

# ***Innovation of Mass Sports Activities and Health Promotion Strategies in the New Era***

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**Abstract:** In the context of the new era, innovation and health promotion strategies for mass sports activities have become important topics for improving the overall health level of the people and promoting social harmony and development. The author explores the challenges currently faced by mass sports activities, particularly the insufficient allocation of sports facility resources and difficulties in organizational management. With the advancement of urbanization, the scarcity of land resources and high land prices have led to a shortage of public sports facilities, limiting opportunities for people to participate in sports activities. In addition, the spontaneous small-scale organizational form has led to uneven resource allocation and management difficulties, affecting the quality and participation enthusiasm of mass sports activities. To address these challenges, the government has proposed multiple strategies. Firstly, we need to increase funding and vigorously construct public sports facilities. Through these measures, innovation and development of mass sports activities can be promoted, the overall health level of the population can be improved, and efficient and orderly mass sports activities can be carried out in the context of the new era, thereby promoting social harmony and progress.

## **1. Introduction**

In the context of the new era, innovation and health promotion strategies for mass sports activities have become a focus of social attention. With the continuous development of the social economy and the improvement of people's living standards, health has become an important factor affecting social harmony and development. As a popular form of sports activity, mass sports not only enhance physical fitness, but also promote social interaction and improve quality of life <sup>[1]</sup>. Therefore, studying the innovation and health promotion strategies of mass sports activities in the context of the new era has important practical significance. Firstly, sports activities in the new era need to adapt to people's diverse needs. In the past, mass sports activities often focused on simple physical exercise, but in modern society, people's demand for sports activities is more diversified. People hope to achieve physical health through sports activities while also enjoying spiritual pleasure and satisfaction. Therefore, innovating the form and content of mass sports activities to meet the needs of people of different ages, genders, professions, and interests is an important direction for the development of mass sports activities in the new era. Secondly, technological advancements have provided new opportunities for innovation in mass sports activities <sup>[2]</sup>. The development of technologies such as smartphones, wearable devices, and big data has made

personalized fitness guidance and health monitoring possible. Through these technological means, the public can not only understand their health status in real time, but also receive scientific exercise advice, thereby improving the effectiveness and participation of sports activities. Finally, health promotion strategies should focus on prevention and comprehensive management. By conducting nationwide health education, we aim to enhance the public's awareness of health and self-care abilities. At the same time, the government will establish a comprehensive health management system to continuously monitor and intervene in the health status of the public, and provide personalized health promotion programs <sup>[3]</sup>.

In summary, under the background of the new era, innovative mass sports activities and health promotion strategies require joint efforts from multiple aspects. By meeting diverse needs, utilizing technological means, strengthening government and social support, and emphasizing prevention and management, we can comprehensively improve the health level of the masses and promote social harmony and development.

## **2. Achievements in the development of mass sports activities**

### **2.1 Clear and more specific ideas for mass sports activities**

Since the concept of mass sports emerged and gradually grew in society, its core idea has always been to place the people in the highest position and use it as a guiding principle to carry out various sports activities. This people-centered approach is not only reflected in policy-making, but also deeply rooted in every aspect of sports practice. Over time, this idea has been continuously deepened and expanded, ultimately rising to the level of national strategy.

After the 18th National Congress of the Communist Party of China, the national fitness movement was officially elevated to a strategic position at the national level, included in the overall layout of the "Five in One" and the strategic structure of the "Four Comprehensives", and became an important component of promoting socialist modernization construction. This transformation marks an unprecedented level of emphasis by the Chinese government on the development of national health and sports. Therefore, whether from the macro guidance of national policies or the micro operation of specific implementation, the fundamental purpose of putting people first is evident. Sports is not only a means of exercising the body, but also an effective way to improve national quality and promote social harmony and stability. By continuously optimizing the allocation of sports resources, improving the level of public sports services, building a sports facility network that covers both urban and rural areas and benefits the entire population, and providing diverse sports activity options, we are committed to creating a sports environment that is inclusive, fully accessible, and balanced in development. All these efforts are centered around the core concept of "considering the people", aiming to make sports a truly important component of people's happy lives <sup>[4]</sup>.

