

Children's Sports Service in the Context of Healthy China: Basic Characteristics, Structural System and Realization Path

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Abstract: This paper uses the methods of literature and logical analysis to study the problems existing in the construction and development of children's sports, and builds a children's sports service system with the background of "Healthy China" and the goal of "Sports power". According to the research, the construction of the early childhood sports service system should be based on the perspectives of "Big health", "All-round" and "Environment", and improve the early childhood sports service system from the four aspects of strengthening social support, service supply, service standard and talent training. From the service resources, service platform, service standard, service talent four aspects to promote the high-quality development of children's sports.

1. Introduction

Preschool sports is a branch of early childhood education, including not only physical activity, but also education, childcare and other activities^[1]. It refers to a series of sports activities with the main purpose of enhancing physical fitness, improving health level, developing basic motor ability, cultivating sports interest and good living habits^[2]. Children's sports service is a series of safeguard measures to help children's sports development, including service content, service standards, service methods, service talents, etc. and is an important path to promote the all-round development of children. At present, due to the imperfect children's sports system in my country, children's sports services are in the initial stage, and there is little research on service systems and smart services. Landed, pointing out the direction for the development of children's sports. However, the implementation of policy guarantees such as the Outline of the "Healthy China 2030" Plan and the Outline of the Construction of a Powerful Sports Country has pointed out the direction for the development of children's sports. Therefore, on the basis of clarifying the policy orientation of children's sports and the relationship and influencing mechanism of various elements, this study takes social support, service supply, service standards, and personnel training as the construction content, and builds a systematic children's sports service system for the development of children's health education. Contribute to the construction and development of a "Sports power".

2. Basic Characteristics of Early Childhood Sports Services

The Ministry of Education pointed out that the health of children is related to family happiness and the future of the nation. The state attach great importance to the physical fitness and health of children, and put the health of preschool children first and sports first. In view of the imperfect sports service system for children, the increased risk of overweight/obesity for children, the lack of scientific and standardized^[3], the imperfect coordination mechanism of multiple subjects, and the insufficient supply of basic public sports services for different groups of people ^[4].The built environment is insufficient in many aspects. The basic requirements of "Big health", "All-round" and "Big environment" provide comprehensive support for the establishment and improvement of the children's sports service system.

2.1. Big Health: Basic Requirements for Children's Sports Services

Under the background of "Healthy China", the development of the field of children's sports pays more attention to the "big health" strategy of "All-round, full-cycle and full-life", including the health of all elements such as social environment, institutional and cultural construction, and natural ecology^[5].It has changed the situation in which science, education, culture, health, and physical education are "fighting each other" in the past, and put forward the concept of "Health priority" and the coordinated development of various departments. The "Work Regulations for Kindergartens" points out that children should follow the characteristics and laws of children's physical and mental development, and implement education for all-round development in moral, intellectual, physical, and aesthetic aspects. The key to children's sports services is to integrate knowledge in the field of health into the fields of morality, intelligence, beauty, labor, etc. set up rich teaching content based on "children's health", adopt various forms of activities, and implement different education and service concepts to promote the physical and mental health of young children. The second is to establish a database of children's health. Advocate that the research in the field of children's sports uses high-tech means to explore aspects such as quality of life, living environment, lifestyle, service system, etc. And improve the national health level from the source. Using big data, artificial intelligence and other technologies, with children's health as the core, establish a database of children's physical and mental development, set up an early warning mechanism to send real-time pushes to homes, gardens, and individuals, integrate modern technology and education into "Big health", and realize mutual assistance and resources in education.

2.2. All-round: the Basic Dimension of Children's Sports Services

"Healthy China" requires the establishment of a full range of health needs from the perspective of the whole life cycle to meet the physical, psychological, social adaptation and other needs of individuals at all stages, to create a comprehensive and multi-level health service system, and to comprehensively promote people's health through joint construction and sharing^[6]. First, children are the starting point of the whole life cycle. Early childhood is a critical period of human development. It is affected by physiology, psychology, education, medical care, etc. and the whole society such as education, medical care, sports, science and technology should be widely mobilized to form a joint force for healthy development, and guide the government, enterprises, universities, families, and gardens and comprehensive support from social organizations to provide long-term health guidance for children throughout their lives. Second, sports services for children are guaranteed by the built environment. At present, there are insufficient space and facilities for children's sports activities, and the operating places lack scientificity and safety^[3].Children's physiological functions are not yet mature, and they are vulnerable to environmental pollution.

