. The service content of community social sports instructors mainly includes: fitness guidance, health consultation, exercise prescription formulation, etc. Service agencies should establish community sports instructors files, fully understand the specialties of social sports instructors, and carry out targeted classification. General fitness instruction can be completed by ordinary social sports instructors, which is also conducive to helping them accumulate experience and growth. Let the more capable social sports instructors concentrate on providing fitness consultation and guidance for chronic diseases and other complex people. In addition, in order to further improve the guidance ability of social sports instructors, the community can also strengthen communication with hospitals and other health organizations, and sports departments, so as to provide more training opportunities for social sports instructors in the jurisdiction.

3.3 Community sports service facilities

Community sports venues and facilities are the foundation of community sports services and are also a major problem facing community sports. The "Healthy China Action (2019-2030)" action goal proposes that by 2022 and 2030, the per capita sports area will reach 1.9 m² and above and 2.3 m² and above respectively; the average length of urban jogging roads and greenways will continue to be promoted. At present, many urban communities, especially those with dense old communities, have very limited sports venues and facilities resources that can be used for fitness[8]. In the case of relatively tight public land, in order to achieve the goal of action, we must first formulate management methods for the construction of sports facilities and actively promote the construction of sports facilities. On the one hand, it is necessary to make full use of the corner areas to set up fitness equipment to revitalize the existing community resources. At the same time, to formulate the sports facility specifications and strengthen supervision of the newly built community; on the other hand, the neighborhood community service agencies should cooperate with schools, enterprises and institutions in the jurisdiction. Develop venue use and management methods, encourage schools, enterprises and institutions to open their venues to the public for free, or introduce professional institutions for management through government purchases of services, and promote the opening of schools, enterprises and institutions to the public.

3.4 Community sports and cultural services

Community sports culture is a group culture formed based on the needs of community sports construction to serve the needs of community sports. Community sports service organizations should actively construct a public sports culture with rich connotation and realize "people of culture". On the one hand, it is necessary to actively realize the role of public opinion propaganda and role model demonstration through community bulletin boards, community sports activities, etc., and form a good

community sports atmosphere and atmosphere, so as to achieve the effect of nurturing and infecting the broad community; on the other hand, popularizing mass sports health knowledge serves the cognitive needs of the masses in sports.

4. Conclusion

With the implementation of the "Healthy China" strategy, it is an inevitable trend for all people to participate in sports and fitness. To build a community sports service system, the role of the government is crucial. Establishing public welfare community sports services led by government purchases and services, and community sports service organizations, community public sports resources, volunteer services, etc., is the main form of community sports development at present. However, in order to meet the growing fitness needs of community residents, we must continue to expand the development path of diversified community sports. Commercial sports clubs and fitness centers are an important part of social sports. They have the characteristics of rich venue resources and sufficient coaches, which can provide the masses with better services. At present, there is a common feature in commercial clubs, that is, people who work out are concentrated in their spare time, and there are fewer people who work out during working hours. Based on this, it is possible to establish cooperation with commercial clubs, the government purchases services, and provides fitness services for some residents in the community in the form of staggered fitness. Realizing community sports diversion is also a good choice. The implementation of the "Healthy China" strategy has brought new opportunities and challenges to the development of community sports. Constructing a community sports service system is a process that needs continuous research and improvement. Only by advancing with the times, pioneering and innovating, can we better serve the development of community sports.

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