

The Strategic Governance Model of Healthy China under the Guidance of Sports Culture

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Abstract: The transformation of modern life style has caused a sharp increase of modern civilization diseases and sub-healthy population in China, which not only causes great harm to people's life and health, but also threatens the national health and safety strategy. It is found that unreasonable allocation of medical and health resources and insufficient improvement of life behavior have caused problems in national health management. The traditional medical and health care system has been unable to effectively cope with the governance crisis of Healthy China under the new situation. Therefore, it is necessary to reshape the concept of great sports, give full play to the basic role of physical health, reconstruct the strategic governance mode of "sports + medical care" under the guidance of sports culture, and form an all-covering strategy of life and health. It is of great importance to promote the behavior health management system under the guidance of sports culture, and establish the cooperation channel and policy coordination mechanism of sports health and medical health strategy in order to realize the governance goal of Healthy China from five aspects of individual, group, organization, society and culture.

1. Introduction

Chairman Mr. Xi Jin ping put forward the national strategy of "Healthy China 2030" in his report to 19th National Congress of the Communist Party of China (CPC), stressing that people's health is an important symbol of national prosperity. It reflects the Party's understanding of the important value and function of people's health to a new level, and further clarifies the strategic orientation of national health for the whole nation. By innovating the concept of health management, developing health industry, constructing the strategic model of great health management with Chinese characteristics, we can raise physical education to the strategic level of national health and safety, and give full play to the fundamental and strategic role of sports in the field of great health management.

2. “Soft Spot” in Healthy China Strategic Governance

2.1 Decline in Physical Health Quality of Adolescents

According to a survey, Chinese young people's physical health quality has been declined for 26 years. The phenomenon of overweight and obesity is serious, the incidence of myopia continues to increase, the growth of speed and strength quality tends to stagnate, the endurance quality hovers at a low point, the blood pressure regulation function is poor, and the qualified rate of conscription in some areas is less than 40% ^[1]...From which we can see that the physical health of young people in China is still a very prominent problem.

1.2 Chronic Diseases Seriously Threaten the Health of Adults

A few days ago, the General Office of the State Council issued and published *China's Medium-Term Plan for the Prevention and Control of Chronic Diseases (2017-2025)*, proposing that it is necessary to control the risk factors of chronic diseases, strengthen health education and the standardization of diagnosis and treatment, and promote the coordination of medical treatment and prevention, so as to promote the realization of the whole life cycle health of the people. In the *Healthy China 2030 Program Outline*, the implementation of comprehensive prevention and control of chronic diseases is proposed. When the responsible person of the National Health and Family Planning Department deployed the work tasks for the year of 2017, he stressed the importance of innovating the construction of national prevention and control demonstration zones for chronic diseases and promoting the strengthening of public health services. The two major documents of the Central Committee have been issued one after another, indicating that chronic diseases have seriously threatened the lives and health of Chinese residents. It threatens the national health and safety of our country and has become a major public health problem affecting the development of national economy and society.

Overall well-off can't be achieved without the health of all. Therefore, we must explore an effective path suitable for the healthy development of our society, establish a priority development strategy of people's health, integrate health into all policies, and change from “centering the treating” to “centering people's health”, so as to promote the deep integration of national fitness and national health ^[2]. By promoting the rising level of public health through the establishment of a healthy and civilized way of life in sports, we can lay a solid and healthy foundation to achieve the "two centenary goals" and realize the great rejuvenation of the Chinese nation.

3. Imbalance of Healthy China Governance Model

From the formal promulgation of the *Healthy China 2020 Strategic Research Report* in February 2013 to the *Healthy China 2030 Program Outline* in 2016, the position of healthy China Strategy has gradually been raised from a strategy of one department to a national level. However, the unreasonable allocation of medical and health resources is a prominent problem, and the imbalance of the strategic structure of health management makes the governance ineffective.

