

Research on the Construction and Promotion Strategy of Sports Elderly Care Service Model for Community Elderly in Henan Province

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Abstract: With the intensification of population aging in China, elderly sports elderly services have become a focal point of societal attention. Healthy aging is a basic need for every elderly individual, and physical exercise is one of the significant ways to achieve it. In recent years, improving the quality of life and health status of the elderly through physical exercise has become a societal consensus. Henan Province, being one of the most populous provinces in China, faces a severe aging problem. The construction and promotion of community elderly sports elderly service models not only meet the health needs of the elderly but also promote community harmony and enhance the social participation of the elderly. This study aims to analyze the current situation of community elderly sports elderly services in Henan Province, explore appropriate service models, and research effective promotion strategies, in hopes of providing references and lessons for elderly sports elderly services in Henan Province and even nationwide.

1. Introduction

Aging has become a significant issue in the social development of China. With the improvement of living standards and medical conditions, people's lifespan has been extended, which has led to an increase in the elderly population and highlighted aging health issues. Henan Province, being one of the most populous provinces in China, faces a more pronounced aging issue. Under this backdrop, exploring and constructing suitable community elderly sports elderly service models in Henan Province has become an essential approach to addressing elderly health and social harmony. Physical exercise is one of the effective ways to maintain the physical and mental health of the elderly, and the community, as an essential venue for the daily life of the elderly, the provision of sports elderly services can help improve the quality of life of the elderly, increase social interaction, and delay the onset of age-related diseases.

2. Current Situation and Importance of Elderly Sports Elderly Service in Henan Province

2.1 Demand for Elderly Sports Elderly Service in Henan Province under the Background of Aging Society

The aging population trend is not only a global phenomenon but a pronounced reality in Henan Province, China. With a notable percentage of the population being elderly, the demands for specialized services, particularly in the sphere of physical fitness and wellness, have surged. The province, representative of broader national demographics, is witnessing a shift in societal structures and healthcare necessities. The essential role of physical activity in enhancing the quality of life and mitigating the risks of chronic diseases among the elderly is well-documented. However, the traditional familial care structures are evolving, and the community emerges as a pivotal platform to cater to the wellness needs of the elderly[1]. The demand for elderly sports and elderly services in Henan Province echoes a broader call for a structured, accessible, and community-centric model that integrates physical fitness into the daily lives of the elderly. This demand is not merely a reflection of a demographic reality but a proactive step towards fostering a culture of health and wellness among the elderly. The community-based sports and elderly service

model aim to bridge the existing service gap, offering structured physical activities and social interaction opportunities. In Henan Province, the need for such a service model is not a matter of luxury but a critical component in ensuring an active, engaged, and healthier aging population.

2.2 Analysis of the Importance of Community Elderly Sports Elderly Service

The community elderly sports elderly service is not just a service delivery model but a vital social infrastructure that holds the promise of significantly enhancing the life quality of the elderly in Henan Province. The model epitomizes a proactive approach to health, emphasizing prevention, social interaction, and active living, contrary to a reactive healthcare model. The importance of such a service model is manifold. It fosters a sense of community among the elderly, an essential aspect given the social isolation many elderly individuals experience. The model promotes physical fitness, a crucial factor in maintaining mobility, independence, and a good quality of life in old age. Furthermore, it provides a structured and safe environment for the elderly to engage in physical activities, which is crucial for mitigating risks associated with physical inactivity. Moreover, the community-centric model facilitates social interactions, helping to build a supportive network for the elderly, which is critical for mental well-being. In a broader societal context, this model contributes towards reducing the healthcare burden by promoting preventative health measures, thereby having a positive ripple effect on the healthcare system of Henan Province. The community elderly sports elderly service model, thus, emerges as a critical infrastructure in promoting a holistic approach to elderly care, addressing both the physical and social wellness needs, which are integral in fostering a better quality of life and a healthier aging population in Henan Province.

3. Demand Analysis of Community Elderly Sports Elderly Service Model in Henan Province

3.1 Analysis of Elderly Physical Exercise Needs and Preferences

Understanding the physical exercise needs and preferences of the elderly population in Henan Province is a fundamental step towards tailoring community elderly sports elderly services that resonate with the target demographic. A thorough analysis reveals a diverse range of needs and preferences, influenced by individual health status, previous exercise habits, and personal interests. Some elderly individuals may prefer structured group activities such as tai chi or group walks, which provide not only physical benefits but also social interaction. Others might favor more individual or competitive activities, reflecting a lifelong interest in certain sports or physical activities. Additionally, the level of physical ability and any existing health conditions significantly influence the type and extent of physical exercise the elderly can engage in. The analysis also uncovers a need for professional guidance and safe, accessible venues for physical activity.[2] In essence, a comprehensive understanding of the various factors that shape the elderly's exercise needs and preferences is crucial in designing community elderly sports elderly services that are both engaging and beneficial to the elderly population in Henan Province.

3.2 Evaluation of Existing Resources and Facilities for Community Elderly Sports Elderly Service

The evaluation of existing resources and facilities is crucial in gauging the current capacity of Henan Province in delivering community elderly sports elderly services. This evaluation entails a thorough examination of physical infrastructures such as community centers, parks, and fitness facilities. It also encompasses an assessment of human resources including fitness instructors, healthcare providers, and community volunteers. The availability of specialized programs and activities tailored to the elderly, and the accessibility of these resources are also integral components of the evaluation. Moreover, the assessment extends to examining partnerships among community organizations, local government, and other stakeholders in promoting and supporting elderly sports services. The evaluation reveals areas of strength, potential partnerships, and also gaps or deficiencies that need addressing. Understanding the current status of resources and facilities is instrumental in planning for the expansion or enhancement of community elderly sports elderly

services in Henan Province, ensuring that the services are well-resourced, accessible, and meet the needs of the elderly population.

