

Research on the Construction of Community Sports Public Services Model under the Concept of Integration of Sports and Medicine

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Abstract: The integration of sports and medicine is to combine sports and medicine, also a necessary measure to promote the sustainable development of the national fitness. At present, there are certain defects in the community sports public services in China and the promotion and practice of "integration of sports and medicine" are also in the initial stage. In order to have a long-term development of the community sports public services, it is necessary to construct a new model under the "integration of sports and medicine".

Since the "reform and opening up", the people's living standards have been continuously improved, and the richness of material life has prompted the people to pay more and more attention to their health. With the transformation and progress of health concepts, medical concepts and sports awareness in modern society, health medicine, preventive medicine and rehabilitation medicine have gradually developed and attracted attention from people. Meanwhile, insufficient sports, the resulting sub-health, and chronic diseases have also drew attention of people, and the trend of chronic diseases has become more serious, which has greatly affected the health and life of urban residents, and also increased the burden of public services such as social medical care and social security. The community, an important part of the city, is just like a cell inside the human body. Only by the healthy "community cells" can a healthy city achieve long-term development. People's living standards have accelerated the urban development. At the same time, more new requirements for community public services have been put forward. From the perspective of improving the health of residents, community sports public services should build a service model that keeps pace with the times and meets the needs of times and people.

1. The concept of " integration of sports and medicine"

"Integration of sports and medicine" is simply a combination of sports and medicine, referring to the collection of knowledge in many disciplines such as sports medicine, health care, rehabilitation medicine, medical nutrition, health assessment, exercise prescription, etc, and emphasizing relevance and combination of subject and knowledge. ^[1] "Integration of sports and medicine" can make sports scientific and reasonable by medical knowledge, and prevent and treat physical diseases through healthy and reasonable physical exercise. Through the mutual complement and

promotion of sports and medicine, sports can play a more active role. The concept of "integration of sports and medicine" has a wide range of applications. Whether a sub-healthy or a healthy group, they can get better evaluation on sports, physical health and disease status through medical knowledge and corresponding medical means in the process of sports. Thus they can make corresponding adjustments, scientifically improving physical fitness.

Sports and medicine mainly include two aspects in sports health: medical health services and sports guidance rehabilitation services. In China, sports and medicine belong to different fields in management, service and operation. Although sports can strengthen the body and medicine can treat diseases, both of which serve the health of residents, they can not play a good synergy, not conducive to the development of "integration of sports and medicine", which leads to the development of community sports in China without scientific guidance, greatly restricted.

2. Development status of community sports public services

Many chronic non-communicable diseases are endangering the health of residents. Recognizing the development trend of the condition, changing the status quo, controlling morbidity and mortality, popularizing ideas of sports and fitness and enhancing residents' health awareness to reduce social medical burden and family medical burden have caused people to attach great importance to it.

As an important part of social activities, sports must be synchronized and coordinated with other aspects of society. Community sports and community medical care, as important components of community public services, must also keep pace with the times to develop for meeting the needs of sports and medical care of community residents. However, the mere dependence on sports can not achieve the effect of preventing diseases and assisting in the treatment of diseases, which is also the shortcoming of community public services in China at this stage. But the intervention of public services in health care can alleviate related problems, perfecting community public services.

Talents good at both sports and medicine are the main driving forces for the "integration of sports and medicine". In sports-oriented public services, the instructors may not be able to provide relevant medical knowledge or provide professional sports knowledge. So it is impossible to specifically improve the physical condition of patients with chronic diseases or to formulate specific and effective sports activities for the real situation of community residents. As a result, community residents can only rely on their own feelings to perform physical fitness exercises without expected effect. Even in sports, the lack of relevant sports and medical knowledge will cause physical damage, which has a certain blindness. Therefore, it is obvious that China needs to strengthen its community sports guidance work, and it is an inevitable demand to cultivate interdisciplinary related talents for "integration of sports and medicine" and the necessary way for community sports public services in China.

"Integration of sports and medicine" is still in the early stage of exploration in China. This interdisciplinary integration and exchange lack corresponding empirical researches at this stage, thus it is not possible to coordinate the transformation between sports methods and medical knowledge. At present, most of the "integration of sports and medicine" in China is limited to traditional health care sports, such as Tai Chi, Wu Qin and so on, which has improved chronic diseases such as cardiovascular and cerebrovascular diseases. Most of "integration of sports and medicine" in China is at the macro level, and the actual promotion in the practice process is not optimistic^[2].

