

CHINESE ACTIVE LIFESTYLE DEVELOPMENT: LIMITATIONS AND COUNTERMEASURES

DESENVOLVIMENTO DO ESTILO DE VIDA ATIVO NA CHINA: LIMITAÇÕES E CONTRAMEDIDAS

DESARROLLO DEL ESTILO DE VIDA ACTIVO EN CHINA: LIMITACIONES Y CONTRAMEDIDAS



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ABSTRACT

Objective: To analyze the reality of the development of the national active lifestyle, clarify its limitations and countermeasures. **Methodology:** Official data and consultations in updated bibliographic references were employed for the survey of the main problems with a sedentary lifestyle and their possible solutions. **Results:** The three urgent problems to be solved in public services are the construction of sports facilities, the organization of regular sports activities, and the establishment of sports organizations. Only a few sports have been promoted in concrete operations. Inadequate physical education and deficient essential public services are also factors affecting national health. **Conclusion:** Building sports facilities and providing environments with sports equipment are not sufficient against sedentary lifestyles. Relevant policies must be implemented along with massive advertising about the benefits of active lifestyles. Continuous orientation of social workers in community sports groups to promote mass participation is also key to health promotion through sports interventions.

Keywords: Public Health; Healthy Lifestyle; Physical Activity.

RESUMO

Objetivo: Analisar a realidade do desenvolvimento do estilo de vida ativo nacional, esclarecer suas limitações e contramedidas. **Metodologia:** Foram empregados dados oficiais e consultas em referências bibliográficas atualizadas para o levantamento dos principais problemas com o estilo de vida sedentário e suas possíveis soluções. **Resultados:** Os três problemas urgentes a serem resolvidos nos serviços públicos são a construção de instalações esportivas, organização de atividades esportivas regulares e o estabelecimento de organizações esportivas. Apenas alguns poucos esportes foram promovidos em operações concretas. A educação física inadequada e os serviços públicos essenciais deficitários também são fatores que afetam a saúde nacional. **Conclusão:** A construção de instalações esportivas e o fornecimento de ambientes com equipamentos esportivos não são suficientes contra o sedentarismo. Políticas relevantes devem ser executadas juntamente com uma propaganda massiva sobre os benefícios do estilo de vida ativo. A orientação contínua de assistentes sociais em grupos esportivos comunitários para promover a participação das massas também é fundamental para a promoção da saúde através de intervenções esportivas.

Descritores: Saúde Pública; Estilo de Vida Saudável; Exercício Físico.

RESUMEN

Objetivo: Analizar la realidad del desarrollo del estilo de vida activo nacional, aclarar sus limitaciones y contramedidas. **Metodología:** Para el estudio de los principales problemas del sedentarismo y sus posibles soluciones se emplearon datos oficiales y consultas en referencias bibliográficas actualizadas. **Resultados:** Los tres problemas urgentes que hay que resolver en los servicios públicos son la construcción de instalaciones deportivas, la organización de actividades deportivas regulares y la creación de organizaciones deportivas. Sólo unos pocos deportes fueron promovidos en operaciones concretas. Una educación física inadecuada y unos servicios públicos esenciales deficientes son también factores que afectan a la salud nacional. **Conclusión:** La construcción de instalaciones deportivas y la dotación de entornos con equipamiento deportivo no son suficientes contra el sedentarismo. Deben ejecutarse políticas pertinentes junto con una publicidad masiva sobre los beneficios del estilo de vida activo. La orientación continua de los trabajadores sociales en los grupos deportivos comunitarios para promover la participación masiva también es fundamental para la promoción de la salud a través de las intervenciones deportivas.

Descritores: Salud Pública; Estilo de Vida Saludable; Actividad Física.