### **2.2 Innovation in Mass Sports Activities is More Powerful**

In the constantly changing era, sports work must keep pace with the times, combine current practical needs and development trends, and continuously innovate to maintain vitality. Looking back at 1993, the sports industry underwent a major transformation, showcasing a new development posture through the meticulous polishing and repair of sports mechanisms. With the passage of time, after entering the 21st century, the mechanism of mass sports work has been further strengthened and improved, making sports not limited to traditional forms, but becoming increasingly diverse and comprehensive. This transformation has attracted more people to join in and enjoy the fun and health benefits of exercise. Governments at all levels have significantly increased their emphasis on

fitness and exercise, with a plethora of improved fitness facilities and activity arrangements emerging. In some regions, the government even invites amateur athletes to participate in professional competitions, which greatly stimulates the participation and enthusiasm of the masses, gradually blurring the boundary between competitive sports and mass sports. By organizing various types of competitions and activities, not only does it enrich sports culture, but it also provides a platform for the general public to showcase themselves and communicate with each other, thus promoting the vigorous development of mass sports and opening up a vibrant path of innovation.

### **2.3 Long term planning for mass sports activities becomes clearer**

Since the 1990s, with the official implementation of the National Fitness Plan Outline and the promulgation of the National Fitness Regulations, government departments have shown unprecedented attention to promoting the development of mass sports. These policy documents not only establish the core position of mass sports in the national sports development strategy, but also provide specific fitness and activity guidance for the general public, thereby ensuring the sustainable and healthy development of mass sports<sup>[5]</sup>. In the new century, especially after the 18th National Congress of the Communist Party of China, the government has further strengthened its support for mass sports work. During this period, the government made more detailed plans and deployments for the future development of mass sports, aiming to enhance public awareness of sports, increase sports participation, and optimize the layout of sports facilities through systematic policy design. The government has also issued a series of preferential policies aimed at promoting sports for all, encouraging more people to participate in sports and achieve the grand goal of national fitness. Now, after years of effort, we have established a comprehensive, systematic, and long-term planning system for mass sports. This system covers every corner from urban communities to rural areas, catering to people of different age groups, genders, and professions. Through this system, the government ensures that every citizen can enjoy equal sports resources and services, while also promoting the vigorous development of the sports industry and forming a vibrant sports ecosystem. All of this indicates that the government's commitment to mass sports is not just limited to slogans, but truly regards it as an important component of social progress and improvement of people's livelihoods, contributing its own strength to building a healthy China.

## **3. The current situation and problems in the development process of mass sports activities under the background of the new era**

### **3.1 Insufficient allocation of sports facilities resources**

In the context of the new era, common sports activities are divided into two categories: Aerobic exercise and anaerobic exercise. Aerobic exercise mostly relies on venues and facilities, while anaerobic exercise, as a general term for strength training, relies more on equipment. Regardless of the type of sports, the development of mass sports mainly relies on sports facility resources, including the construction and development of public facilities such as sports centers, gyms, and community sports facilities. Mass sports cannot do without material resources. Both in terms of quality and efficiency, available activity venues and fitness equipment are objective needs. However, with the advancement of urbanization, urban available land resources are scarce and land prices are high. In the context of the new era, mass sports activities, as projects lacking profit channels, are only partially privately built as gym venues. There are very few public welfare open sports activity venues, and the membership prices of most gyms are generally high, which makes the general public hesitant to engage in sports and fitness. Therefore, the poor allocation of public sports resources is the main reason for the lack of mass sports activities and the stagnation of development

in the new era <sup>[6]</sup>.

### **3.2 The mass sports model lacks organization and management**

In the context of the new era, the development of mass sports activities often relies on numerous spontaneous and small-scale organizational forms. These organizations, although diverse in form, operate independently and plan and implement activities in a decentralized manner. This situation not only creates management difficulties, but also to some extent affects the enthusiasm and quality of participation. Firstly, due to the lack of dedicated personnel to coordinate resource sharing and activity arrangements between different organizations, it is inevitable that there will be uneven distribution of resources. When organizers in one location invest more sports resources into projects they consider more important or attractive, participants in other regions may feel dissatisfied or even excluded, leading to unnecessary artificial conflicts. This situation not only undermines the harmonious atmosphere of the sports community, but also weakens the enthusiasm and satisfaction of participants. Secondly, in the context of the new era, many people are unable to continue participating in sports activities due to work pressure, health conditions, or changes in personal interests. However, when individuals in this group become members of the group, their absence may have adverse effects on others. For example, if individuals who were once passionate about exercise stop exercising for various reasons, and new members do not have the corresponding habits or motivation to adapt and maintain this lifestyle, then the fitness awareness and enthusiasm of the entire group may be affected <sup>[7]</sup>.