3.1 Unreasonable Allocation of Medical and Health Resources

According to the World Health Organization, the four major factors affecting health are: biological genetic factor 15%, environmental factor 17% (social environment 10% and nature environment 7%), medical and health service 8%, behavior and lifestyle 60% ^[3]. It can be seen that the proportion of medical factors is the smallest, the proportion of behavior and lifestyle factors is the largest, but the reality is that the investment of health care system is the largest, and the investment of behavior and lifestyle factors is often ignored. For a long time, we have focused

health promotion mostly on medical intervention, although there has been attention drawn on non-medical intervention (behavioral intervention, etc.), there is still a big gap compared with medical intervention. Therefore, the unbalanced governance structure will inevitably lead to the failure of health management. In order to achieve health for all, we can't put all emphasis on the coverage of health care system, but also pay great attention to the governance of behavior and lifestyles that lead to diseases, such as lack of physical exercise, excessive consumption of salt, excessive smoking, poor dietary models, and etc.

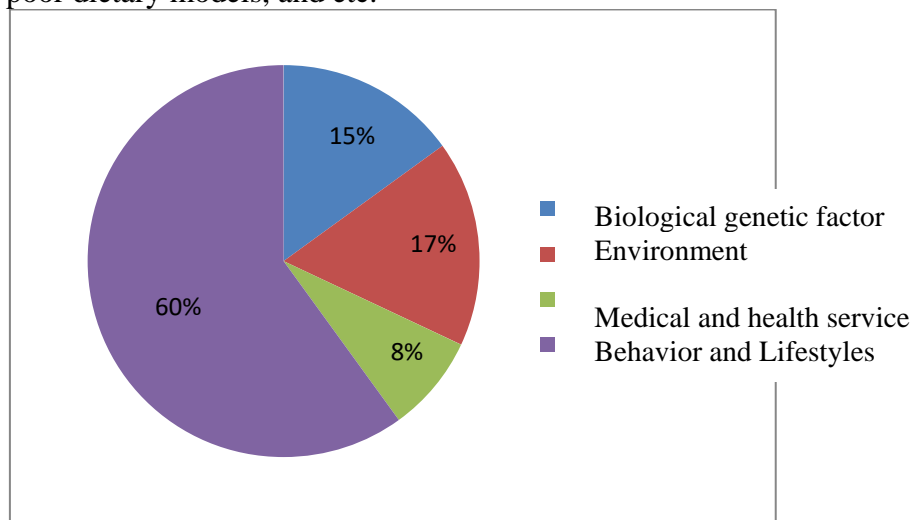


Fig. 1 Factors Affecting Health and their Proportion

3.2 Inadequate Improvement of Living Behavior Brings New Risks to Health

The rapid development of urbanization speeds up the rhythm of people's life and lives day by day, and the growing pressure of life has grown more and more negative effects on people's health. The most intuitive manifestation is that the number of depression patients in China has increased dramatically. The statistical data of China Mental Health Association show that the prevalence of depression in China is 3% to 5%. There are 36,000 people suffering from depression, and number of people suffering from anxiety and other psychosomatic diseases are on the rise^[4].

On the one hand, the health problem caused by unreasonable lifestyle is becoming more and more prominent, but it is often ignored by people. As we all know, chronic illness is the result of a long-term bad lifestyle. Because of the hidden "latent" and unknown symptoms of the bad lifestyle, it is difficult for people to observe or discover the cause or the process of such diseases. On the other hand, because of the lack of effective and systematic means and methods of intervention, initiatives aimed at improving people's behaviour and promoting their health status are difficult to truly transform into actual behaviour. Therefore, people often ignore the diagnosis and the importance of improvement of lifestyle, which further aggravate the new health risks caused by bad behavior.

