

Research on the Promotion Path of College Students' Scientific Fitness Under the Background of National Fitness

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Abstract

Nowadays, college students' participation in fitness activities is restricted by many factors, which seriously limits their enthusiasm and sense of participation in fitness activities. This paper uses the methods of literature review and data comparative analysis to analyze the factors restricting college students' participation in fitness activities at this stage from four angles, and gives the corresponding methods and suggestions to help alleviate this bad situation. The results show that the participation of college students in scientific fitness is limited by many factors. As an important part of society, college students play an important role in promoting national fitness. At this stage, we should make efficient use of the existing conditions, give full play to the advantages and characteristics of college students, and promote college students' participation in scientific fitness.

Keywords

National Fitness Campaign, College Students, Promotion path.

1. Introduction

Since 2000, China has carried out national physique monitoring every five years, and the fifth national physique monitoring has been carried out in 2020. It mainly evaluates the national physical health status from three dimensions: body shape, body function and physical quality. In the dimension of body shape evaluation, BMI measurement shows that the overweight rate of Chinese adults aged 20-59 is as high as 35%, the obesity rate is as high as 14.6%, and the combined rate is 49.6%, that is, there is one overweight in every two adults in China; In the three circumference survey, the average waist circumference of Chinese adult males has exceeded the standard value of 85 cm since the age of 25, which is highly positively correlated with age, and the overweight and obesity rate of males is significantly higher than that of females. This has also led to a significant increase in the incidence of cardiovascular disease, diabetes, cancer and other chronic diseases in this part of the population. In the dimension of physical quality evaluation, compared with the national physical fitness survey in 2014, the indexes of push ups, forward flexion in prone position, grip strength, back strength and so on of adult men in China showed a significant downward trend, while the indexes of women showed an improving growth trend, which was related to the physical quality degradation caused by the lack of exercise and overweight and obesity of Chinese men.

