

Research on the Implementation Path of National Strategy of National Fitness in the Background of “Healthy China 2030”

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Abstract: Health is the foundation of a person's life. It is also the basis for a person to contribute better to the country and society. In the new century, the public pays great attention to personal health. It expounds the basic connotation of “healthy China” and “national fitness”, from adhering to the “healthy China” strategy, strengthening the supervision and management of the government; coordinating the relationship between the health industry and the national fitness industry, and promoting the harmonious development of the two; Strengthening the deep integration and development of medical and health care industry and the development of the national fitness strategy under the guidance of “Healthy China”.

1. Introduction

From August 19 to 20, 2016, the National Health and Wellness Conference was held in Beijing. General Secretary of the CPC Central Committee, President of the State, and Chairman of the Central Military Commission Xi Jinping attended the meeting and delivered an important speech. Xi Jinping pointed out that “we must put the people's health in a strategic position of priority development”, comply with the concerns of the people, and make a comprehensive deployment of “healthy China”. In this context, comprehensive fitness has become one of the important effective measures in the construction of “Healthy China”. To carry out the national fitness campaign in such a large area of a country, it is not completed overnight, but also needs detailed planning.

2. The Development Background of the “Healthy China” National Strategy

After General Secretary Xi Jinping first proposed the concept of “healthy China”, in order to better improve the health of the whole people, the State Council issued and implemented the “Healthy China 2030 Planning Outline” in October 2016, and the implementation of this program promoted “health”. The concept of “China” has risen to the national strategic level. It is also the action plan for China's 15 years to promote healthy China's construction. It has important guiding and guiding functions. Health is the inevitable requirement for promoting the all-round development of the people, and it is also the foundation for promoting the all-round development of the society. At the same time, it also plays an important role for the whole country and the nation, and constantly promotes China's prosperity and strength. For the people, health is the most important pursuit and guarantee of their lives. From the Fifth Plenary Session of the 18th CPC Central Committee, it was clearly stated that the promotion of the construction of “Healthy China” and the promulgation and implementation of the “Healthy China 2030 Planning Outline” mentioned above are sufficient to show that healthy China has become an important part of China. National strategy. Especially in the past five years, China's life expectancy has reached 76. At the age of 7, the coverage of social pension insurance has covered nearly 900 million people, and basic medical insurance has covered nearly 13.5 billion people, globally, this is the largest social health care network. At the same time, the beautiful blueprint of healthy China not only embodies the common ideals of the Chinese government, all walks of life and many people, it is more like a right to protect people's health, also known as “health rights.” In this special “health right”, the author believes that not only is the extension of life and the improvement of physical quality, but also the “health” exercise in the spirit, and the quality is enhanced from both physical and psychological aspects. The

“healthy China” that the people expect.

3. Current Status of National Fitness in the Context of “Healthy China”

Since the introduction of “National Fitness”, although the number of nationals participating in fitness exercises has increased a lot, it is very rare for China, which has a large population base. According to the survey, the nationals participating in the movement in China are generally concentrated in the youth stage and the old age stage. Among these people, there are many men. Most of these people are located in cities, and there are very few people in the countryside. In general, there is still room for development in China's sports winds, and the reasons for this movement are manifold.

First, the nationals' awareness and attention to sports is not very strong, and they are not taken as a daily routine. For students, although there are physical education classes, they are often replaced by other cultural courses because of the entrance examinations, etc. There are few physical education classes that have not been replaced. The lack of attention from schools and parents will gradually affect students' thinking. Therefore, the physical fitness of Chinese students is very poor now, and the state also advocates activities such as “Sunshine Sports”. For office workers, the exercise time is very limited. During the day, they are usually at work. When they go home, they are exhausted, and they have no mental and physical fatigue. Therefore, the lifestyle is not very healthy. For retirees, the age does not occupy the advantage of sports, the elderly in the city exercise time is still sufficient, the elderly in rural areas are very lack of sports.

Second, the health sports facilities system is not perfect. National health requires a large number of public sports facilities, and the country needs to spend a lot of money to support it. The state does have funding. There are small exercise places in the park or in the community and in the countryside. However, there are “small and porridge” in the areas where these exercise places are located: the number of places is limited, the scope is limited, and the sports facilities are not complete. It is completely incapable of meeting the needs of a large population. In addition, most of the sports people in these places are mainly elderly people, who spontaneously use these sports places as their special venues, which makes young people's sports resources very few. The number of fitness venues or gymnasiums suitable for young people is limited in a city. These places are far from the place where young people live, and some fitness places need to spend a lot of money, so some young people do not love sports.

Third, there are many forms of comprehensive fitness exercise. The more popular ones are running, walking, playing badminton, etc. Although these sports can improve people's physical fitness, the premise is that the nationals can master the correct exercise method, otherwise they will be on the body. Causes great damage, such as running, and the wrong running posture is severely worn on the knees. Many sports projects require special instructors to correct and provide help, but in practice, although sports instructors exist, but the number is very small, there are no instructors who exist around the public, which makes the national fitness exercise safe. Guarantee.