4. Healthy China Strategic Governance Mode under the Guidance of Sports Culture

4.1 Establishment of a Grand Concept of Sports to Give Full Play to the Healthy Function of the Essential Attributes of Sports

The function of sports can be divided into two categories according to its own attributes and social needs. The first is individual function, including physical fitness, healthy psychology, leisure

and entertainment, interpersonal communication and rehabilitation medicine, and others; the second is social function, including education, politics, economy, culture, military and so on. In reality, what people always see or pay most attention to seems to be the individual function, but the recognition of its social function is quite lacking. On the one hand, although a small number of people realize that sports plays an irreplaceable role in the promotion of physical health to body and mind, the cultivation of will quality, the improvement of social adaptability, and the development and improvement of personality, it has not been widely recognized and accepted by the whole society, let alone formed a broad awareness. On the other hand, the unique role that sports plays in strengthening body functions also limited people's understanding of it, which further solidifies it in the field of fitness.

In fact, physical education for man has never been solidified in the essential attributes of individual function. From the special value of the game to man in the primitive public society, to Plato's tireless pursuit of robust and graceful physique, to the all-round development of "moral, intellectual and physical" advocated by John Locke during the Renaissance, to the special significance of Husserl's body phenomenon, and finally to Meloponti's in-depth analysis of human behavior structure, physical education has played an extremely important role in the process of social transformations and ideological transformations. Therefore, in this historical context, sports has always been a grand concept, it's only that people are always used to observe, understand, and describe sports in a seemingly unremarkable way. Especially in the modern civilization, sports activities will once again become the common "savior" of mankind, and take the arduous mission of fighting chronic diseases and sub-health given by the times. As a result, the fitness value of sports has been constantly strengthened by people, but other values have been ignored, weakened and even blocked. In order to bring the Great Sports Concept back to the public, and to transform from "treating the sick" to "preventing the diseases", we must rescue sports from a single dimension of strengthening our body and health, but to a multi-dimensional merit of physical and mental health, social adaptation and personality and morality.

4.2 Building a “Sports + Medical care” Health Full Coverage Governance model

Although China government has made efforts to build a medical and health care system with full coverage throughout the life cycle, and has achieved remarkable results, this medical and health care system is implemented on the basis of “illness”. In other words, one can get health care when he’s sick. If there’s no illness, there will be no health care. The health defined by the World Health Organization (WHO) is not only to achieve disease-free body, but also maintain mental health, moral health and social adaptation.

According to a WHO survey, by the end of 2014, healthy people accounted for only 5% of the total population around the globe, and those diagnosed with various diseases accounted for 20% of the total population. The sub-health status between health and disease accounted for about 75% of the total population. The proportion of sub-health population is large as such, which often means a higher risk of chronic diseases^[5]. Studies have shown that physical activity has a prominent effect on the intervention of sub-health state. That is to say, for the health intervention of the above-mentioned risk groups, sports activities have special effects such as defending, guiding and basic. Establish and improve the full coverage management model of “sports health + medical health”, walk with the two legs of sports health and medical health, so that it can cover the gap outside the medical and health care system, when all people are in the governance model of “sports health + medical health”, the full coverage of health for all people can be achieved.

It is worth noticing that the “sports health+ medical health” full coverage governance model is not entirely a “physical and medical integration” model that is currently hotly discussed in society.

Physical and medical integration is the key to solving the technical core of the national fitness work and expanding the sports science as the health service field. Therefore, it is necessary to put the physical health intervention before the doctor's health intervention or non-medical health intervention ^[6].