INTRODUCTION

With the development of economy and society, people's demand for fitness and health is higher and higher, and the concept of national fitness and national health is more and more well known by the masses. Healthy China, as another important policy in China, takes the basic interests of citizens' personal safety as the starting point, and plays a promoting role in many aspects, such as ensuring the safety of people's livelihood, transforming the government's service functions, and implementing the national policy of benefiting the people.¹ The cause of national fitness is an important step and core link in the process of promoting healthy China. Although a sound medical system is the fortress to protect the health of citizens, the function of sports fitness is indispensable to enhance the physique of the masses and protect the mental health of the masses.² The deep integration of national fitness and national health can effectively improve people's health level, improve the quality of life, and lay a solid foundation for realizing the great Chinese dream.³ National Fitness public service system plays an important role in the implementation of healthy China and sports power development strategy. In order to better serve healthy China and the construction of sports power in the new era, we must accurately grasp the reality of the development of national fitness, clarify the constraints, and clarify the development countermeasures.⁴ Healthy China has become the foothold of a series of development concepts, such as the implementation of policies to benefit the people, the protection of people's livelihood, the transformation of service functions, and the adjustment of industrial structure.⁵

With the process of sports socialization, people's growing demand for physical fitness in the future will present diversified development trends, such as participation mode, implementation way, sports items and development goals. In today's context of building a healthy China, the deep integration of national fitness and national health will become an important way to accelerate the improvement of people's health level and quality of life, build a moderately prosperous society in an all-round way, and realize the Chinese dream.⁶ The development of sports modernization has become an important part of the goal of building a well-off society in an all-round way. Promoting the construction of healthy China is an opportunity and challenge for the sports cause, especially for the national fitness. We need to grasp the connotation of the national fitness development in the new period more accurately.⁷ In order to further promote the deep integration development of national fitness and national health, it is necessary to analyze the practical problems of the integration of national fitness and national health, so as to promote the deep integration between national fitness and national health.⁸ Under the background of healthy China, combined with the current public policy, this paper studies the policy background, status and policy direction of national health. And put forward policy suggestions, the health industry as the main body to stimulate the supply effect of national fitness, reasonable distribution and strengthen the market supply.

Analysis of the significance of the deep integration of national fitness and national health

Improve healthy living standards

The ultimate goal of promoting the strategy of healthy China is to make our citizens of different ages have a healthy physical and mental state, and to enhance the people's sense of happiness, security and gain, which is the same as the starting point and foothold of developing national fitness. Promoting the deep integration of national fitness and national health can further accelerate the construction

of social sports facilities, ensure the people's demand for sports and fitness as much as possible, and be conducive to the development of mass sports and the rapid advancement of national fitness. Through the combination of the two, we can improve the coordination ability between sports and public health care in various regions, and better guarantee the healthy life of the people. In the process of integration, we can continuously enhance people's awareness of the importance of healthy life and help create a good healthy living atmosphere. Improving the quality of physical and mental health is an important part of improving the quality of the population. The national fitness aims at the realization of a healthy China, and the healthy China takes promoting the national fitness as an important support point, and jointly exerts its strength for the development of the health cause in contemporary China. National health is the focus and foothold of China's health cause. To achieve the goal of national health, it is necessary to cover the whole country with health services and ensure that every citizen can enjoy the public health services provided by the government.

At present, the party and the state regard safeguarding the health of all people as the main motive and purpose of their work, regard the whole people's health as the starting point and foothold of our country's health cause, and regard the health service covering the whole people as an effective measure to promote the whole people's health. Table 1 investigates the urgent problems in public sports. The three urgent problems to be solved in urban public sports service are the construction of sports facilities, the organization of regular sports activities and the establishment of various sports organizations. (Figure 1)

For many years, although there are various kinds of public sports in China, only a few sports have been promoted in concrete operation. On the one hand, this is due to the technical difficulty of the project itself and the high requirements for infrastructure; on the other hand, it is also affected by the inadequate physical education for the whole people and the imperfect basic public services. The mutual cooperation and development of national fitness and national health can accelerate the whole people's equal access to basic health services, which not only enables healthy people to promote and maintain their health by participating in fitness exercises, but also enables people suffering from diseases to carry out scientific fitness exercises under the guidance of doctors and rehabilitation teachers, so as to suppress symptoms and speed up rehabilitation.

Table 1. Survey of urgent problems in public sports services.

