

# Construction of Community Sports Service System for the Aged Under the Background of "Healthy Heilongjiang"

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## Abstract

Under the background of "health Heilongjiang", the demand of the community sports public service is increasing in heilongjiang province through the investigation of its current situation. Physical exercise has become the major means of elderly people. The study shows that the purpose of constructing community sports service system for the aged is to enrich endowment service in Hei longjiang province, guide the work of community sports service, improve the quality of the elderly life and provide reference for the development of healthy aging industry in our country.

## Keywords

Community sports; service system; construction.

## 1. Introduction

With China stepping into the aging society, the problem of the aged has become more and more important, which should be solved urgently in the process of building a harmonious society. At present, China's aged care service mode is mainly composed of institutional care, community care and home care. Aged care institute is a type of comprehensive care service community, which could provide living, nursing, health care as a whole. The plan of sports reform and development in heilongjiang province proposed that it was necessary to strengthen the construction and management of national sports and entertainment facilities, enrich the content of keeping fit for citizens, strengthen scientific guidance to physical exercise and promote the construction of the social sports organization system and network, etc., which has become the important basis of improving the city community sports service in Heilongjiang province. the study aims to explore the construction of a scientific community sports service system for the aged under the background of "health Hei longjiang".

## 2. Theoretical Basis for the Construction of Community Sports Service System for the Elderly

### 2.1. Maslow's Hierarchy of Needs Theory

Maslow, a famous American psychologist, divided human beings into five categories according to different levels from low to high in the study of hierarchy of needs: physiological needs, security needs, social needs, respect needs and self-actualization needs. The hierarchy of needs of most people is related to the overall level of economic development of a country, the strength of science and technology and the educational level of the masses. In countries and regions with relatively backward economic development, people's physiological needs and safety needs account for a relatively large proportion, on the contrary, higher levels of needs account for a smaller proportion among the population; However, in developed countries, due to the high living standards, people have a larger proportion of high-level needs for respect and self-

realization, which is just the opposite of those in less developed countries and regions. As an economically underdeveloped region in China, Heilongjiang province has a rapid development trend of population aging. As an effective way for the elderly to obtain health, physical exercise has not obvious relationship with social status and economic conditions. Sports can not only meet the physiological and spiritual needs of the elderly, but also meet the needs of different levels of society. Driven by continuous social progress and economic improvement, the needs of the elderly group are also developing towards a meticulous and humanized direction, and sports services can make up for these needs of the elderly to some extent.

## **2.2. Community Care Theory**

Community care theory advocates the community residents receive community care service in the community. Community provides a variety of services to community residents and strive to improve the quality of life of community residents. It is a kind of social work model advocated under the change of state welfare policy, and also a method to promote social services in various countries. This community-based elderly care service enables the elderly to enjoy physical exercise, leisure activities, sports rehabilitation, cultural entertainment and other services in the community where they used to live. This mode of elderly care service not only makes up for the defects in the range of activities of the elderly, but also reduces the economic burden of the elderly. As the government-led service model, it increases the security of the elderly.

## **2.3. New Public Management Theory**

Taking modern economics and private enterprise management theory and methods as a concept basis, new public management is a new management mode. It is considered that the success of the private business management can be applied to the management of public department. It is necessary to learn from the private management methods, which makes market mechanism play a role in the field of public service in order to enhance the management ability of the government and the public service, at the same time reflect the characteristics of transparency, fairness and justice, improved efficiency, reasonable use of resources, clear in responsibility and power, etc. The new public management theory has the following advantages for the development of community sports and health elderly care services. First, government departments are policy makers and should bear the main responsibility for the formulation and implementation of policies. Second, performance assessment should be implemented in order to clear the criteria and specific quantitative measurement. On this basis, the performance evaluation of target completion degree is carried out. The third is to pay attention to the rational use of resources and emphasize that the use of resources should be more mandatory and economical.

# **3. Construction Principles of Community Sports Service System for the Elderly**

## **3.1. Actual Demand Principle**

Community sports aged care service is to meet the actual needs of sports and care services of the elderly. However, the construction of sports aged care service system should adhere to the actual needs of the elderly for sports as the core, and the content and projects of sports service should meet the actual needs of the elderly at different levels for sports as the principle.

