

# Research on Establishing the Publicity of the Integrative Health View of Sports and Medicine from the Perspective of Health Demand

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## Abstract

**The integration of physical medicine is an inevitable choice centered on people's health needs, but in practice the concept of physical medicine integration of health cannot be dominant. At present, the research advocates the establishment of the concept of physical medicine integration to promote health from the aspects of institutional mechanism reform and service supply-side reform, but it encounters difficulties in reality, which may be due to the lack of effective docking mechanism in macro-system and micro-subject participation. This study takes publicity as the mechanism to connect government reform and subject participation, therefore to effectively achieve health promotion. The identification and development of health needs stimulate the publicity of the concept of physical medicine integration of health, which comes from personal needs rather than external forces, and can be linked to benefit-based participation and group participation. Therefore, health needs-oriented training of physical and medical integration can be utilized to integrate the publicity of health concept, to achieve accurate health management, and to help the construction of a healthy China.**

## 1. Introduction

China's second "Blue Book on Health Management", published in 2019, points out that nearly 300 million people with chronic diseases have been diagnosed in China and have become the leading cause of death among urban and rural residents in China. According to the study of the four major factors affecting health, the proportion of medical factors is the smallest, while its investment is the largest, and the proportion of behavioral factors is the largest, but the input is ignored[4]. However, the number of patients with chronic diseases does not decline but ascend, and shows a younger trend. According to the World Bank (2011), the number of chronic diseases in China will increase by 2 to 3 times in the next 20 years that illustrates the imminent prevention and control[1]. As a result, over-medical care does not address health problems, but increases financial expenditure and the burden of health care for residents. The ancient book, The Yellow Emperor's Canon of Internal Medicine said: "the best measure is to cure the disease before it happens." "before it happens" means to take appropriate measures to prevent the occurrence and development of the disease. Nowadays, the American Society of Sports Medicine and the American Medical Association put forward the "exercise is good medicine" as the best prescription for health promotion.

Sports has become a public awareness of public health promotion, disease prevention and control, a happy life and a universally accepted way of life. The Outline of the "Healthy China 2030" Plan promulgated by the State Council in 2016 emphasizes the need to strengthen the integration of physical medicine and non-medical health interventions, promote the formation of a combination of physical medicine disease management and health services model, and give full play to the positive role of scientific fitness in health promotion, chronic disease prevention and rehabilitation. The Medium- and Long-Term Plan for the Prevention and Control of Chronic Diseases in China (2017-2025), promulgated by the General Office of the State Council in 2017,

will also promote the integration of physical medicine into the prevention and treatment of chronic diseases as an important approach.

The research of the integration of physical medicine has become an important content in the field of health promotion, mainly from the perspective of idea and institutional mechanism integration, the integration of strategic path, the exploration of the integration of physical medicine, collaborative development has made a lot of exploration, has also has the completeness of connotation and logic. However, operability is not very strong, the study suggests that the reason may be the failure to effectively mobilize the public health needs. Therefore, based on the classical demand theory, this study can be based on health needs as a mechanism to stimulate the integration of physical medicine publicity, is demand-oriented governance. Therefore, we should take the health needs of residents as the guide, take professional physical medicine integration services as the carrier, take community organization participation as the way to develop the public nature of physical medicine integration health promotion, and then realize a healthy body, healthy environment, healthy economy, healthy society, and finally a healthy China.

## 2. Dilemma Recognition of Physical Medicine Integration

As a new health management model, the essence of physical medicine integration is led by the government, and all aspects of society work together and participate together, the aim is to work together in the fields of sports fitness, disease prevention, treatment, rehabilitation and other fields to serve the health of the people, and finally achieve the prevention and control of disease occurrence and development, reduce medical costs, improve the quality of life.

