



Health China 2030 Strategic Analysis from the Perspective of Sports

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Abstract: This paper takes the Health China 2020 strategic research as the main research object, and elaborates from the unique perspective of sports. By means of data search, literature comparison and News Analysis, this paper studies the significance of “Healthy China”, which is an important idea of China’s strategic development. On this basis, under the guidance of the healthy China 2020 strategic research, the guiding ideology, principles, goals and strategic priorities for the development of sports in China were studied in detail.

Keywords: Healthy China; 2020 Strategy; Guiding Ideology; Specific Strategy

1. The significance of the idea of “Healthy China”

The strategic idea of “Healthy China” refers to the national development strategy aimed at improving the national health level in an all-round way. The strategy is based on a scientific and correct understanding and judgment of the overall situation of health reform, development and innovation in China and the world. It is a national health demand-driven development strategy after the practice of medical and health system reform. In theory, both the strategy’s formulation and its subsequent implementation reflect the scientific guidance of the Scientific Outlook on Development in the field of national health. The formation of this strategic thinking also fully includes the health system in the reform and development of Chinese characteristics in the process of the crystallization of collective wisdom. But at the same time, with national health as the final goal, we must carry out and extend the cause of sports, to promote sport for all. Through the progress of sports, promoting the physical and mental health of our nationals, to truly realize the idea of “Healthy China”.

2. The ideology and principles that must be adhered to in the development of our country’s sports industry under the guidance of the Healthy China 2020 strategy

From the view of sports, the guiding ideology of our country’s sports industry is very important if it wants to develop steadily and continue to grow. According to the research report on the major strategy of “Healthy China 2020”, both Deng Xiaoping Theory and the important thinking of “Three Represents” are important theories guiding the development and progress of our country’s sports industry. In addition, the thorough implementation of scientific concept of the Scientific Outlook on Development is also indispensable. Of course, in addition to macroscopic theoretical control, microscopic and detailed ideological guidance is critical. Specifically, based on the research report on the strategy of “Healthy China 2020”, the development of our country’s sports industry should also fully achieve the following points: First, let health occupy priority position in strategic development and make “strengthening the country and the people through sports” become the basic national policy of our country. Second, adhere to the “people-oriented” development concept, and regard the actual and objective needs of society as the main guide for the development of sports. Meanwhile, the maintenance and struggle for people’s physical and mental health rights are placed in the first place in the development of sports, to promote the development and progress of the “National Sports and Healthy Sports”, thereby enhancing the science of national health. Sexuality and rationality will ultimately ensure coordinated development in the

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dual sense of people's health and social development. Third, it focuses on highlighting the strategic propositions of "scientific health" and "prevention first" and promotes the innovation and transformation of sports and health development in models in a fundamental sense. In this process, whether it is sports or health, it is necessary to find the right entry point. Fourth, completely implement comprehensive governance, organically coordinate and manage related functional departments, and on the basis of maximizing the mobilization and promotion of all parties' area and polarity, try to achieve joint responses to health challenges and breakthroughs as much as possible, and finally achieve the great vision of "Healthy China, built by multiple people and shared by all".

As far as the development of our country's sports industry in the next 15 years is concerned, in view of the guidance of the strategic thinking of "Healthy China", its basic principles mainly include four points: First, adhere to the concept of "health for all" and effectively incorporate it into an economic society among the specific development planning goals. Second, insist on achieving an effective and harmonious unification of fairness and efficiency, and simultaneously attach importance to the organic combination of market mechanisms and government responsibilities. Third, insist on highlighting the key points in the gap of overall planning, to realize the overall enhancement of the coordination and integrity of sports in its own development. Fourth, adhere to the strategic proposition of "healthy sports", adapt to the innovation and transformation of sports mode to the maximum extent, and promote its transformation at the right time^[5]. In fact, the principles of the above four aspects are all based on the strategy of "Healthy China". In order to guarantee the correctness and efficiency of our country's sports industry in the future development process, the above-mentioned principles must be followed in every work. In this way, the ideal of "Healthy China" in our country can be realized.

3. The goals and strategic priorities of our country's sports development under the guidance of the Healthy China 2020 strategy

In fact, through the analysis of the "Healthy China 2020" strategy, it can be found that the goals that our country's sports industry will achieve in the next 15 years are the goals that the health industry must achieve. Because the major strategic thinking of "Healthy China" has similarities in sports and health, and its goal is to achieve "health for all." For people, health is multifaceted. Among them, sports and health both represent the dual aspects of the body and the mind. Therefore, many goals to be achieved for the development of health services represent what our country's sports industry will accomplish in the next 15 years.

