

Exploration of the Path of Community Public Sports Service System Based on the Perspective of "Healthy China"

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Abstract: With the development of economy, the progress of society, and the improvement of people's living standards, the related issues of community sports public services have gradually attracted people's attention. The overall deployment of the construction of a "Healthy China" is a major issue related to the physical fitness of the people. This article uses research methods of literature and logical analysis to systematically analyze the elements of the community public sports service system and the status quo. The research finds that the community is an important form of organization in modern urban life. Only after systematic analysis, only by establishing a comprehensive public sports service system around the community, so that residents of all ages can find suitable sports, sports venues and equipment, and professionally provide various services, can we truly implement the "Healthy China" strategy.

Keywords: community public sports, healthy China, service system

1. Introduction

The key to achieving the goal of "Healthy China" lies in guiding more people to participate in the national fitness exercise. Community sports organizations are the grassroots organizations of the nationwide fitness network, and nationwide fitness activities rely on community sports organizations. At present, although community cultural and sports work has been incorporated into the community management and service work, the work in the community is heavy and there is a lack of specialized community sports management institutions and talents. Most community sports activities are spontaneously organized by retired middle-aged and elderly people, and their participation is small. The form is single, so the primary task of constructing the community sports service system is to form a community sports organization.

2. Brief introduction to the concept of "Healthy China" strategic goal

At present, the main physical health indicators of Chinese residents are generally better than the average level of middle and high-income countries. However, with the acceleration of industrialization, urbanization, and population aging, the production and lifestyles of Chinese residents and the types of major diseases have also become "enriched." Development, for example, while the number of patients suffering from cardiovascular and cerebrovascular diseases, cancer, chronic respiratory diseases, diabetes, etc. is gradually increasing, there is also a trend of younger and universal development. Relevant data shows that the average number of deaths directly or indirectly caused by the above-mentioned diseases in China each year accounts for nearly 90% of the total number of deaths due to diseases, and the burden of diseases caused accounts for more than 70% of the total burden of diseases. In addition, because the popularization rate of residents' health knowledge and systematic knowledge is at a downstream level, and unhealthy lifestyles such as smoking, excessive drinking, lack of exercise, and unreasonable dietary structure are almost universal, causing the problem of "sub-healthy" people's physical fitness serious. In this context, the country has put forward a forward-looking "Healthy China" strategy. In addition to further improving the medical system and reforming the unreasonable regulations in the existing medical system, it also emphasizes "in-depth development of patriotic health campaigns and advocacy of healthy civilization. The purpose of developing a healthy lifestyle is to let more people spontaneously realize the importance of "focusing

on healthy life". Therefore, around the "minimum living circle" of modern urban life, gradually build a complete community public sports service system, so that community residents can participate in physical exercise systematically, purposefully, and securely, which will help strengthen their physical fitness and make China from to a "sports power".

3. The elements of community public sports service system construction

3.1 Community public sports service institutions

The development of community public sports services should be organized and implemented by specialized departments and personnel. The National Fitness Program promulgated by the state also clearly pointed out: Improve the national fitness organization system and promote the extension of the organization network to the grassroots level. Therefore, community sports service workstations should be added to community functional agencies, community sports work should be incorporated into the daily work scope and assessment system of the community, and the normal development of community sports work should be supervised.

3.2 The main body of community public sports services

The functional department of community public sports work is community sports activity workstations, but it is not enough to rely solely on the staff of the workstations. The main body of community sports public services should be diversified, including state-owned enterprises and institutions, social organizations, and volunteers. State-owned institutions mainly refer to community sports services provided by non-profit organizations and individuals, such as teachers and students in various sports schools, and physical education teachers in various schools; social organizations mainly refer to various sports associations and profitable sports services institutions; volunteers mainly refer to individuals who provide services in their personal capacity. They generally have the status of sports social instructors or the qualifications of individual coaches.

3.3 Objects of community public sports services

The objects of community sports public services are residents in the community. According to the education situation, it is divided into school residents and non-school residents. On-campus residents mainly refer to all kinds of students who spend most of their time in school. The guidance of physical exercise and fitness mainly relies on school sports; non-school residents refer to all residents outside of the school stage, except for their daily routines. In addition to work activities, the main scope of activities is in the community, so the object of community sports services mainly refers to this kind of people.

3.4 Venues and facilities for community public sports services

The facilities of community sports services mainly refer to the community sports public facilities, national fitness squares, national fitness paths, national fitness trails (greenways), sports venues of various schools, and sports venues of various enterprises and institutions within the scope of the community commercial sports venues.

3.5 The content and form of community public sports services

The content and form of community public sports services should be determined according to the needs of community residents, and should include common sports activities in national fitness, such as Tai Chi, square dancing, fitness running, and physical flexibility exercise methods; it should also include some group projects that have a good mass base and are easy to develop, such as basketball, volleyball, table tennis, badminton, and football. Community public sports services are mainly to provide sports technical guidance, venue equipment and event organization and implementation. In terms of sports technical guidance, the guidance schedule can be formulated according to the needs of residents and announced within the community, and residents can choose sports guidance according to their needs. In terms of venues and equipment, the community should participate in the planning of sports facilities in the newly built community, manage public sports and fitness venues and equipment within the existing community, borrow venues and equipment from schools and other enterprises and

institutions, and rent operating venues and equipment, thereby Ensure the demand for venues and equipment for community public sports services. In the organization and implementation of activities, the development of sports activities must be supported by institutionalized events. The annual league activities are carried out with projects such as balls, and the exercise and preparation exercises are carried out around the league. Performing sports events such as Tai Chi can be conducted in the form of annual report exhibition competitions, etc., to promote exercises through competitions and exercises.

