

# Research on the Strategies of National Fitness Activities Development from the Perspective of Health Communication

Yiwen Zhou

Teaching and Research Department of Physical Education  
Wuhan International Trade University  
Wuhan, China 430205

**Abstract**—As an important branch of communication, health communication refers to the transmission of health information through the mass media to prevent diseases and promote health, during which, the mass media plays an important role in transforming medical results into public health knowledge for communication and correctly constructing social prospect to help the masses build prevention concepts. In an effective combination with the problems existing in the comprehensive fitness activities, the development strategy of comprehensive fitness activities is proposed in the perspective of health communication. Based on the relevant literature, this paper analyzes the current situation of comprehensive fitness activities in health communication in China and the foreign and domestic experience of national fitness work, raises the fitness problems in China, and discusses how to carry out fitness activities from different levels based on the actual situation of fitness activities in China and to effectively promote the development of comprehensive fitness activities in China.

**Keywords**—health communication; comprehensive fitness; strategy research

## I. INTRODUCTION

With the rapid development of China's economy, Chinese social residents get a faster pace of life, and especially the residents in first-tier cities in China have an increasing life pressure and gradually tend to a sub-health, therefore more and more people pay more attention to the healthy development of their bodies. Hence, health communication emerges at the right moment, which is mainly to prevent human infections and improve the health through effective measures. Early during 1960s and 1970s, China put forward the slogan of a sports power, encouraging social residents to make a physical exercise, and it positively affected the development of the national fitness. With the development of the times, the state has paid more and more attention to the health of the social residents; the body is the fundament of struggle, and physical health is an important prerequisite for a better life, so this paper effectively combines health communication to analyze the current situation of national fitness in China, and proposes the strategy to develop the national fitness activities based on the health communication.

## II. THE CURRENT BASIC SITUATION OF THE DEVELOPMENT AND RESEARCH OF PHYSICAL HEALTH COMMUNICATION IN CHINA

Health communication was first put forward by American scholar Everett M Rogers in 1994, who believed that health communication is a kind of action that is purposed to transform medical research results into public health knowledge, and then to reduce the prevalence and mortality of the disease through the change of attitude and behavioral, and to effectively improve the quality of life and the health level in a community or a country. Health communication can effectively disseminate the disease prevention information and actively promote the development of a certain discipline [1].

Effectively combining with relevant literatures, this study analyzes the development strategy of comprehensive fitness activities in China. Through the keywords screening and the documents query of database, about 200 articles of health communication and comprehensive construction have been collected in China's literature database as of 2018. These documents mainly focus on the study on the relationship between sports and overall health development and the effective relationship between health communication and comprehensive sports. Through a further search and screening in CNKI (China National Knowledge Infrastructure), dozens of articles can be found that appropriately meet the subject field of this study. These documents were mainly published in the early 21st century, and in recent years, few scholars in China have published papers in this field. In general, the relevant literatures published in China have studied the issue of better use of health communication for comprehensive construction from various angles. China and the published literatures pay more attention to theoretical elaboration but have less effective research on specific strategies [2].

Health communication has just been introduced to China since the reform and opening up; the specific conceptual significance of health communication was determined in the 1990s, and then the Ministry of Health of China carried out activities for health communication. After the outbreak of SARS in China in 2003, the Ministry of Health of China set up a relevant health communication department to make better use of the science and technology of the times for disease

prevention and knowledge dissemination. With the further development of health communication, the discipline of health communication has been formed in China's education and its development has been rapidly improved. The research on health communication and sports in China began in the 1990s, but the research content of relevant scholars is mostly theoretical. From the essence of health communication, the research content should cover the dissemination of public health issues such as the introduction of health communication theory, the doctor-patient relationship and the dissemination of knowledge. Comparatively, in the whole national fitness activities of health communication, there is no professional scholar to carry out communication activities or no professional sport scholar to actively participate in it; few practices of comprehensive fitness activities are carried for the research on health communication, which cannot provide a proper guidance for comprehensive fitness activities [3].

### III. THE MAIN PROBLEMS IN THE IMPLEMENTATION OF CHINA'S "COMPREHENSIVE FITNESS PROGRAM"

In 2015, China promulgated the "Overall Effectiveness Evaluation on Comprehensive Fitness Program", which stipulated the guiding ideology, goals and tasks, work measures and safeguard measures of the comprehensive fitness development during the 12th Five-Year Plan period as well as the organization and implementation of the "Overall Effectiveness Evaluation on Comprehensive Fitness Program". Since 2014, the General Administration of Sports of China has organized an assessment on the effectiveness of the implementation of the program. China has achieved considerable results after launching a comprehensive fitness program, but meets many challenges and opportunities in the process, including many problems such as uneven development, lack of a national fitness management system, and lack of social participation. [4].

#### A. Comprehensive Fitness Needs a Cooperation and Participation from Multi Sectors

With the rapid development of China's economy, China's social residents are paying more and more attention to physical health, people has also changed their awareness of health and also changed their demands for health; traditional health concepts can no longer meet the health requirements of people, and health is no longer a simple physical integrity in their mind. The World Health Organization proposes that physical health refers not only to physical integrity, but also to mental and physical health. For the important reasons for determining whether a person has a long life, genetic inheritance takes 15%, social condition takes one-tenth, medical and health condition takes 8%, and the natural environment in which people live takes 7%, among which the lifestyle of the social residents takes a more proportion, as a better lifestyle is an important prerequisite for human longevity. China's specific measures for the development of health are to increase personal physique, and the main mechanism is to increase the lifespan of body organs, increase the body's immunity and better resist diseases through physical exercise. The comprehensive fitness activities based on health communication should be developed not only from physical level, but also from a psychological and social

level. This shows that comprehensive fitness requires a multi-sectoral cooperation and participation, and we must integrate the excellent resources of education, health and sports to jointly carry out the national fitness activities. The World Health Organization has also been encouraging people to strengthen physical exercise in recent years, which indicates that the development of health is not only the responsibility of the sports department, but also a cause that the whole society must work together. The current health education in China is achieved is mainly based on the implementation of relevant strategies by the sports department. To achieve a better overall fitness, we must pay attention to the grassroots, but there are still many problems in the people's grassroots sports organizations. Therefore, better national fitness activities require the participation of multiple departments [5].