The long-term fragmentation and fragmentation of the sports and medical health sectors has become the fundamental resistance to integration. To this end, the government has issued the "Healthy China 2030" outline plan, China's medium- and long-term plan for the prevention and control of chronic diseases(2017-2025), the Healthy China Initiative (2019-2030) and other policies to promote the treatment of diseases The transformation of the center to the center is to focus on health, with a view to helping to solve the public's pursuit of a better life and meet the public's personalized and diversified health needs, to help the supply-side structural reform of industrial structure, to enrich the sports product system, to promote the high-quality development of the sports industry, to help resolve the national public health crisis and promote the construction of a healthy China. The relevant policies of the integration of physical medicine and combing have found more guiding opinions, more clear, specific and operable methods, fewer scheme designs, and the existence of multi-headed leadership, lack of cooperation power in various departments and other issues.

Based on the analysis of industrial economics theory, it is concluded that the integration of physical medicine is a new cooperative governance model, and a health promotion technology. Only by establishing the concept of "health as the center", creating a healthy consumption environment, stimulating healthy consumption demand, tapping the potential of healthy consumption and assisting with technology and service guarantee, can we form a new industry. Marx pointed out that "the only link that connects people and society is natural necessity, need and private interest." Demand is the intrinsic driving force of behavior, and behavior is the external manifestation of demand. In September 2019, "Opinions on Promoting National Fitness and Sports Consumption to Promote High-Quality Development of sports Industry" released by the General Office of the State Council, reflects that stimulating demand and consumption is the basis and driving force for the high-quality development of the sports industry. Combined with innovative disintegration theory and social governance theory, the health needs should start from the public aspects of the individual at the micro level and the grass-roots organization community. With publicity as the establishment of a multi-subject

"health-centered" linkage mechanism, under the cultivation of the government, achieves great health.

### **3. The Theoretical Explanation and Practical Dilemma of the Lack of Health Demand for the Integration Prevention and Treatment of Physical Medicine: The Call to Publicity**

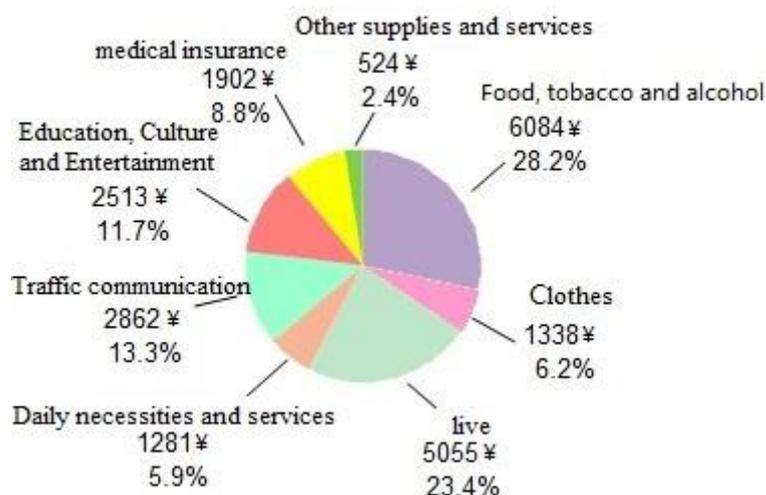
#### **3.1. Inadequate and Guidance of Health Needs at the Micro Level**

Taking the theory of "exercise is nutrition" as the core, the discipline of sports medicine has been established to study what physical exercises people's health cannot be separated from, which put forward that the essence of sports promotion is to provide effective stimulation, sports deficiency, health reserve, sports health elements and its balance and other important concepts. The micro-analysis of the insufficient health demand should adopt the fine-grained paradigm of social governance, target the public itself, and analyze the lack of motivation on the demand side from the aspect of the social capital and psychological identity of the masses. It ought to reconstruct the social capital and psychological identity to stimulate the public's health needs. According to research, social capital is of positive significance for the production and cooperation between individuals and organizations and for the progress and prosperity of society as a whole. It is believed that the Six Projects of national fitness should be used as the carrier to provide the field and the mass participation network for the public, and then realize the reconstruction and cohesion of the lost social capital. There are also studies that believe that the reason for the poor promotion of physical medicine integration is due to the lack of recognition of its prevention and treatment. First of all, the public lack public health culture. The traditional health culture is disease-free or not weak, and is influenced by Western clinical medical techniques and utilitarian ideas, which form the deep-rooted over-medical treatment. With the establishment of China's market economy system and the acceleration of urbanization, the whole society is between the unfinished stage of the deconstruction of the unit organization and the construction of social organization, in which the social trust is lost, and "strange living" becomes the norm, while in the information age under the leadership of knowledge economy, the public are under the pressure of fast-paced work, forcing people to change their way of lives, with no time to consider the quality of life and health promotion. Secondly, the lack of interest correlation between the public and the organization is mainly manifested in the lack of organizational awareness and group consciousness in daily life, and the connection with others is weakly correlated. This is mainly due to the fact that the public spend their main energy and time on the work, with less attention to the communities and groups in which they live, and sometimes, even with apathy, simply use the home as a private space for rest and self-recreation. According to the World Health Organization (WHO) advocates the establishment of a biological-psychological-social medical health model, and confirms that human health includes not only natural attributes, but also social attributes. To this end, it is necessary to establish the correlation between public interest and organizational affairs. Raise public expectations of participation, foster organizational awareness, expand participation benefits, and reduce participation costs[9]. Therefore, the need for the integration of physical medicine should be enhanced from the public's health promotion recognition. At the same time, this recognition can be divided into the public individual identity and group organization identity, which will be an important cultural driving force to enhance the need for the integration of general physical medicine.