There is an urgent need to transform kindergartens, communities or public facilities to provide children with a safe and convenient sports environment, and to establish institutional guarantees that meet the access standards for children. Third, the purpose of children's sports services is to be intelligent. The unique data collection and processing capabilities of big data technology can make national fitness more intelligent^[7]. Through the Internet, big data and other technologies to establish an intelligent information service platform, implement the monitoring of indicators such as exercise load, energy consumption, exercise trajectory, exercise time, etc. and integrate with platform data such as family, garden, and individual to achieve a full range of intelligent services.

2.3. Big Environment: Basic Guarantee for Children's Sports Services

"Healthy China" is based on the concept of innovation, coordination, greenness, openness and sharing^[8], and has created a good policy environment for the development of sports services for children. First, children's sports services should clarify policy orientation, formulate necessary management norms for children's sports services, implement institutionalized management, and ensure evidence-based, to improve the environment for children's growth, continue to promote the upgrading of children's sports products and services, and promote the development of healthy behaviors in young children. Second is to advocate the departments of science, education, culture, health, and sports to increase the promotion of the smart service system for children, conduct in-depth research on the characteristics of the built environment that matches the promotion of children's health, and guide enterprises, universities, families, kindergartens and social organizations to participate in to create a situation of co-construction and sharing by the whole society.

3. Structural System of Early Childhood Sports Services

At present, there are problems such as a serious shortage of children's physical education teachers, insufficient activity space and facilities, unbalanced physical development of children, and lack of scientific and standardized^[3]. In the early childhood sports service industry, there is a lack of supervision mechanism and insufficient public services for early childhood sports, which seriously threaten the healthy development of the industry^[9]. It is urgent to establish a content system for children's sports, promote the standardized development of children's sports, deeply analyze the basic characteristics of children's sports services, and establish social support, service supply, service standards and personnel training to establish and improve the structure system of children's sports services.

3.1. Deepening the Social Support System of "Overall Coordination and Top-level promotion"

"Social support" refers to the sum of behaviors in which a certain social network uses appropriate material and spiritual means to provide free assistance to disadvantaged groups in society^[10]. Although children's sports affect the development of individual lifelong sports, the cultivation of competitive sports reserve talents, and the promotion of the sports industry, there are still problems such as poor government support policies and insufficient investment, and limited support from communities and related social organizations^[11]. It can be seen that the implementation of the "Healthy China" action and the realization of the goal of "strengthening the country by sports" are still inseparable from the top-level overall planning, and a social support system is formed by means of multiple measures and departmental linkage, and the development concept of "co-construction and sharing" is truly implemented. First, the establishment of a social support system for children's sports services should start from a high understanding of the value of

children's sports services, and build a "four-in-one" social support system of family, kindergarten, society, and government required by the children's sports service industry^[11]. Improve the built environment of children's sports through multi-sector cooperation, and form a synergistic mechanism that is conducive to resource integration and industrial development. The second is to formulate regulations on the social management of children's sports services, strengthen the communication and cooperation of various departments, and promote the implementation of policies for children's sports services technological innovation, facility renovation, tax reduction and exemption, and training services.