## **4. Innovation of Mass Sports Activities and Health Promotion Strategies in the New Era**

### **4.1 Increase funding and vigorously build public sports facilities**

Currently, although many cities have realized the importance of public sports services and begun to take measures to invest and construct them, there are generally some problems in practical operation. Firstly, many cities lack sufficient attention to the construction and maintenance of public sports facilities, resulting in insufficient funding, outdated service facilities, and difficulty in meeting the needs of the general public. Secondly, the shortage of professional talents is also a prominent issue, as both service personnel and skilled professionals are far from meeting the market demand in terms of quantity. Furthermore, due to the lack of sufficient publicity and guidance, the public's enthusiasm for participating in public sports activities is not high, which undoubtedly limits the popularity and influence of sports activities. In addition, the development path of mass sports is too narrow and has not formed a diversified development pattern. This phenomenon often results in only a few specific groups of people being able to enjoy high-quality sports services, while the majority are excluded. Therefore, in order to address these issues, we must take more effective measures to promote the construction of a common sports service system <sup>[8]</sup>. On the one hand, a large amount of capital investment is needed to support the early transition stage and provide the necessary material foundation to attract more public attention. On the other hand, the government should introduce corresponding policies and provide market environment support to encourage and guide social capital to enter the public sports field. At the same time, the government combines local development strategies with the actual needs of the people, scientifically plans and strengthens the construction of public sports facilities and resources, thereby building a comprehensive and balanced public sports service network. Through such efforts, we can ensure that every community can enjoy fair and convenient sports resources, making national fitness no longer just a slogan, but a tangible right and well-being for everyone.

## 4.2 Establish a sound mechanism for mass sports activities

In modern society, with the continuous improvement of people's living standards and the increasing awareness of health, mass sports and sports activities have become an indispensable social welfare cause. However, in order to promote the development of this cause, efforts must be made at the organizational management level. This not only means that we cannot make the public feel constrained, but also cannot allow them to act freely without restraint. By establishing a set of incentive mechanisms for participation in sports activities, we can clarify various standards and requirements, which can to some extent motivate the masses to actively participate and cultivate good sports habits. The widespread development of mass sports activities needs to rely on specific groups of people to attract more people to participate. For example, for the group of college students, the government and schools can effectively coordinate and cooperate to jointly carry out sunshine sports activities<sup>[9]</sup>. These activities can create a vibrant campus sports atmosphere through various forms such as morning running delivery, long-distance running check-in, weekend express delivery, etc. This type of activity can encourage students to step out of the dormitory and onto the playground, experience the joy of sports, and develop a good habit of lifelong exercise. For the general public, it is very necessary to organize fixed national fitness interactive stations. By hiring professional social sports instructors and exercise prescription specialists, we can provide free health guidance services to the public, enabling them to arrange their exercise plans more scientifically and reasonably under the guidance of professionals, in order to promote physical and mental health. In addition, providing free exercise stress relief facilities to employees is also a highly meaningful measure for enterprises and institutions. Through such facilities, employees can not only relieve work pressure, but also stimulate healthy and upward work vitality during exercise, thereby enhancing the work efficiency and team cohesion of the entire enterprise and society<sup>[10]</sup>.

## 5. Conclusion

In the context of the new era, the innovation of mass sports activities and the implementation of health promotion strategies require the establishment of a new development framework. This architecture should be based on the characteristics of the times, fully consider the practical needs of the people, and optimize based on market environment and national development strategies. To improve the form of sports activities, we need to enhance public participation, deeply explore the connotation of mass sports, cultivate core values from the perspective of a healthy China, and achieve mutual promotion and shared growth between sports activities and social progress.

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