#### **3.2. Inadequate Government System and Reform at the Macro Level**

The macro-analysis of the insufficient health needs of residents mainly seeks the reasons from the aspect of social governance, especially the community governance, and proposes the reform

of the institutional mechanism of community governance. According to research, the community is the basic unit of Chinese society today, carrying a variety of social functions with multiple social relations of the "community of life"[10]. So, in June 2016, the State Council issued the National Fitness Program (2016-2020), which explicitly states to establish community health promotion service centers in the construction of community governance systems." In June 2017, the State Council issued the Opinions on Strengthening and Improving Urban and Rural Social Governance, clearly stating that urban and rural communities are the basic units of social governance. It should adhere to the construction of grass-roots party organizations as the key, government governance as the lead, residents' needs as the guide, and reform and innovation as the driving force. It also should improve the system, integrate resources, and enhance capacity to improve the urban and rural community governance system, and strive to build urban and rural communities into a harmonious and orderly, green civilization, innovation and inclusiveness, and common and shared happiness. The research shows that as a social and cultural phenomenon of China, the square dance's randomness, spontaneity and collectiveness promote the community to become a community space in the true sense, build a network of mass participation, and enhance the social capital. However, because of the lack of effective supply of sports public space, as well as residents' autonomy at the level of social governance, the autonomy of social organizations and community autonomy, wide spread social conflicts have arisen. Based on this, it exposes that the model and institutional mechanism of community governance lag behind the rapid development of economy and society and the diversified health needs of community residents. Therefore, to solve the problem, first of all, it should improve the public sports culture service system, implement the Six Projects of national fitness, and realize the 15-minute fitness circle and per capita site area stage indicators. Then, secondly, break the administrative system barriers of the grass-roots neighborhood committee, empower the community to improve the autonomy mechanism of the owners committee and the residents committee. Last but not least, strengthen public sense of responsibility and mission to enhance self-governance ability and the mass social capital.



**Figure 1.** National per capita consumer spending and composition of the country's population in 2019

## 4. Health Needs-Oriented Mechanisms to Stimulate Publicity

### 4.1. What Publicity Is

The political culture guided by publicity can urge the government to respond to the people's livelihood demands in time in the supply of public goods.

The deep integration of national fitness and national health is an important way to achieve healthy China, and only with everyone's participation and fitness can achieve health and happiness for all. Publicity is the intrinsic driving force of residents' participation, and by cultivating the public nature of the community residents and forming a consensus on the public interest, we can stimulate the input of the resources and actions of the residents of the community. Publicity, as an abstract consciousness, does not automatically arise, but needs to be nurtured[11]. The Chinese GDP per capita in 2019 has exceeded US\$10,000. And based on international experience, when GDP per capita is between US\$6500 and \$7,000, sports fitness demand is on the fast track, and according to the national per capita consumption expenditure of residents in 2019 and its composition (Figure 1), it can be seen that the proportion of education, culture and entertainment and health promotion in which sports fitness needs are located is less than that of food cigarettes and even transportation communications, and that the structural reform of health service product supply must be deepened.