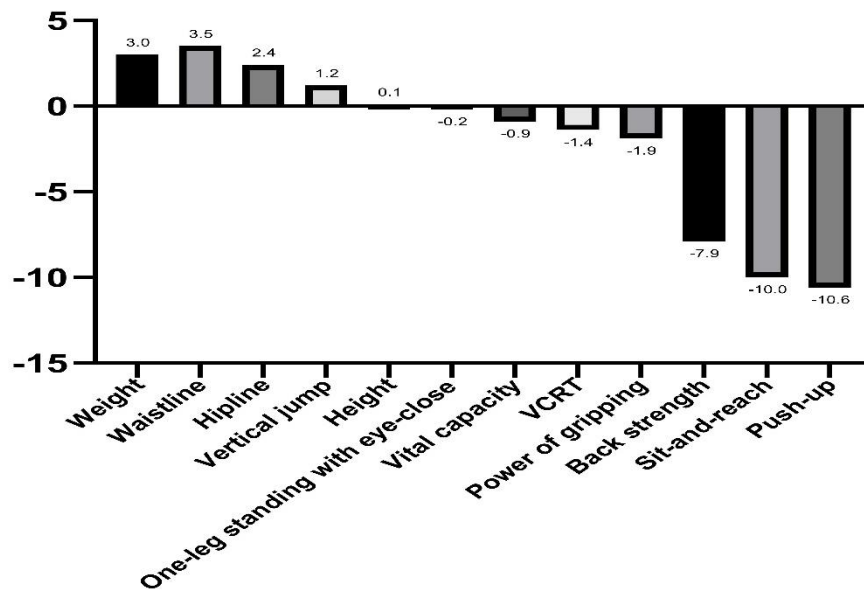


Fig. 1 Changes in various physical indicators of male adults

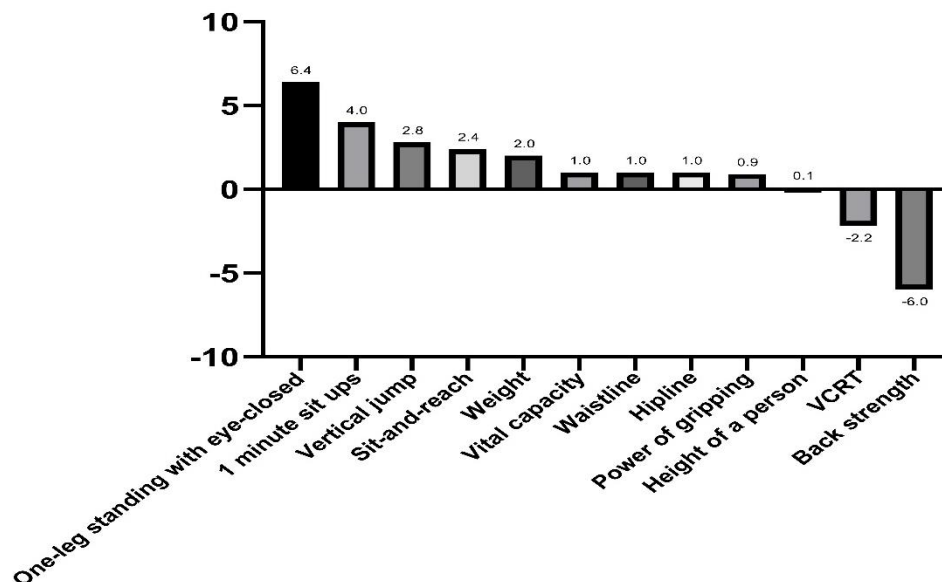


Fig. 2 Changes in various physical indicators of female adults

In order to solve the problem of preventing the decline of national fitness, China promulgated the regulations on national fitness as early as 2009, and made adjustments and amendments according to the survey results of national fitness for many times during this period. The purpose is to encourage the whole people to take part in the national fitness exercise actively and enhance the physical quality of citizens. According to statistics, in 2021, the number of college students in China was 11.08 million, accounting for 63% of the total school-age population, which is still growing every year. Thanks to the independence, controllability and tendency of college students, the implementation of scientific fitness among college students is more convenient and operable, which is conducive to the implementation and popularization of national fitness. This paper aims to explore the promotion path of College Students' scientific fitness under the background of national fitness, and the problems faced by college students' scientific fitness, hoping to provide some reference for the promotion of scientific fitness knowledge and methods.

2. Research Results

2.1. Problems in the promotion of scientific fitness among College Students

2.1.1. Poor fitness consumption ability and awareness of College Students

At present, college students have become an important part of the national fitness participants. According to incomplete statistics, in 2019, the average monthly living expenses of college students in China were 1282 yuan, of which only 25.81% were more than 1500 yuan. At the same time, in the monthly living expenses, only meal expenses accounted for 46.91%. In addition, there are many inevitable expenses such as transportation, learning, communication, etc., and the remaining discretionary funds are relatively small, It is difficult to support the cost of participating in fitness activities at the same stage, which also leads to the failure of such groups to better participate in scientific fitness. At the same time, due to the poor fitness consumption ability, some of these groups have relatively weak awareness of participating in fitness activities, and gradually form a vicious circle within the 3-4 years of funding constraints, which further exacerbates the decline in the number of college students participating in fitness activities.