4. The Practical Path of National Health Strategy under the Guidance of “Healthy China”

Adhere to the “healthy China” strategy to guide the government's supervision and management. In the sports development strategy of our country, there are two giants: competitive sports and comprehensive fitness. These two giants should continue to develop with the construction of China's socialist modernization, and promote each other and progress toward each other. However, as far as the current development of competitive sports and comprehensive fitness work is concerned, many places do not coordinate the relationship between “competitive sports” and “comprehensive fitness” work, and often have the phenomenon of “thickness and thinness”, especially in financial allocation. There will be some differences in personnel mobility and management systems. However, the proposal and implementation of the “Healthy China” strategy emphasizes the basic role of “National Fitness” in the development of national sports comprehensive strength, which is also an inevitable requirement for promoting the construction of

healthy China. Therefore, adhering to the sports management system based on “healthy China”, comprehensively implementing the national fitness strategy, and continuously promoting comprehensive fitness, is one of the important ways to improve the physical fitness of our country and strengthen the construction and development of healthy China. As far as the government is concerned, in order to better achieve the national fitness under the guidance of the “healthy China” strategy, it is necessary to strengthen the supervision and management of the sports management system under the jurisdiction of the government, and in-depth guidance of the effective and in-depth reform of the sports department. Form a group-based and socialized work layout that is “led by the government, coordinated by the sports department, and widely participated by the people”.

In addition, in the government's functions and finances, it is also necessary to increase the attention and investment in sports undertakings and project construction. In the cultural functions of the government, there is a function of actively developing health and sports. Health sports here is not only a symbol of function, but also for government management departments to transform each other in terms of management methods, functional rights, management models and supervision systems, and correctly coordinate “competitive sports” and “comprehensive fitness.” “The relationship between the two must be played well in competitive sports is the “tower”, and comprehensive fitness is an important role of “taki”. In the government's financial management, we should also pay full attention to the important role of national fitness, increase investment and introduction in this area, and install sports equipment and equipment in every street and community in the jurisdiction as much as possible. The Street and Community Neighborhood Committee actively promotes the spirit of comprehensive fitness in the community, regularly holds the “Comprehensive Fitness and Sports Competition”, and can also carry out the excellent essay contest of the people around the spirit of “National Fitness”, not only for the people’s exercise. It provides the necessary site and material security, and should also actively mobilize the enthusiasm of the people to participate in physical exercise and fitness for all.

As far as the health industry is concerned, it is an emerging industry with a huge market. It covers a wide range of areas, including medical products, medical equipment, health supplies, nutritious foods, health consultation and management. The health industry mainly covers four major industrial systems. The first is the industrial system based on “medical products and services”; the second is the cross-medical industry system based on “healthy diet and rehabilitation”; the third is “Health care products and health products are the main health care product industry system; finally, the health service industry system based on “health assessment and development of personalized health programs”. The comprehensive fitness industry is more of a basic fitness activity, which is more inclined to a leisure, social and mass sports. The core appeal of the health industry lies in health, and this is the direction and goal of comprehensive fitness development. Therefore, in promoting the development of social sports and enhancing the physical fitness of the whole people, the two can develop together and make progress together.

In addition, in the process of promoting the common development and progress of the health industry and the national fitness industry, the author hopes that the two major industries can “make up the strengths and complement each other” and absorb the excellent parts of the other industry to improve themselves, so as to achieve coexistence and coexistence. The purpose of two-way win-win. In order to achieve a win-win goal, the author believes that the development and integration of the health industry and the fitness industry's development channels and value chain should be necessary, that is, the two are integrated into each other to promote the physical and mental health of the whole people as a development goal. And continue to promote the “health” and “fitness” lifestyle, in order to use the “health industry” concept to improve the people's attention and attention to the “national fitness” campaign, and effectively stimulate the consumption of public health and fitness development of.

At the fifth meeting of the 12th National People's Congress held in China, many experts from the sports field put forward corresponding requirements and suggestions on the development of national fitness in China. Many of them believe that they should actively strengthen the body. The medical system is combined to promote the sports and healthy development of the people. At present,

Zhejiang Province in China is continuously promoting the implementation of the “Sports Facilities into the Park” project to meet the people's free and convenient physical exercise and fitness needs. Especially in today's era of unprecedented economic growth, the people's exercise and fitness demand is rising, compared to some distant parks or gyms, for the convenience of the masses are more inclined to go to the park or green park at home or nearby. Exercise or fitness. At the same time, as far as the grassroots are concerned, many rural people have relatively lack of equipment and measures for exercise, which is also a part that needs continuous improvement. In addition, some chronic diseases are currently showing high trends in the elderly in China, such as cardiovascular disease, hypertension and diabetes. At the same time, doctors emphasize the importance of prevention. The national fitness just provides the place and conditions for exercise and fitness for these vulnerable elderly groups. The single medical focus is on the clinic, while the single sports focus on fitness. Only the two can be effectively combined and the medical care is continuously strengthened. With the deep integration of the comprehensive fitness industry and the realization of a comprehensive “physical and medical integration”, we can better promote the continuous improvement and development of the national fitness in China. In addition, the author also suggests that while strengthening the “physical and medical integration”, the township health department should also establish a scientific and comprehensive resident system monitoring center in the health service center to further promote exercise prescriptions. At the same time, in the training of professional and compound talents, we should also intensify training and innovate the teaching model of medical and health care to provide more favorable talent supply and guarantee for the deep integration of medical and health care industry.

5. Conclusion

The implementation of the national fitness plan is inseparable from the leading guidance of the relevant departments, and it is also inseparable from the country's strong support and advocacy. It is also inseparable from the active participation of the masses. In addition, it must meet the national fitness conditions. Only in this way can the people of the country With the motivation of sports, it will enhance the awareness of sports, and “healthy China” will also be perfected.

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