3.6 Activity funds for community sports services

Activity funding is the basic condition to ensure community sports public services. Governments at all levels should incorporate the funds for community public sports services into the financial budgets of departments at all levels, and the state should set up special reward funds to give policy guidance. The part of the funding mainly relies on financial funds, and the sports welfare lottery fund can also provide certain support. In addition, the community can raise part of the funds through a variety of channels, such as social donations, corporate sponsorships, and advertising revenue.

4. Current status of community sports public services under the background of "Healthy China"

Community sports takes the grass-roots community as the geographical scope, takes the sports equipment, facilities and natural resources in the community as the material basis, and the community residents participate together to meet the needs of community residents for entertainment and fitness, and to deepen the emotions among the residents in the community. The purpose of mass sports activities carried out nearby. Community sports are developed in various forms and rich in content, aiming to establish a healthy lifestyle and promote the construction of spiritual civilization. As long as you have a strong desire to exercise, you can choose the corresponding content and form for physical exercise at will. Regular participation in physical exercise can eliminate all kinds of bad emotions, expand the scope of interpersonal communication, enrich the cultural life of the community, and improve the quality of life.

4.1 Low level of infrastructure

In the context of Healthy China, there is a problem of low level of facilities in community sports public services. Specifically, most of the sports service facilities in various regions will be set up in the city center, while for the sports facilities in residential areas, mainly depends on the grade of the residence. For some high-end communities, the sports facilities are often relatively complete, while for general communities, sports service facilities are relatively lacking. From the perspective of China's national income, most people cannot live in high-end communities. In small districts, the problem of imperfect sports facilities in low-end communities must be solved in reality.

From the actual situation, the level of sports infrastructure construction in various regions in China is not high enough, and the specific specifications of the construction are quite different, and it is often impossible to meet the needs of the masses for sports services. The reason for this is mainly because the state lacks investment and neglects the problem of facility construction, resulting in low level of facilities.

4.2 Lack of professional management talents

In most areas of China, there are no staff members who are fully responsible for community sports. Under normal circumstances, even if the community develops public sports services, it only integrates sports with other community work, and does not provide full-time positions. It is precisely because of this that in the process of community work, sports work is often ignored by people. The staff only focus on artistic and cultural activities, and the leadership does not have professionals in the sports work, which affects Mass participation in community sports.

In addition, the conditions in most communities in China are not high enough in all aspects, so the investment in sports work has never been improved, which has a direct impact on the development of community public sports services. Although some communities have set up sports posts, they have not provided staff. Part-time staff and volunteers are completely responsible for sports work. These staff lack understanding of community public sports services, lack of professionalism, and hinder The service level of community public sports is not conducive to future development.

5. Path exploration of community sports public service level from the perspective of "Healthy China"

5.1 Improve sports infrastructure

In the context of "Healthy China", it is necessary to improve the level of community sports public services, and in order to truly achieve this in reality, it is necessary to improve the sports infrastructure. As mentioned above, the level of sports infrastructure construction in various regions in China is not high enough, and the specific construction specifications are quite different, and it is often impossible to meet the needs of the masses for sports services. In addition, the construction of sports infrastructure not only affects the physical health of community residents, but also determines people's specific awareness of participating in sports. Therefore, in order to ensure the health of the masses, it is necessary to construct various types of sports facilities, and to enrich the types of sports facilities based on the specific needs of the masses. For the elderly, their demand for sports facilities is not high, but the young and middle-aged groups can participate in more sports, so there are certain requirements for the types of facility construction. In response to this situation, it is necessary to enrich the construction of sports facilities and strive to meet the needs of most people.

5.2 Establish a talent reserve system

The purpose of establishing a talent reserve system is to manage sports equipment reasonably and at the same time distribute information about public sports, because only the establishment of a talent reserve system can guarantee the quality of community sports public services and interpret the value of specific work. To be honest, community sports public service work has certain difficulties, and the masses also need full-time personnel to be fully responsible for the work when consulting related information. Therefore, we should strengthen the attention to related issues, attract more professionals, and let them know about the venue. Responsible for facility management, organization of sports activities, supervision of funding input, and sports information publicity, different systems require different professionals, and relevant leaders need to fine-tune the specific tasks of the staff to lay a solid foundation for the reasonable development of community sports. In addition, relevant departments also need to clarify the establishment positions, establish a cooperation system between internship positions and majors, recruit relevant professional talents, improve the talent absorption mechanism, and innovate the human system of community sports public services to the style is perfect.

5.3 Increased government support

Only when government departments really play their role and continuously increase support can they better improve the status quo of community sports public services. In other words, the reason why there are problems in community sports public services is mainly because the government's support is not strong. Increased support should be based on policy support and financial support as the core. From the perspective of policy support, the construction of sports infrastructure needs to occupy the area of the city, which also needs to be approved by the government. In response to this situation, the government needs to play its own role, interpret its own value, and enhance the mass participation in sports. We should not engage in formalist work and shout formalist slogans. Instead, we should implement specific concepts into policies and continue to promote the national fitness work. From the perspective of financial support, the construction of facilities will consume a lot of funds. The government needs to assume the responsibility in this regard. By improving the financial system of community public sports services, the ultimate goal can be better achieved. Generally speaking, it is very important and necessary for the government to increase its support. The relevant leaders must pay full attention to this issue, constantly change the old concepts and ideas, and strive for the improvement of the public service level of community sports in the new era.

6. Conclusion

To sum up, in the context of "Healthy China", the current situation of community sports public services is not optimistic. Whether it is a relatively single supply body, a lack of innovation in the overall model, or a lack of policy guidance, it needs to be included. Therefore, it is necessary to pay more attention to related issues and attract more professionals. In addition, it is necessary to construct various sports facilities, enrich the types of sports facilities based on the specific needs of the masses,

continuously improve the status quo, and deepen reforms.

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