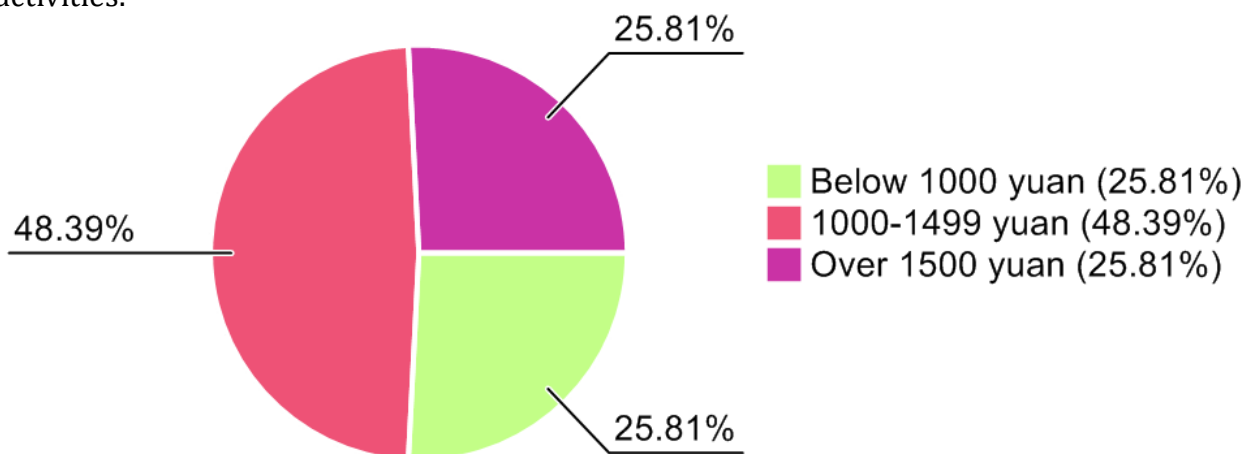


Fig. 3 Proportion of College Students' monthly living expenses

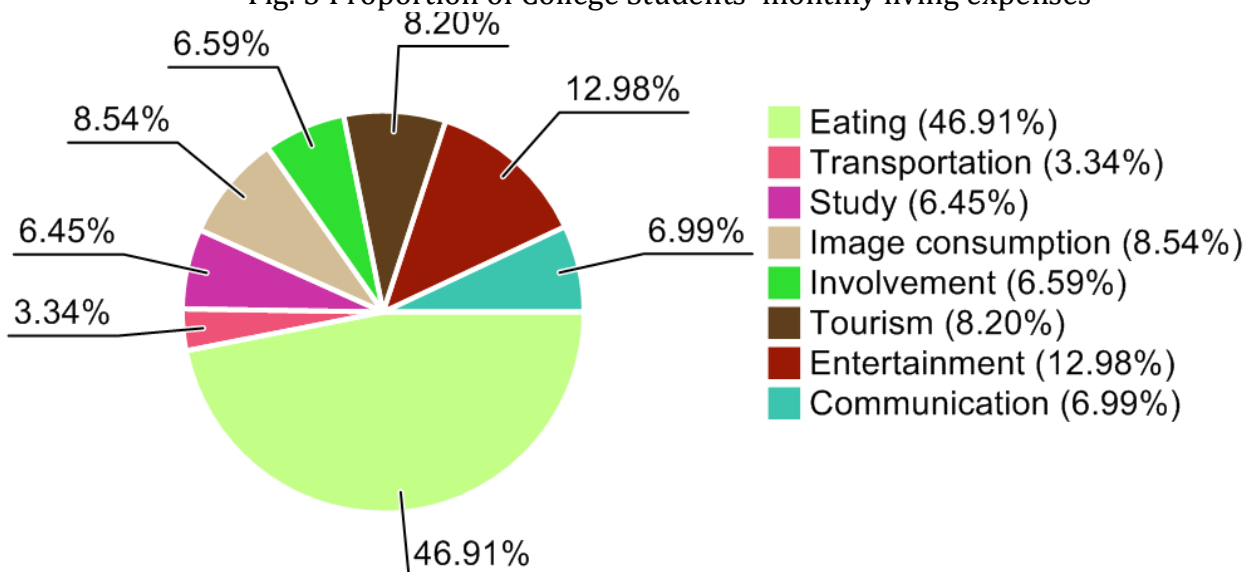


Fig. 4 Proportion of College Students' monthly living expenses

2.1.2. Lack of scientific fitness knowledge and methods

At this stage, the main channels for college students to independently acquire fitness knowledge and methods are the Internet and professional fitness coaches. Thanks to the advantages of convenient viewing of short videos and rich content, as well as the rapid rise of

we media networks, many we media platforms are filled with a large number of online short videos and blog posts related to sports and fitness, and there are many experts, coaches, and coaches in the field of sports and fitness Bloggers open accounts on the we media platform for online live teaching, such as Liu Zhenhong, Zhen Zhonghua, etc., which also adds a lot of fitness related knowledge and methods to college students in a short time. However, due to the virtual nature of the network itself, the authenticity, correctness and safety of the existing knowledge and methods related to fitness on the network still need to be verified. Blindly following the online blogger's exercise and fitness led to similar accidents such as a girl's corpus luteum rupture. The occurrence of such sports accidents also led to some groups' reduced enthusiasm for sports and fitness, lack of scientific fitness knowledge Appropriate and safe fitness methods have become one of the important factors that hinder college students from participating in scientific fitness activities.