Urgent problems to be solved	Select headcount	Proportion (%)
Construction of sports facilities	3251	65.0
Carry out regular sports activities	2102	42.0
Establish various sports organizations	1664	33.3
Strengthen sports propaganda and mobilization	1012	20.2
Conduct sports skills training	935	18.7
Other	367	7.3

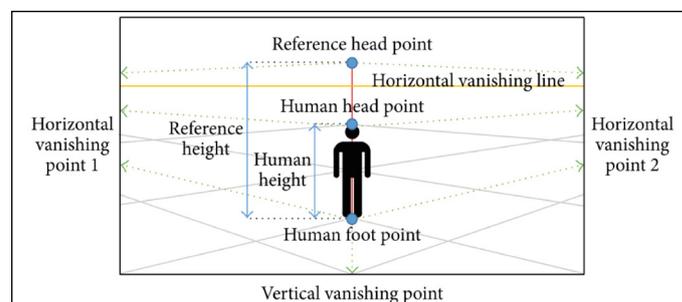


Figure 1. Human height estimation model using reference height.

Promote the transformation and upgrading of the health industry

The phased achievements and sustainable development of national fitness have laid the foundation and created conditions for the proposal and implementation of healthy China. At the same time, national fitness is also the basic project and the inevitable way to implement the strategy of healthy China. It can be seen that healthy China provides goal orientation for national fitness, and national fitness is the only way to promote the development of healthy China. Health industry should take disease prevention as its goal, and healthy products should be suitable for different groups of people. Sports industry does not aim at economic benefits, but also provides sports products and services for disease prevention, intervention and rehabilitation. The deep integration and coordinated development of national fitness and national health enable every citizen to enjoy health services equally. By encouraging people to participate in national fitness activities, it helps healthy people to further maintain their health, and helps groups suffering from diseases to speed up the process of rehabilitation through the guidance of doctors. Developing national fitness is an important means to promote the diversification of public sports and an important decision to meet the increasing health and cultural needs of the Chinese people. The public service architecture of special sports is shown in Figure 2.

As shown in Figure 3, a hypothetical model is proposed, that is, the four abilities of sociologists have a positive impact on the development of social status.

The transformation and upgrading of health industry is an inevitable choice for China under the economic environment of continuously improving the effectiveness of supply-side structural reform, and it is also the fundamental demand for promoting national physical fitness and meeting the needs of national fitness. Health industry should change from treating diseases to preventing diseases. Health products should meet the needs of different people. The fundamental purpose of sports industry is not to make profits, but to prevent diseases. With the improvement of people's health awareness, the demand for health has changed from medical security after disease to comprehensive non-medical prevention. Public medical care can provide medical assistance for national fitness and promote the perfection of public service for national fitness. The

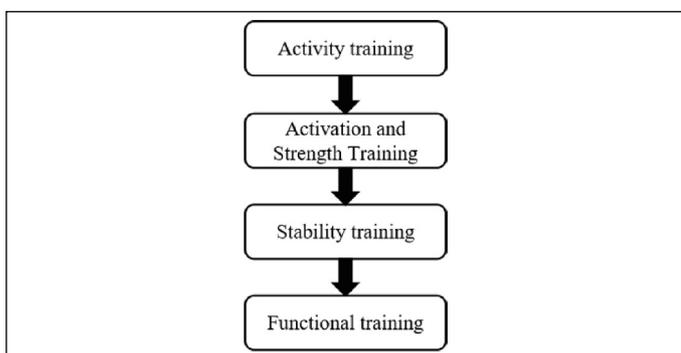


Figure 2. Human height estimation model using reference height.