### 4.2. How to Achieve Publicity

According to the social governance pattern proposed by General Secretary Xi Jinping at the Political and Legal Conference of the Central Committee, in order to adapt to the increasing diversification of values and interests brought about by the rapid economic and social development, nearly 300 million people in the whole society are directly or indirectly affected by chronic diseases and sub-health, which bring certain impacts on family harmony and social harmony. Therefore, the urgent solution to the health crisis caused by sports deficiency has become a widespread focus of attention. Based on the theory of social governance and the current situation of Social Construction in China, Li Youmei points out that "publicity" is based on individuals and is aimed at transcending extreme individualism, that is, self-interest, and that "publicity" as a purpose and value orientation refers to the common interests and values of people in a specific space[12]. Considering this, it is necessary to establish a common management and sharing mechanism based on the relevance of residents' health claims, and guide residents to establish the leading concept of publicity, so as to move out of the private domain and into the public domain. To this end, the multi-body of local governments, communities, social organizations, and residents should establish a sense of co-construction awareness and concept and adhere to the Party committee leadership, government responsibility, social coordination, public participation of the 16-word policy of common governance, so as to achieve the goal of people living and working in peace, and realize the country's long-term stability of the new situation of shared society.

### 4.3. Motivate Public Participation with Health Needs

At present, as for people's demand for health, health investment is relatively lagging behind, which still stays in the inertia of medical treatment consciousness, ignoring the pre-health management procedures, such as the physical quality, daily behavior and lifestyle, preventive health care and etc. It also contradicts with economic and social development.

The integration of physical medicine is the most effective and economical technical means to treat sub-health. Not only can it save the consumption of medical resources in an exponential rate, but also greatly reduce the cost of disease treatment. According to the relevant studies, health promotion and disease prevention are the most cost-effective, with an input-output ratio of 1:13-1:20, i.e. an input of 1 yuan can reduce the cost of treatment of diseases by 13-20 yuan.

At the same time, "sports is a good medicine" has been gradually recognized. With the economic and social development, the function and value of sports are constantly excavated and applied. First of all, carry out the "home school club" collaborative development of health publicity activities, to train the public to establish a correct concept of health, improve health literacy, and lay a good foundation. The integration of physical medicine is an important technical means to realize "people's health as the center", and the intervention of health education and physical medicine integration technology makes people "not sick, less sick, and cure with prevention", and thus realizes a better life. As the media, network, television and other mass media communication and social interaction, interpersonal communication necessary in production life can play an effective role in the early stage of health intervention of physical medicine integration. The central figure with a certain appeal and opinion leaders is much more important among the individual guidance and confidence of the establishment, especially before the formation of physical medicine integration consciousness.

Second, give full play to the advantages of community platform. Community is the basic unit of our country's towns and cities, carrying many social functions such as life and culture. Drawing on the experience of the CDC Community Health Promotion Program in the United States and the Extraterritorial Medical Integration of the North Carolina Project in Finland, we will mobilize medical and health institutions, social organizations, and health clubs in the community to carry out various forms of health promotion activities, create a community-based physical health integration support environment, and improve the lifestyle of residents.

Finally, publicity is achieved by creating a healthy culture. While effectively solving the problem of sports dosage, real-time feedback of sports effect, sports injury prevention and control problem, the integration of physical medicine is not only building the internal mechanism, but also strengthening its happiness, satisfaction and other sports cultural characteristics of the connotation of construction. It advocates the creation of a health-centered sports culture and forms scientific and safety sports, so as to establish an effective and healthy cultural atmosphere.

## 5. Summary

The integration of physical medicine is a necessary choice to realize the deep integration of national fitness and national health, to identify and develop the health needs of residents, to coordinate the government, society, market and individual resources to provide professional and precise medical integration technical services, and to advocate the formation of organizational participation in the concept of community medical integration services. Health demand is the basic need of people for a better life, and this bottom-up demand supply is the intermediate mechanism that connects the government's macro-structure and micro-operators, mobilizes the participation of residents based on the overall health concept, and realizes active health.

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