Influencing Factors and Countermeasures of National Fitness Campaign

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**Abstract.** The national fitness movement is the foundation of China's sports, for strengthening our country's national physique, improve the national health has played an important role. How to promote the development of the national fitness movement, increase the mass atmosphere of sports undertakings, improve the masses' understanding of popular science knowledge of sports, has become the development of the national fitness must solve the problem. This paper tries to provide theoretical support for the development of the national fitness movement by analyzing the influencing factors.

The Influence of School Sports on National Fitness

School sports are the forefront of the development of national fitness. The school imparts the sports knowledge to the students through the physical education course, the student through the school good physical education, grasps the scientific fitness method and the skill, to our country sports enterprise dissemination, the popularization, promotes the national fitness movement, expands the sports population, speeds up the socialization sports process, has the positive effect.

Adolescent students, especially primary and middle school students, are in the vigorous stage of growth and development, and physical exercise is an important factor affecting the growth and development of students. The healthy development of students is the foundation of the development of the national fitness movement, which to a large extent determines the development direction of the national fitness movement in the future. Students are the future of society, students in school education, to master the skills and knowledge to form the thinking and understanding, largely determines their actions after entering the society, so to carry out the national fitness campaign, should start from the school sports teaching, pays special attention to the school sports, let more students into sports knowledge learning, to promote the health of the undertakings of physical culture and sports sustainable development has a positive effect, is the guarantee of carry out the nationwide fitness campaign. Therefore, it can be seen that schools are of great importance to the nationwide fitness campaign. Without the scientific and reasonable development of school sports, it is difficult to promote the nationwide fitness campaign. So we should pay attention to the development of school sports.

From the current point of view, the development of school physical education in our country is not satisfactory, even very lagged behind, students received in school physical education cannot be very good for scientific exercise, lack of practicality, the actual effect is poor. Due to the existence of exam-oriented education, the physical education of junior high school is largely to deal with the middle school entrance examination. The content of several items tested by the professor with strong pertinence is of strong utilitarian nature, regardless of students' hobbies and interests, and students have no enthusiasm. In addition, when teaching skills, teachers lack the consideration of students' sensitive physical quality at different ages and students' ability to accept, and there are a lot of sellout teaching methods, which make it difficult for students to improve and master, resulting in students' weariness in learning and avoidance of physical education classes.

The Influence of the Elderly on the National Fitness Campaign

As people's level of health awareness, as well as the deepening of the degree of aging in China.
The phenomenon of empty nesters is becoming more and more serious. Especially for the elderly alone, the stress of later life is more severe. So many old people begin to realize the importance of health for themselves. From cities to rural areas, the elderly are paying more and more attention to their health. As an effective and green and healthy means of fitness, physical exercise has become the first choice of the public. You can see groups of organized or individual elderly people working out at dusk in the morning, in squares or on field roads, and this has become the norm in our society.

However, due to the lack of scientific exercise methods and knowledge of many elderly people, they do not have good motor skills, resulting in many elderly people's improper exercise methods, resulting in injury, excessive exercise, fatigue, immunity decline even affect sleep and other negative effects. As part of the elderly in the process of exercise cannot get the effect of improving physical fitness, a long time will lose their enthusiasm for physical exercise, and even began to doubt the role of physical exercise in promoting health.

The Influence of the Development of Rural Sports on the National Fitness Movement

How many years we have been advocating the national fitness campaign, the national ninth five-year plan also made specific to the national fitness campaign planning and requirements, through the efforts of relevant departments and the social from all walks of life support and the participation of a comprehensive fitness has obtained certain achievements, but the survey found that most of these achievements from the development of the urban public fitness. In large and medium-sized cities, the buildings are built by sports squares with relatively complete sports equipment. In some cities, the government also provides special social sports instructors for the squares. Therefore, the mass fitness in rural areas lags far behind that in towns in terms of resources and ideology.