3. Research on the exploration of "integration of sports and medicine "community sports public services model

3.1 Exploration on the construction of "integration of sports and medicine" sports public services management organization model

The community constructs the corresponding sports public services management organization, and effectively allocates and manages relevant resources to ensure the smooth development of community sports public services. Effective management organizations play extremely important roles in community public services. The scale of sports public services in different communities varies, and the required venues, funds, and related service personnel are different. Therefore, it needs different organizations to provide relevant resources and assistance. In the context of "integration of sports and medicine", the community sports public services need to rely on the grassroots administrative organization to coordinate and help the work of sports activities and medical health in order to better promote the development of related work. When the grassroots community agencies, the sports department, and the medical health departments are coordinated, community sports public services can meet the needs of community residents. The development of community sports services is inseparable from the support of community grassroots institutions, and must also be supported by community resources. However, different communities have different levels of understanding of "integration of sports and medicine", resulting in a large difference in sports public services with some not meeting the physical fitness needs of community residents. Therefore, community grassroots organizations such as neighborhood committees should play a greater role in sports public services. As a grassroots organization of the community, it is able to grasp the actual situation of the community residents in more detail, understand the source of sports public services and community health care public service resources, and also master the progress of related work. Also, there is a more direct understanding of the real needs of residents and the feedback on the related service work carried out. Based on this, the community grassroots organization is the most basic and direct part of the "integration of sports and medicine" to carry out the sports services work, which is related to the actual operation value of the community sports public services work as well as the quality of related work ^[3].

3.2 Exploring the construction of content of "integration of sports and medicine" community sports public services model

The development of community sports public services activities under the concept of "integration of sports and medicine" requires a certain method of activity, and the activities that can combine sports and medical knowledge are promoted in service activities in order to make "integration of sports and medicine" really play its due role. At present, China's "integration of sports and medicine" is still at the stage of primary exploration, not really well integrated with the actual sports services situation of the community. Therefore, there are not many real cases available for research, and through some existing related data and research reports, some summary and prospects for community sports services content are made.

By consulting relevant information, it can be found that when the community promotes the activities related to sports public services, it usually adopts the following aspects of activities: promotion of physical fitness activities, monitoring and inspection of residents' physical health status, and the promotion of sports and medical knowledge, etc.

The promotion of physical fitness activities is relatively easy. Under the background of national fitness, sports activities are more and more popular among the masses. However, there is a certain blindness in sports games without scientific guidance, not conducive to the development of physical

health. When promoting of physical fitness and sports, community grassroots organizations should also actively promote relevant policies and update information in a timely manner to encourage community residents to develop awareness of physical fitness activities and also make them recognize the benefits of scientific fitness. And when organizing sports services, the health care services institutions and personnel in the community should be introduced, not only to explain the practical and effective medical health knowledge, but also to make a certain evaluation of the health status of the residents. Meanwhile, it can avoid sports injuries caused by lack of relevant medical knowledge. This will enable community residents to recognize the indispensable importance of sports and medical knowledge, more conducive to the advancement of "integration of sports and medicine."

Many urban communities have certain medical and health institutions to provide residents with appropriate physical monitoring and inspection services, which has promoted the residents' attention to their own health and the development of healthy lifestyles to some extent, providing favorable conditions of promoting the "integration of sports and medicine" and positive impact on community sports public services activities. While promoting residents to carry out physical exercise, medical health service institutions can guide residents' physical activities according to actual conditions and medical knowledge, and monitor the physical condition and disease recovery of the people. According to the monitoring feedback results, corresponding guidance is carried out, forming a virtuous circle to promote the improvement of the physical quality of the community residents and the improvement of the condition of chronic patients. It can also avoid the situation to a large extent that the corresponding prediction results of sports exercises can not be reached caused by inability to understand the physical health of the residents, providing a guarantee for the quality of community sports public services^[4].

The promotion of physical fitness and medical knowledge is an active activity under the "integration of sports and medicine" community sports public services. In the process of physical exercise, the lack of professional sports knowledge and medical knowledge leads residents not to achieving the result of physical fitness and improving the condition of the disease. So in order to avoid this situation, the promotion of sports and medical knowledge is essential. The sports department conducts guidance training for community residents through professional sports instructors and the medical health institutions conduct medical personnel to carry out the promotion of relevant medical knowledge, cultivating the scientific fitness awareness of the community residents with the two-pronged approach. In addition, a single sports services or medical staff is bound to fail to meet the future community sports public services. Therefore, interdisciplinary and interdisciplinary talents are also needed for community public services.

4. Conclusion

The "integration of sports and medicine" in community sports public services is still in the stage of preliminary exploration. Under the promotion of national fitness activities, community sports services are developing rapidly. The development of "integration of sports and medicine" is conducive to the organic combination of physical fitness and medical health services, and makes it truly play a role in community services. There are many places needed to be improved in community sports public services under the "integration of sports and medicine". So it is necessary to make efforts and make progress together in order to truly achieve long-term development.

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