#### B. An In-depth Concept Development of Health Communication Is Required

The current concept of health communication in China is very simple, it lacks spirit and vitality. To a certain extent, this simple communication concept ignores the spread of physical health and scientific fitness, and it is difficult to arouse the enthusiasm of social residents for sports and exercise and is hard to promote the effective development of comprehensive fitness activities. According to the relevant documents of sports, only 10% of over 20-aged social residents in China are engaged in professional physical exercise, and 5% make a learning of physical education through video, but 47% never receive knowledge of physical exercise. A scientific method is the important premise of fitness exercises, and for each person has different physique, their exercise methods are certainly different. During the exercises, social residents should also grasp the scientific nature of exercises; when carrying out comprehensive fitness activities, we should pay attention to the in-depth concept development of health communication, providing and spreading the important information of fitness for the community [6].

### IV. THE STRATEGY OF DEVELOPMENT OF NATIONAL FITNESS ACTIVITIES IN THE PERSPECTIVE OF HEALTH COMMUNICATION

#### A. The Construction of a New Pattern of Comprehensive Fitness Development with the Idea of "Large Group"

Comprehensive fitness requires the joint efforts of the social residents, it is a major project concerned to the healthy development of social residents, different from competitive projects, and it must be promoted to form a "big group" development pattern that is led by the government, coordinated by relevant departments, and actively participated by the social residents. We should build a new pattern of comprehensive fitness development with the concept of "large group", change the development concept of comprehensive fitness, give full play to the advantages of various sectors of the society, effectively utilize the high-quality resources in the society, create an open and social organization model of activities, better promote the realization of a strong sports country for China and better promote the social development of health. Under the development pattern of "large group", all

departments should correctly implement their duties, i.e. the financial department increases investment in fitness projects, the garden construction department strengthen the development and construction of fitness parks, and the relevant cultural and education departments enhance the spread of fitness knowledge; with the active cooperation among all the departments, we will be able to make breakthrough progress. Based on the basic theoretical knowledge of health communication, the development of mass sports activities is an important effective means of spreading health knowledge. If we effectively cooperate with the health department and make a wide publicity in assistance with the propaganda departments and other media, the development pattern of "big group" must be formed. In order to make a better management of the national fitness, if necessary, a relevant leadership group can be set up, with the education and health department as the group leader, and other departments as participants for a plan, to ensure the implementation of comprehensive fitness activities [7].

#### *B. The Development of Health Communication Activities in Various Forms with the Improvement of Scientific Fitness Accomplishment as a Goal*

First, we must carry out mass communication and improve the quality of communication. Among many ways of health communication, the most important one is the mass communication, which is a process that a social media organization uses the mass communication media means, such as text, radio waves, movies, electronic networks, to replicate by various means and publicly transmit the information of social practice activities to the public. Mass communication can subtly change the concept of social residents and change their life way, and just by this, mass communication has been widely used by all walks of life. Generally, mass communication pays more attention to the information dissemination of comprehensive fitness, but rarely carries out a dissemination of the scientificity of national fitness, which certainly affects the scientific fitness of the social residents, so the quality of mass communication should be improved to increase the spread of scientific fitness, which requires the active participation of sports experts for formulation of key information in the dissemination of content. A report on accidents has used many professional terms that are difficult for ordinary residents to understand, which easily brings confusion of health concepts. Therefore, we should pay attention to the quality of health communication [8].

Under the important premise of quality health communication, we must also ensure the influence of health communication. If quality but noninfluential, It is difficult to achieve the intended purpose, so some memorable words should be selected for the content of health communication. On the other hand, some fitness stars will be also trained through the improvement of the influence of fitness, and further more attention and learning of the national fitness will be increased through the star effect.

Second, the combination of organizational communication and interpersonal communication enhances the effectiveness of communication. In the development of national fitness activities based on the perspective of health communication, the state has also designed several key pilot units where the in-

depth implementation of comprehensive fitness work is implemented, the mass communication of scientific fitness is strengthened, the close cooperation is developed among departments, led by the government, and all social citizens participate in the construction of "big group" fitness. a pilot area is established to promote the fitness activities of the surrounding urban residents and better promote the balanced development of China's sports industry. In general, China's national fitness pilot has achieved good results, but there are still some problems to be solved, among which the main problems are the grassroots mass fitness work is not well implemented and the comprehensive fitness activities have no relevant support and management in the development. In the implementation of health communication work, mass communication should be effectively combined with organizational communication and interpersonal communication to better promote the excellent achievements of health communication in China. In the process of organizational communication and interpersonal communication, various fitness activities should be carried out to effectively inculcate the knowledge and concepts of social fitness for the social residents. In the actual operation, the attention to the grassroots fitness should be strengthened to ensure a better implementation of the comprehensive fitness plan.

#### V. CONCLUSION

In a word, , we must effectively combine the theoretical content of health communication and increase the health awareness of social residents, in order to better improve the health of social residents in China. As far as the international situation, more and more fitness activities are developed. The more effective combination of the sports department and the health department, will better promote the development of comprehensive fitness, and attract more social citizens to make physical exercises.

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