3.3 Accessibility and Satisfaction Survey of Community Elderly Sports Elderly Service

Conducting an accessibility and satisfaction survey provides insightful data on how easily the elderly population in Henan Province can access sports elderly services and their level of satisfaction with the existing services. Accessibility encompasses both physical accessibility to facilities and the affordability of services. It also entails examining the inclusivity of services to cater to elderly individuals with varying levels of physical ability. On the other hand, satisfaction covers the quality of services, the relevance of activities offered, and the perceived benefits by the participants. Collecting feedback from the elderly on their experiences, preferences, and suggestions for improvement is an integral part of this survey. The findings from this survey are instrumental in identifying areas of improvement, understanding the barriers to access, and gauging the impact and effectiveness of the community elderly sports elderly services. Ultimately, the insights gained from the accessibility and satisfaction survey are crucial in refining the service model, enhancing service delivery, and ensuring that the community elderly sports elderly services in Henan Province are responsive to the needs and preferences of the elderly population.

4. Research on Promotion Strategies of Community Elderly Sports Elderly Service Model in Henan Province

4.1 Cross-departmental Cooperation Promotion Strategy

Cross-departmental cooperation emerges as a pivotal strategy in promoting the community elderly sports elderly service model in Henan Province. This strategy seeks to foster a collaborative environment among various departments such as health, sports, social services, and local government agencies. By bridging the silos that traditionally exist between different departments, a more integrated and effective service model can be developed and promoted. For instance, the health department can provide valuable insights into the types of physical activities that are most beneficial for the elderly, while the sports department can contribute expertise in organizing and promoting community sports events. Meanwhile, local government agencies can provide policy support, funding, and other resources to facilitate the implementation and promotion of the service model. Engaging in regular communication, sharing resources, and aligning objectives are some of the mechanisms through which cross-departmental cooperation can be fostered[3]. This cooperative framework not only enhances the efficiency and effectiveness of service delivery but also creates a supportive ecosystem that propels the community elderly sports elderly service model towards sustainable development and broader acceptance in Henan Province.

4.2 Community Publicity and Education Promotion Strategy

Community publicity and education are crucial in creating awareness and fostering a positive attitude towards the community elderly sports elderly service model among the elderly population in Henan Province. This strategy entails organizing community outreach events, distributing informative materials, and leveraging local media to publicize the benefits of physical activity and the availability of community elderly sports services. Education sessions can be conducted to provide the elderly and their families with knowledge on the importance of physical activity in promoting health and well-being. By highlighting success stories and demonstrating the positive impact of engaging in community sports activities, a culture of active living can be promoted among the elderly population. Moreover, engaging community leaders and influencers in the promotion campaign can enhance the credibility and acceptance of the service model. Through effective community publicity and education, the elderly population is empowered with the knowledge and motivation to participate in community elderly sports activities, thereby contributing to the success and sustainability of the service model in Henan Province.

4.3 Advanced Technology and Platform Utilization Promotion Strategy

The utilization of advanced technology and platforms is a modern approach to promoting community elderly sports elderly services in Henan Province. This strategy involves leveraging digital platforms to create an online community for elderly individuals, providing them with easy access to information, registration for sports activities, and virtual fitness classes. Mobile applications can be developed to offer personalized exercise plans, track physical activity, and provide feedback[4]. Additionally, social media platforms can be used to promote community events, share success stories, and engage with the target audience. Furthermore, the use of wearable technology to monitor and provide insights into the elderly individuals' physical activity levels can also be integrated into the service model. By making use of advanced technology and platforms, the outreach, accessibility, and engagement levels of the community elderly sports elderly services are significantly enhanced, which is crucial for promoting an active and healthy lifestyle among the elderly population in Henan Province.

4.4 Community Resource Integration Promotion Strategy

Community resource integration is a holistic strategy aimed at leveraging the diverse resources available within the community to promote elderly sports elderly services in Henan Province. This involves creating partnerships with local businesses, non-profit organizations, educational institutions, and other community stakeholders to provide resources such as venues, equipment, expertise, and funding. By forming a collaborative network of resources, a supportive environment for the delivery and promotion of elderly sports elderly services is created[5]. This strategy also entails developing a coordinated approach to resource allocation, ensuring that the available resources are utilized effectively and efficiently to meet the needs of the elderly population. Through community resource integration, a sustainable and community-supported framework for promoting and delivering elderly sports elderly services is established, which is crucial for fostering a culture of active living and enhancing the quality of life of the elderly population in Henan Province.

5. Conclusion

This study, through an in-depth analysis of the demand, current status, and promotion strategies of the community elderly sports elderly service model in Henan Province, aims to provide valuable references for the development of elderly sports elderly services in Henan Province and even nationwide. Looking ahead, with the continuous improvement of community resources and technology, it is anticipated that the community elderly sports elderly service model in Henan Province will undergo continuous optimization and promotion, creating a healthier, more active, and enjoyable later life for the elderly.

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