

10.18686/rcha.v2i4.4278

# Research on the Current Situation of Community Football Development and Countermeasures in the Context of Healthy China

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**Abstract:** Starting from the background of the Healthy China Strategy, this article systematically discusses the current development of community football in promoting the national health strategy. The article first identifies the main problems in the development of community football, including differences in policy delivery and implementation, imbalances in infrastructure and public resources, and bottlenecks in community cultural integration and football popularisation. In response to these problems, the article proposes specific countermeasures, such as strengthening policy synergy and local implementation strength, balancing resource allocation and facility popularisation, and adopting cultural adaptation strategies to promote broad community participation. Through empirical research and theoretical analyses, the article highlights the importance of community football as part of the Healthy China strategy to enhance public health, strengthen community cohesion and promote social harmony. Through the effective implementation of the above countermeasures, not only can the success rate and participation of community football programmes be increased, but also provide a solid foundation for the achievement of broader social health goals, aiming to provide practical references and suggestions for policy makers and community managers to promote the healthy and sustainable development of community football.

**Keywords:** Healthy China; Community football; Development status; Research countermeasures

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## Introduction

In Document 46 issued by the State Council, it is clearly stated that we should focus on the development of football and promote the comprehensive development of social football programmes, so as to give full play to its market benefits and enhance the social influence of football. Especially with the implementation of the 'Healthy China 2030' programme in 2016, a new development path has been opened up for Chinese football. Social football is not only an important part of Chinese football, but also a solid foundation for its development. Thanks to its deep mass foundation, the healthy development of social football is of immeasurable importance to the progress of the whole Chinese football industry. As a direct embodiment of social football, the development of social football events is directly related to the healthy and sustainable development of Chinese football.

## 1. Status of community football development in the context of a healthy China

### 1.1 Differences in policy transmission and implementation

In the context of Healthy China, the development of community football as a part of the promotion of national fitness programme has received attention from various aspects, especially in terms of policy transmission and implementation, although the policy design is good, there are often big differences in the implementation level due to the level of regional economic development, the uneven distribution of resources and the importance attached to it by the local governments, from the point of view of policy transmission, despite the fact that the central government has introduced a series of policies to support the development of sports activities, especially grassroots football, the implementation of these policies at the local level varies<sup>[1]</sup>. From the perspective of policy transmission, although the central government has issued a series of policies to support the development of sports activities, especially grassroots football, the implementation of these policies at the local level varies<sup>[1]</sup>. In some economically developed regions, the government has been able to provide more adequate financial support, build comprehensive sports facilities, and organise regular community football tournaments and training, which has effectively promoted the popularisation and improvement of community football. However, in areas where resources are more scarce, community football programmes are often difficult to carry out or achieve the expected results due to the lack of sufficient financial input and professional guidance. In addition, the

inconsistency in policy implementation is also reflected in the differences in the importance attached to community football activities. In some cities, community football is promoted in a more systematic and sustained manner as local governments regard it as an important measure to enhance the health and quality of life of their citizens. In other areas, the lack of an overall plan for sport or the perception of it as a non-priority development project may have led to a significant reduction in the promotion of the relevant policies.

### **1.2 Imbalance between infrastructure and public resources**

From the current state of development, community football has considerable challenges in terms of infrastructure and public resource allocation. In particular, the construction of facilities and investment of resources between urban and rural areas, and between areas with different levels of economic development, show a significant imbalance. Firstly, urban areas usually have better football venues and supporting facilities due to better economic conditions and stronger policy support. These facilities are not only sufficient in quantity, but also of high quality, and are able to meet the growing demand for public football activities. On the contrary, the football infrastructure in rural and less economically developed areas is relatively backward, with fewer football pitches and more temporary and less functional facilities, which can hardly support larger-scale football activities. In addition, the uneven allocation of public resources also directly affects the sustainable development of community football. In some areas, due to the lack of sufficient government investment and social funding, the organisation and operation of football activities are unsustainable, which not only reduces the opportunities for residents to participate, but also affects the formation and spread of a football culture.

### **1.3 Bottlenecks in community cultural integration and football popularisation**

The diversity and complexity of community cultures, driven by the Healthy China strategy, makes the popularisation of football not an easy task, but one that needs to take root slowly in the soil of the culture. In communities where traditional attitudes are more deeply rooted, modern sporting activities such as football may not be seen as an important daily activity, but more as a form of recreation for young people. This cultural gap makes it difficult to promote football in these communities. In contrast, some culturally open and sports-conscious communities are more receptive to sports activities such as football, thus promoting the popularity and development of football activities. In addition, the social structure and group differences within a community also have an impact on the popularity of football. For example, young people may have a higher level of enthusiasm and participation in football, whereas middle-aged and older people may be less concerned about it or even reject it. Such generational differences pose another layer of challenges to the popularisation of football, which need to be overcome through cross-generational communication and activity design.