3.2. Strengthen the Service Supply System of "Resource Integration, Technology Assistance"

At present, the contradiction between supply and demand of public sports services in my country is very prominent, and the development of various fields is seriously unbalanced^[12]. Big data can use its own information and resource advantages to continuously promote the reform of governance capabilities in the field of public management, and provide ideas and methods for risk resolution and problem solving in the public field^[13]. Under the empowerment of modern information technology, children's sports services can develop towards the trend of intelligence, transforming from a single supply mode to a multi-dimensional service mode. The first is to enrich the supply channels of children's sports services. Implement the integration of sports and medical care into "protection and education", increase the intersection of public health, pediatrics, nutrition and dietetics, psychology and other disciplines^[14]. Encourage high-level professional and technical personnel inside and outside the industry to extend vertically, and multi-dimensionally eliminate bottlenecks such as insufficient children's physical education teachers and insufficient innovation. The second is to build an information technology platform for children's sports services. Relying on big data, artificial intelligence, Internet of Things and other technologies to help the construction of information platforms, with children as the core, establish children's health information database and motor development monitoring system, and provide intelligent decision-making for children's healthy development. The third is to promote the integration and upgrading of the children's sports service industry. There is an urgent need to attract funds, resources and technologies from education, tourism, medical care, finance and other industries to provide support for the development of the early childhood sports service industry and promote industrial development and upgrading. For example, tourism and children's sports services are integrated, and "family tourism + sports viewing + sports summer camp", "outdoor tourism + parent-child sports", and "sports + medical care" are carried out^[15].

3.3. Improve the "Practical and Effective" Service Standard System

At present, it is necessary to standardize the space, facilities, and equipment of sports training service venues for children as soon as possible, and implement a certification system for industry service standards and practitioner qualifications to standardize the business environment and ensure the effective connection between supply and demand^[16]. It is inevitable to set reasonable access conditions and service standards to promote the standardized development of children's sports services. One is to strengthen the publicity and implementation of service standards. Through science, education, culture, health, sports and other departments to publicize and popularize basic knowledge, incorporate the operation outline into the kindergarten management regulations and industry training, and invite a team of experts to formulate sports service standards for children to give training and teaching, so that it will be continuously implemented and implemented. The second is to implement special plan rectification actions. Strictly check the training qualifications of social institutions, standardize the training content, and promptly clean up the chaos in children's

sports services such as imperfect procedures, substandard environment, unsafe venues, unqualified qualifications, unreasonable content, and premature specialization. The third is to implement the implementation and supervision of service standards. Entrust a third institution to carry out evaluation on children's sports training institutions to ensure that the service quality meets the standards, and carry out pilot work in institutions of different regions, types and levels, and fully implement the children's sports service standard system.

3.4. Improve the Talent Training System with "Reasonable Positioning and Accurate Goals"

Because preschool education is not included in the compulsory education system, and the talent training standards for the integration of preschool education and physical education have not yet been established, physical education in preschool education is particularly weak^[3]. Therefore, it is the key to the high-quality development of the children's sports service industry to establish a team of talents with perfect structure, excellent professional quality and strong service awareness, who understand both the theory of children's health education and physical education techniques. First, clarify the training goals and enrich the team of children's sports service talents. Pay close attention to the shortcomings of children's physical education teachers, combine the development trend of information and intelligence of children's health education, and cultivate application-oriented talents with professional knowledge of children's health education management, familiar with children's physical education knowledge and skills, policies and regulations, so as to adapt to the needs of children's physical education and services. The second is to strengthen education and training and expand talent training channels. Attempt to establish a 1+X certificate training mechanism based on higher education, a classified and graded training model supplemented by industry training, and a talent training method supplemented by "Internet +" hybrid training. The third is to innovate the cultivation method and focus on the combination of theory and practice. Establish a kindergarten-school cooperative training base for children's physical education teachers, take the centralized method of experts entering the campus to regularly carry out special training and teaching practice, establish a platform for the exchange of children's sports service talents, constantly update the knowledge structure of practitioners, and continuously improve the theoretical level and practical ability.

4. The Realization Path of Children's Sports Service

Based on the basic characteristics and structural system of children's sports services, aiming at the lack of supervision mechanism and industry standards for children's sports services in my country, unbalanced industrial development, imperfect personnel training mechanisms and insufficient theoretical research^[9]. Due to the problems of inconsistent service standards and imperfect evaluation system, an action plan of "service resources - service platform - service standards - service talents" has been constructed to promote the high-quality development of the children's sports service industry.