China's current rural population has more than 800 million, the majority of the country total numbers are in the countryside, so the countryside situation of the national fitness largely determines the level of our country's national fitness, if it can't let farmers participate in the nationwide fitness campaign, the national fitness goal is difficult to achieve, so we need to focus on the rural national fitness movement. However, the current development of nationwide fitness in rural areas is not optimistic. First, the public's awareness of fitness in rural areas is not enough and the mass foundation is lacking. Second, most of the villages are short of sports equipment, and most of the villages have no squares or activity centers for the elderly. In addition, due to the low educational background, the villagers are relatively short of physical education knowledge learned at school, and lack of reasonable exercise means and skills. To sum up, it has become an important resistance to the promotion of nationwide fitness in rural areas.

Countermeasures to Carry out Nationwide Fitness Campaign

Scientific Development of Physical Education in Schools

Under the system of exam-oriented education, the development of school physical education in our country is difficult, the difficulties come from society, family, school and other aspects, especially the school physical education in primary and secondary schools almost exist in name only, which is why our country has repeatedly made breakthroughs in competitive sports but the physical fitness of teenagers has been declining. The promotion of comprehensive fitness exercise, school sports, need the support of relevant policies, the school sports to a certain height. In addition, it is necessary to improve the scientific setting of physical education curriculum, so that students can better integrate into physical education, learn scientific knowledge and skills of physical exercise through school physical education, and develop the awareness of lifelong physical education. At the same time raise the scientific nature of the school sports teaching process, mainly including teaching methods and teaching content, teaching process so we undertake to the student physical education teaching should be combined with students of different age body quality
sensitive period and the students' ability to accept, to teach students sports knowledge and skills in the system, causes the student to learn something, to practice, is really do to promote their healthy body, improve XueSeng physical fitness, make them become social sports disseminator, to make due contribution to promote the national fitness campaign in China.

Pay Attention to the Development of Sports Activities for the Elderly

At present, there are relatively few training institutions specializing in scientific exercise for the elderly and lack of professionalism. According to the situation of the elderly can set up a number of professional, scientific high fitness counseling clubs for the elderly, according to the elderly's different physical functions, disease history, physiological state to the targeted scientific to their sports prescription, so that they really get healthy from physical exercise. As the physical skills of the elderly begin to decline, it is easy to be injured in the process of exercise, and it is difficult to recover the fatigue generated by the body after exercise, professional sports rehabilitation clubs can be developed to provide them with post-exercise fatigue recovery services.

The community is equipped with social sports instructors, weekly voluntary exercise guidance for the elderly, teaching certain physical exercise knowledge and skills, help the elderly to improve the bad exercise means and ways, so that they develop a scientific and reasonable exercise habit, develop the awareness of physical exercise.

Increase the Promotion of Physical Fitness in Rural Areas

To raise the awareness of fitness among farmers, we must let them know the importance of scientific physical exercise to health. In addition, according to most of the farmers lack of scientific physical exercise knowledge and skills of the actual situation, in the country set up fitness instructor, the villagers of special fitness coach, taught their physical exercise knowledge and skills, let them experience the fun of sports, health, benefited from the physical exercise so as to stimulate the enthusiasm of the villagers to engage in physical exercise. At the same time in the countryside to add sports fitness equipment, the construction of farmers movement square and activity center. To make the villagers have local exercise, equipment exercise, technical training, conscious exercise, willing to participate in physical exercise, on the basis of this vigorously promote the rural games, inter-village exchange games, through a variety of competition activities will cultivate the vast rural sports atmosphere, improve the enthusiasm of the villagers to participate in physical exercise.

Summary

The development of the national fitness campaign in China, although some achievements have been made, but there is still many poor places, as the preface of the national fitness position is not very good on the development of school sports its social responsibility, and in the elderly, the fixed number of squad still exist various problems, influence the effect of the national fitness. As an important battlefield of national fitness, rural sports are still in the state to be developed. Therefore, there is still a long way to go to promote national fitness. To carry out national fitness requires combining the direction of the policy and taking advantage of the policy.

References