## **3.2. Principle of individual Difference**

The object of community sports aged care service is the elderly group, mainly to meet the needs of the elderly of different levels care services. Due to the different physical conditions, economic conditions, family environment and other factors of the service objects, their service needs also

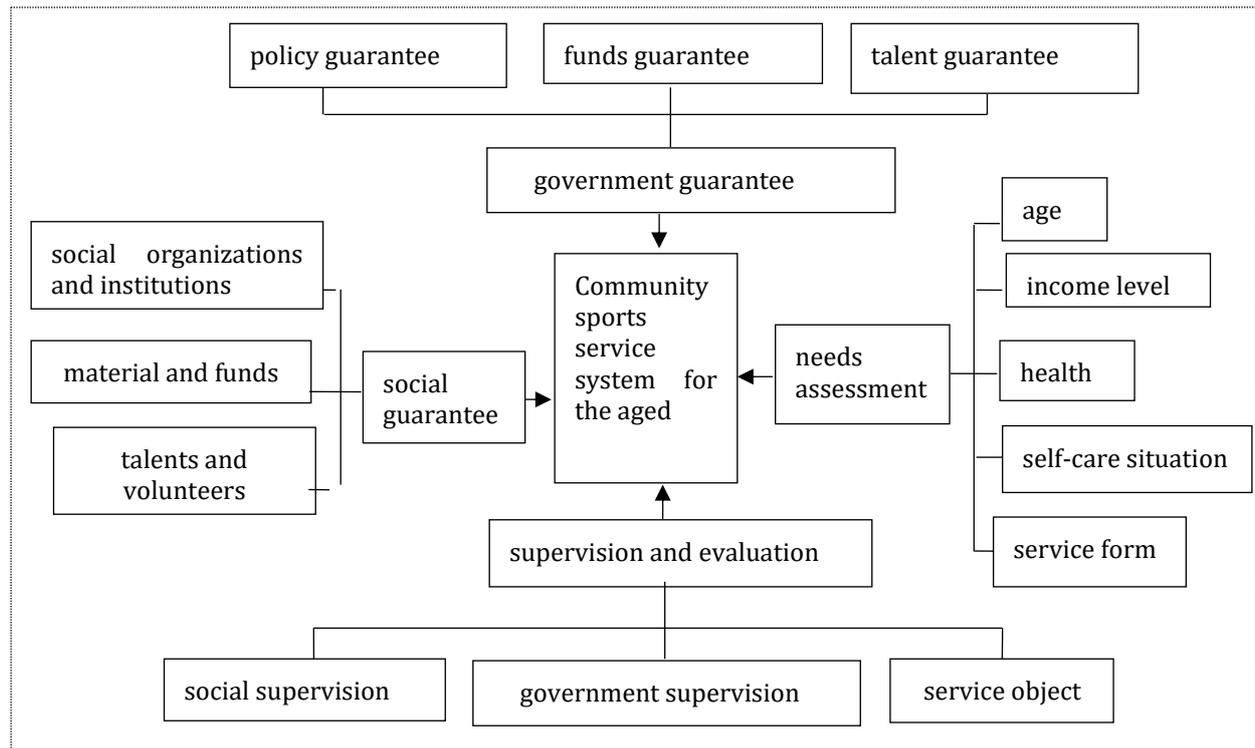
have some differences, so in the supply of sports aged service, we must adhere to the principle of individual differences to meet the different needs of different elderly people.

### **3.3. Optimization of Resource Allocation Principle**

The construction of community sports service system for the aged mainly comes from the support of government departments, especially the support of government finance and policy. Since the funds invested by the government into the aged service system are limited, the construction of the sports aged service system must adhere to the principle of optimizing the allocation of resources, combining the resources of the government and the society, and absorbing social resources to achieve the maximum integration and utilization of resources and exert the maximum synergy.

## **4. Basic Framework of the Construction of Community Sports Aged Care Service System**

According to the economic situation of Heilongjiang province and the actual needs of the elderly, this paper tries to build a community sports service system for the elderly based on the preliminary investigation. Community sports aged care service is a dynamic system with multi-participation. Government departments play a leading role in the community sports aged care service system. The government provides policy, fund and talent guarantee for the community sports service system. As the core of the whole service model, community needs to integrate multiple resources to ensure the supply of sports services, provide sports services for the elderly and ensure the smooth operation of all links. The service contents are diversified according to the age, income level, health status, self-care status of the elderly and the actual needs of community sports service. With the guidance of the community sports aged care service construction principles and China's related aged service policy, the system sets up the basic function of community sports service, integrate the resources of government, society and family and form the multi-service supply system which is led by government, based on community and assisted by family and society. Adhere to the leadership of government, community system broaden the financing channels, establish specialized service team and volunteers group and meet the demand of the multi-level sports health care of the elderly according to the old people's age and health status, family type, income level, etc. Then gradually develop the elderly form a healthy way of life. The last step is to establish the supervision and evaluation mechanism. In the process of community sports aged care service, it is important to regularly evaluate the different links of the whole system in time, and feedback the opinions and suggestions to the community. The community will put the feedbacks into the service evaluation system, optimize the service content, and form a dynamic and benign service operation system (see figure 1)



**Figure 1.** Community sports aged care service system

## 5. Conclusion

Community sports service system for the elderly is a dynamic system, which involves many elements. Each link in the process of implementation depends on mutual cooperation, through which community sports aged care system implement smoothly, and find the problems in the implementation process and optimize. Therefore, the community sports aged care service system could become more scientific and achieve its effect.

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