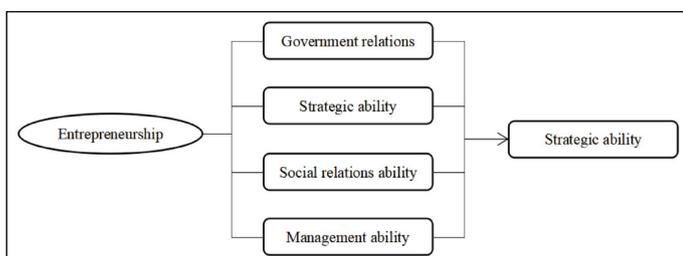


Figure 3. Research model.

direct result of the development of national fitness is to enhance citizens' physical quality, improve people's health level and enhance people's immunity, which can effectively reduce the social burden of public health care and promote the development of healthy China in the true sense. Closely linking the fitness of all people with the overall health of all people can meet the needs of people's comprehensive non-medical health intervention, help promote the sports industry to integrate into the health industry in all directions and become its front-end industry, and promote the transformation and upgrading of the health industry.

Optimization and promotion measures of public policy for national fitness under the background of healthy China

Improve the national fitness operation system

As far as the current situation is concerned, the construction of sports venues and the provision of sports facilities and equipment in China are still lacking, which can not meet the growing fitness needs of the people. Therefore, the relevant departments should increase the investment in the construction of mass fitness sports resources, grasp the root of the problem, and aim at meeting the multi-level and diversified fitness needs of urban and rural residents, and build a number of fitness venues that can meet the fitness needs of the whole people and benefit the people. According to the requirements of healthy China for national fitness, in the actual management process, the relevant departments should unite the media such as radio, internet, books, television or educational institutions to increase the propaganda of the concept of active fitness. Through the pre-sports, the social grass-roots groups are urged to realize the importance of active fitness in health intervention. The purpose of national fitness is not only to enhance people's physical fitness in sports, but also to let people experience the joy of sports. The government should fully understand the influencing factors that hinder the coordinated development of people's fitness and health, formulate relevant policies according to specific problems, and keep pace with the times to reform and innovate the management system that affects the integration of fitness and health. It is necessary to further improve the participation system of the masses, actively guide social forces to establish community sports groups, and give full play to the positive role of community sports groups in promoting people's health through reasonable sports intervention.

Promote the high-quality development of national fitness

Sports, as an important part of China's socialist modernization, realizes the modernization of the national fitness governance system and governance capacity, which is not only in line with the actual needs of China's economic and social development, but also in line with the requirements of the times faced by international sports governance theory and practice. Network platforms, including Weibo, WeChat and theme community, need to strengthen social responsibility and professional responsibility as media, and strengthen the dissemination of information content related to healthy China and national fitness. With the appeal of new media and the huge netizen base, we should develop the communication platform of new media network sports organization. Major sports colleges and universities should pay more attention to the training of social sports instructors and community doctors. According to the actual needs of fitness and health in China, they should set up related majors such as fitness and rehabilitation, reform the curriculum content and practice in combination with people's feedback, and teach practical related technologies. For those who like and are willing to study fitness and rehabilitation in the society, they should provide opportunities to study in their own industries and issue corresponding qualification certificates after they have completed their studies. National fitness needs cooperation between different departments to solve the demand and supply problems of public physical

fitness, and it also needs to serve the development of politics, economy and culture in China's national construction based on the basic national conditions and the needs of the times.

CONCLUSIONS

Under the background of healthy China, national fitness has become a comprehensive development undertaking with many advantages, such as promoting mass physical exercise, cultivating good physical fitness, enriching spare time and promoting industrial development. Because of the complexity of people's structure and the repetition of intergenerational replacement in China, the public policy of national fitness is a long-term and complex technical work. Therefore, in the context of a healthy China, in order to effectively promote the public policy of national fitness, the relevant government agencies should focus on improving the physical level and preventing and controlling chronic diseases, and improve the

operation system of the public policy of national fitness. The purpose of national fitness is not only to enhance people's physical fitness in sports, but also to let people experience the joy of sports. National fitness needs cooperation between different departments to solve the demand and supply problems of public physical fitness, and it also needs to serve the development of politics, economy and culture in China's national construction based on the basic national conditions and the needs of the times. The government should fully understand the influencing factors that hinder the coordinated development of people's fitness and health, formulate relevant policies according to specific problems, and keep pace with the times to reform and innovate the management system that affects the integration of fitness and health.

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