4.1. Integrate Service Resources to Create a "Cooperative Embedded" Early Childhood Health Education Service Station

Cooperative embedding refers to the formation of an equal cooperative relationship between social organizations and neighborhood committees, which realizes synergy and win-win among communities, streets, social organizations and residents in community sports governance^[17]. Children's sports services can use idle resources in the community to cooperate with social organizations and kindergartens to create a community "embedded" service station with appropriate

scale and complete functions, and give full play to the advantages of local colleges and universities' talent resources, to establish a multi-service team integrating the government- college-community-kindergarten to realize comprehensive services for children's sports and fitness, leisure and entertainment, daily reading, and health monitoring.

4.2. Build a Service Platform to Realize "Smart" Children's Health Education Services

Relying on Internet technology, it is possible to expand the supply channels of community public sports services, improve the efficiency and sharing of supply, and promote the performance supervision of supply^[18]. Children's health education services involve the interaction and coordination of multiple knowledge systems such as sports, education, psychology, medical care, and nutrition, and require multi-dimensional linkages in science, education, culture, health, and sports. The intelligent transformation and upgrading of community, institution, and park facilities can be used to set up a service platform of "face recognition-fingerprint recognition-motion monitoring-data storage-exercise prescription-effect feedback" using the Internet of Things and wearable technology. Establish a database of children's body, physiology, physical sign monitoring, movement development, and database, and realize intelligent intervention services for children's health education through the loading, analysis, and extraction of data platforms, and promote the balanced development of children's education.

4.3. Improve Service Standards and Carry out Action Plans for Children's Sports Services

The "Kindergarten Work Regulations" put forward requirements for children's sports venues, activity environment, teaching content, etc., and provided a reference for children's sports service standards. Standardized regulations should be made on the space, facilities, and equipment of children's sports training service venues, and a certification system should be implemented for industry service standards and practitioner qualifications to standardize the business environment and ensure the effective connection between supply and demand^[16]. Carry out actions around the access standards, environmental standards, safety standards, equipment standards, service contents, practitioners, etc. of children's comprehensive development and health promotion, and gradually improve the children's sports service standard system, access system, content system and supervision mechanism. Establish children's health database files and practitioners' service record database files, and form a standardized service evaluation process centered on the satisfaction of parents and children. In addition, it is necessary to strengthen the supervision during and after the event, conduct regular supervision and assessment through third evaluation agencies, review requirements such as hygiene standards, safety assurance, personnel qualifications, and course content, implement standardized service evaluation processes, and carry out child health monitoring and assessment from time to time.

4.4. Enrich Service Talents and Optimize Teacher Training Courses

At present, my country's kindergarten physical education teachers are facing the problem of insufficient number and professional quality. Preschool teachers in preschool education lack the ability to organize physical education, and preschool teachers in physical education lack the knowledge of education. I believe that the era orientation of "meeting needs and pursuing excellence" should be established in the training of children's physical education teachers^[19]. According to the work nature and job requirements of the children's sports service practitioners, various types of talent training models are adopted, and efforts are made to build a high-quality and professional team of children's sports service teachers. For example, colleges and universities can

open full-time children's sports service related majors to cultivate applied talents with comprehensive development of morality, intelligence, physique, beauty and labor and have strong comprehensive ability of children's sports services. The industry can implement classified and graded training to attract people from all walks of life to enrich the talent team. In the process of cultivating talents at all levels and various types, offline thematic content learning mainly focuses on skill learning, scenario simulation, game creation, curriculum design, and environment creation, supplemented by online theoretical knowledge learning.

5. Conclusion

In recent years, early childhood sports have shown a good development trend, but the long-standing unsoundness of the early childhood sports service system has led to the problems of insufficient supply of public service facilities, uneven industrial development, and lack of professional talents for early childhood sports. In order to better solve the current problems in the development of early childhood sports, it is necessary to deepen the collaboration of sports, education, health care and other departments, widely mobilize the whole society to participate in the establishment of a sound early childhood sports service system, refine the service content and standards, strengthen the construction of science and technology to help early childhood sports service standards, continue to optimize the training mechanism for professional talents in early childhood sports services, and promote the standardization, scientific and intelligent work of early childhood sports. We will continue to optimize the mechanism of training professional talents for early childhood sports services, promote the standardization, scientific and intelligent development of early childhood sports work, and help the construction of "Healthy China" and "Strong Sports Nation".

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