## **2. Countermeasures for the development of community football in the context of a healthy China**

### **2.1 Enhancing policy synergies and local implementation capacity**

Effective policy synergy requires not only a high degree of consistency between local and central policies, but also ensures complementarity and effective implementation at all levels. Firstly, the central government needs to define clear guidelines and objectives for the development of community football, while local governments should refine and implement specific strategies according to local realities. In this process, it is particularly important to establish a sound feedback and policy adjustment mechanism to ensure that problems in policy implementation can be identified and adjusted in a timely manner.

In a city in Zhejiang Province, for example, after receiving guidance from the Central Government on the 'Healthy China' strategy, the municipal government formulated a series of innovative policies in response to the low prevalence of community football in the region. These include the establishment of a community football development fund, the provision of coach training support, and the organisation of regular community football leagues. The implementation of these measures has substantially increased the popularity of football in the local community, and has also enhanced the physical health and social cohesion of community residents. Through the combination of policy and local characteristics, the city has successfully transformed policy synergy into concrete implementation results, making it a model to be learnt from in other regions. Strengthening policy synergy and local implementation strengths requires not only close coordination between the central and local authorities in policy formulation and implementation, but also the ability of local governments to think innovatively and respond flexibly to actual local situations. By implementing targeted local strategies and ensuring that they are consistent and complementary to central policies, the efficiency of policy implementation and the success of community football programmes can be significantly improved.

### **2.2 Balanced allocation of resources and promotion of universal access to facilities**

In order to achieve the widespread development of community football in the Healthy China strategy, it is important to specifically address the issues of resource allocation and universal access to facilities, which includes a clear programme of action and specific implementation measures to ensure that communities in each region can receive the facilities they need<sup>[2]</sup>. Firstly, the government should refine its funding plan, especially for those townships and urban fringe areas with insufficient facilities, and provide special funding to support the con-

struction of standard football pitches and ancillary facilities. At the same time, it should promote co-operation between local governments and enterprises, and adopt the public-private partnership model to accelerate the construction and maintenance of football facilities by utilising the flexibility and efficiency of private capital.

As an example of a specific practice in one province, the local government successfully co-financed the construction of several multi-purpose football pitches through a partnership with several large local enterprises. These football pitches are not only for use by community residents, but also provide facilities to support the school sports programme, greatly increasing the participation rate of students and residents in sports activities. In addition, these projects took the form of corporate sponsorship, with companies placing advertisements around the football pitches, thereby generating commercial returns and creating a win-win situation for both public and commercial interests. The problem of uneven access to community football facilities can be effectively addressed through specific resource allocation and facility popularisation strategies. This not only enhances the quality of life of community residents, but also promotes the overall healthy development of the community. In the future, the continued maintenance and optimisation of these measures will have a lasting impact on achieving widespread community participation and healthy lifestyles.

### 2.3 Cultural Adaptation Strategies and Community Participation Promotion

The key to realising the widespread development of community football under the Healthy China strategy lies in adopting effective cultural adaptation strategies and promoting widespread community participation. Firstly, policymakers and community leaders need to recognise that cultural differences may lead to different levels of community acceptance of football. Therefore, strategies should include cultural sensitivity training to ensure that the design of football activities takes into account the specific culture and needs of individual communities. In addition, by working with community leaders and influencers, football activities can be promoted within local communities as a tool to enhance community cohesion and promote healthy lifestyles.

For example, in a multi-ethnic community in Guangxi, the local government and community-based organisations collaborated on a project called 'Football Connects the Heart'. The project has effectively increased the participation of community members and the attractiveness of activities by customising football activities to take into account not only local ethnic traditions and customs, but also cultural festivities, such as football matches and cultural celebrations on important traditional festivals. Special emphasis has also been placed on the participation of women and older residents, and more community members have been encouraged to actively participate in football activities through the provision of dedicated training and playing time for them. By understanding and respecting the cultural diversity within the community and designing football activities that resonate and engage a wide range of people, the participation of community members can be significantly increased. This strategy promotes community health and cohesion and also provides a solid foundation for achieving the goal of health for all.

## 3. Conclusion

In summary, by analysing the differences in policy delivery and implementation, the imbalance in infrastructure and public resources, and the bottlenecks in community cultural integration and football popularisation, we have proposed a series of targeted countermeasures, including strengthening policy synergy and local implementation strength, balancing the allocation of resources and promoting the popularisation of facilities, as well as adopting culturally adapted strategies and promoting extensive community participation. By implementing these strategies, we can improve the effectiveness and participation of community football programmes, and also promote overall community health and social harmony. It is hoped that these efforts will support the ambitious goal of achieving a healthy China, while enhancing the physical and mental health and quality of life of community residents.

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**Fund subject:** Tai 'an city community football game technical services