4. Specific strategies to achieve various strategic indicators of the Healthy China 2020 strategy

4.1 Scientific recognition of the important role and status of sports work

To effectively implement the "Healthy China 2020" strategy, we must stand at a new historical starting point and have a new and scientific understanding of sports work in the comprehensive construction of a well-off society, especially the irreplaceable role of sports work in the construction process. In fact, the role of sports work is not only to strengthen the health and quality of life of people, but also to carry a certain weight in the economy and society. In other words, sports work does not exist as a social burden, but as a significant social cause. This shows that sports work is a strategic investment, not a purely consumer expenditure. Based on cognition of this point, people should also have a deeper understanding of the role and status of sports work.

First, sports work can create a good environment for the development of the economy and society, and is an important part of the continuous development and progress of the entire economy and society.

Second, sports work is a kind of investment business, and it is also a strategic investment. Whether it is the optimization and protection of national human and material resources, the promotion of national economic growth, or the enhancement of national labor productivity, sports work plays an important strategic role. Especially on the road to prosperity for the country, sports work can be said to be the engine of social development and economic recovery. Sports work has laid a solid and reliable foundation for the promotion of the sustainable development of the entire economy and society.

Third, sports work is an important basic condition for the construction of a harmonious socialist society. From an

ethical level, sports work has a strong charity nature and is a humanitarian work with distinctive characteristics. Therefore, for good sports work, whether it is the coordination of social relations, the construction of honesty and friendship, or the construction of social atmosphere, unity and mutual assistance, there are irreplaceable advantages in other jobs.

Fourth, sports work provides an important boost to the expansion of domestic economic demand and the maintenance of healthy development. The beautifully completed sports work can provide the residents with abundant medical protection. It can also effectively reduce the residents' preventive savings for major diseases and sudden diseases. In this way, the domestic demand of the national economy can be expanded, and its healthy and sustainable development can be promoted.

4.2 Building supporting systems

In the implementation of the "Healthy China 2020" strategy, the construction of the six supporting systems of science and technology, human resources, system, finance, culture, and international cooperation is crucial. In these six supporting systems, technology must be the primary productive force, and talent must also be the key to strategy implementation. In addition, the important hub of the system must be used to maximize the role and effectiveness of talents and technology. Of course, public finance is an important lever and guarantee for economic development, culture is the soul of strategy implementation, and international cooperation is an important resource guarantee. It not only requires comprehensive construction, but also makes the best use of it. The following is a detailed introduction to these supporting systems:

Science and technology support: physical fitness and fitness are the center, "Science and Technology Vibration" is its implementation strategy, and the establishment of four major scientific and technological systems is its main content. They are the "transformation" mechanism of modern sports research and the national fitness survey and testing. And service technology promotion and basic knowledge popularization of science, a series of information systems such as sports services and public sports, high-tech access, evaluation and supervision mechanisms. Among them, there are three types of "transitional" mechanisms for modern sports, namely basic, development and application.

Talent support: Fully implement the strategy of "strengthening the body with talents", and actively strengthen the construction of sports talent resources and team capabilities, in order to lay a solid and reliable foundation for the all-round development of sports and the effective protection of people's health. In order to achieve the construction of a talent support system, the following sub-systems need to be built. One is to construct an orderly linkage mechanism for public sports colleges and grassroots sports organizations or associations. Second, build an efficient and high-quality training and education system and corresponding allocation mechanism for sports talents. The third is a sound evaluation and supervision system for sports talents. In this way, based on focusing on the optimization of the talent education structure, the education quality of sports talents can be fully improved, so that all sports talents have both ability and political integrity.

System support: to deepen the reform of sports, sports and other related systems, and accelerate the dual innovation of their systems and mechanisms, so as to construct a special Chinese sports specialization that is suitable for economic and social transformation and meets the needs of disease model transformation. There is a system.

Financial support: large-scale investment in public finances and large-scale mobilization of social resources to ensure that sports and other related service systems and systems can operate efficiently and orderly.

Cultural support: using advanced culture to reshape professional ethics for the sports system. In this process, it is necessary to implement the strategy of "invigorating sports by virtue", and actively promote the construction of physical ethics and physical style, to realize the effective enhancement of the professional ethics of the sports team, to better serve the people.

International cooperation support: adhere to the reform and development of the sports industry, the national diplomatic strategy, and the national unification of the country's principles and policies, and continuously carry out international exchanges and cooperation with the sports industry as the focus, and fully absorb and utilize international sports resources, to realize the overall development and progress of our country's sports industry.

5. Conclusion

In fact, no matter from any angle, the analysis and interpretation of the major strategy of “Healthy China 2020” is inseparable from the carrier of health services. Only from the angle of sports, our country’s health service is closer to that of Chinese national athletes or sports enthusiasts. However, it is undeniable that the focus of this strategy is to pay attention to national health. Therefore, if you want to better implement this strategy, you must fully understand its guiding ideology, development goals, etc., and adopt appropriate methods and countermeasures to achieve the high efficiency of strategic development.

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