2.1.3. Incomplete school and surrounding supporting facilities

At present, most of the places for college students to exercise and fitness are mainly composed of gymnasiums, gyms and outdoor sports venues. Due to the limitation of the area and opening time of the stadium, it can not fully play its role, and the gymnasiums of some colleges and universities are also used as student classrooms and training venues, which further reduces the time available for free use; With the development of suburbanization of colleges and universities in recent years, some colleges and universities began to move to the suburbs of the city, which also led to the relative lack of surrounding supporting facilities of suburban colleges and universities in a short period of time. There are few or far away gyms, or even no gyms, which will directly increase the sports and fitness costs of student groups; Outdoor sports venues are relatively more suitable for all kinds of groups, but there are also many limitations in the fully open outdoor sports venues. High temperature in summer and low temperature in winter will affect the progress of sports and fitness, and this phenomenon is particularly obvious in northern cities of China. Many of the above restrictions may affect college students' participation in sports and fitness.

2.1.4. The publicity and guidance of national fitness are not in place

At present, the main channels for college students to contact the concept of national fitness are: School publicity, social publicity, publicity and network communication. The platform or organization has some shortcomings in the process of publicity, such as insufficient coverage, insufficient publicity time, and lack of attractiveness of publicity materials, which lead to poor publicity effect. In addition, the guidance process after publicity also has a big weakness, and the guidance process can not be effectively implemented due to many conditions and factors, which also makes the concept of national fitness and the corresponding action always remain in the ideological stage, and with the passage of time, the concept is gradually weakened, and the behavior of College Students' participation in scientific fitness is affected.

2.2. Promotion path of scientific fitness for College Students

2.2.1. Continue to improve the nationwide fitness promotion mechanism

Continue to promote the publicity of the concept of national fitness among college students, and promote such groups to participate in scientific fitness. Through close integration with the learning and living units of college students, and in view of their high cultural level, relatively sufficient free time, strong learning and acceptance ability, high frequency of collective activities and relatively concentrated scope of activities, we should adjust and promote the publicity materials, increase the diversity and interest of the publicity materials, broaden the publicity and promotion channels, and carry out online and offline at the same time, making it easier to attract college students, Can leave a deeper impression on it. At the same time, taking

the school as the starting point, we should strengthen the closeness and participation of student groups and scientific fitness.

2.2.2. Improve and implement laws and regulations on National Fitness

On August 30th, 2009, the State Council promulgated the "Regulations on national fitness", which first raised the concept of national fitness to the legal level, and then successively promulgated the "national fitness plan", and further promoted national fitness in the whole society. At the same time, various provinces, cities and autonomous regions also introduced relevant rules and regulations on national fitness. At the school level, we can follow the practice of provinces, cities and autonomous regions, incorporate national fitness into the school's rules and regulations, and promote college students' participation in scientific fitness activities relying on the effectiveness of the rules and regulations. In the implementation stage, the regulations on national fitness can be made into banners, brochures and electronic Scrolls for publicity to help students clearly understand the rights conferred by the regulations on national fitness, as well as the content and significance of the implementation of national fitness. For example, a sports college has incorporated the requirements of morning exercises into the school regulations, requiring all students to participate in morning exercises every day during school, and at the same time, supervising the quality of morning exercises through the school student union, and explaining the national fitness regulations to students during morning exercises, so as to guide students to actively participate in scientific fitness.

2.2.3. Promote the organic combination of national fitness and commercial investment

At this stage, commercial sports institutions have a high degree of enthusiasm for accepting college students, and the values of commercial sports institutions are highly consistent with the concept of national fitness, which is in line with the values advocated by national fitness. It can negotiate with commercial fitness institutions and provide certain compensation or preferential policies for the low consumption ability and large base of college students; In addition, in terms of sports equipment, a certain discount will be given to reduce the cost of such groups' participation in scientific fitness and mobilize the enthusiasm of participating in scientific fitness; At the same time, improve the professional ability and professional skill level of the staff in the sports venues, and cultivate social sports instructors. In addition, while promoting the development of national fitness, commercial sports institutions can also hold some commercial competition activities, and actively encourage college students to participate, with the main purpose of improving the sense of participation and participation, to promote the virtuous circle of College Students' participation in scientific fitness.

3. Conclusion

Chinese college students' participation in scientific fitness is limited by many factors. As an important part of society, college students play an important role in promoting national fitness. At this stage, we should make efficient use of the existing conditions, give full play to the advantages and characteristics of college students, and promote college students' participation in scientific fitness.

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