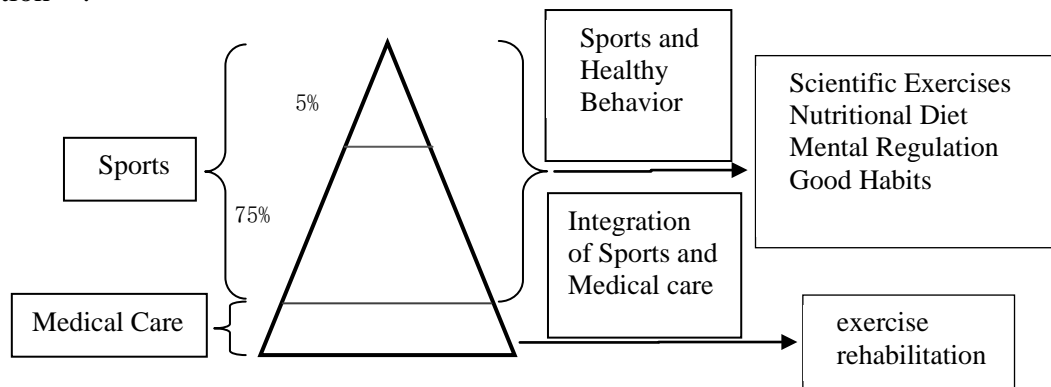


Fig. 2 Factors of “sports health+ medical health” full coverage

4.3 Full Integration of National Fitness into Health for All

At the National Health and Wellness Conference in August 2016, Chairman Mr. Xi Jinping proposed the strategic concept of “putting people's health in a strategic position of priority development” ^[7], “integrating health into all policies”, and “promoting the integration of national fitness into the health for all”, which combines national fitness with national health strategy for the first time. Mr. Guoyong Liu, Director of the Group Division of the National Sports General Administration, delivered a keynote speech on “*Realize Health for All through National Fitness*” at the “*Sports and Health China 2030 Summit Forum*”, in which he put forward to “Follow the “big health” and “full health” concept to rethink and redefine national fitness, “to expand the implementation of the national fitness strategy with the ‘big sports concept’” “Based on General Secretary Xi Jin ping’s important discussion on group sports work”; the “*National Fitness 2016-2020*” issued by the State Council is the top-level design of national fitness during the 13th Five-Year Period. It can be seen that functional departments at all levels are already in action in order to achieve health for all through national fitness.

According to the World Health Organization's strategic adjustment on health governance strategy and China's “full population” and “full life cycle” health coverage, the national strategy for national fitness should be clearly positioned in the health of the whole people, not as a boost strategy for the development of sports industry or cultural business. National Fitness should play a more important role in the basic national health and safety strategy, and through the “big physical education + big health” approach, a national health strategy model of “care + treatment” can be developed.

The core task of national fitness strategy is to promote health for all, to guide people to build a lifestyle based on healthy sports, to lead the society to gradually develop a active governance model of health care. By taking the historical responsibility of maintaining national health and security, it can play a fundamental role in realizing Healthy China 2030 strategic goal.

Build a strategic channel and policy interoperability system for “great physical education” and “great health”, and design a governance model according to the health differences and governance needs of the whole population: for people suffering from chronic diseases patients, sub-healthy and healthy people, physical health governance accompanied with medical health management should be implemented; in medical healing area, physical and medical integration method should be promoted, that is to implement medical healing as the main method and accompany it with athletic rehabilitation. In this way, the two-track health management model can be in operation in reality.

Design a national physical education health governance model from five levels: individual, group, organization, society and culture, and build a composite great health governance system based on individual initiative, group interaction, organization norm, social integration and cultural leadership, to give a full play to physical education the positive role in the active maintenance of health.

In order to enhance the clarity of the positioning of the national fitness health strategy, we can garner social awareness and recognition by launching the project of "National Sports Health Strategy", and promote the special value of sports health. Thus, it lays a good social foundation for the national strategy to play a fundamental role in the field of health management.

5. Conclusion

Health China 2030 Program Outline is a national strategy proposed to actively address the social health governance problems caused by the changes in modern lifestyle. The key to achieving this strategic goal lies in how to construct an active sports health management system. In other words, it has become an urgent historical task to re-build a great health governance system and its realization path on the basis of the two-track strategic model consisted of "great sports" and "great hygiene". However, from the current people's understanding of sports health, or the national strategy of national fitness, there is still a greater ambiguity in the understanding of actively constructing a health governance strategy and key issues to the model. Therefore, it is urgent to continue to innovate the concept of great health governance, actively promote the broad acceptance of the concept of great sports health from all walks of life. Based on a clear elaboration of the national strategic positioning and connotation of national fitness, this paper explores a feasible "two-track" strategic mode and realization path of "Great Health Governance with Chinese characteristics" in China.

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