

Research on the Development Strategy of Olympic-driven Backflag Football in Primary and Secondary Schools: Based on SWOT Analysis

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Abstract. The report of the 20th National Congress of the Communist Party of China has established "accelerating the building of a strong education nation" as a national strategic fulcrum, highlighting the importance of high-quality school physical education construction. In the context of flag football's inclusion in the Olympics, this paper uses SWOT analysis to study the development strategies of flag football in primary and secondary schools. Thanks to the strong support of national government policies, flag football has been introduced in some primary and secondary schools because of its safety, the ability to exercise students' physical fitness while fostering team spirit and promoting students' all-round development. However, its development has been relatively slow due to its lack of popularity and recognition as an emerging sport in the country, as well as the impact of competition from traditional sports. This article suggests that the promotion of flag football should be strengthened (SO); Develop innovative flag football courses and promote school-club collaboration (WO); Meet the diverse needs of students and promote the integration of traditional and emerging sports (ST); Combine traditional culture to promote the core values (WT) of flag football.

Keywords: Flag Football, Development of physical education in primary and secondary schools, Olympic-driven, SWOT Analysis

1. Introduction

(NFL)football, which was made the global Olympic event in 2022 and was mostly based in the US National Football League (NFL), is a popular sport [1]. In the IOC Plenary Session of the October 16, 2023, flag football was officially adopted as a new incident in Los Angeles in 2028. Due to the Olympic history, flag football has been very popular among the younger generation in China and has been so much sought after by the younger people. There are more than 10,000 shared diaries available to search for flag football on Xiaohongshu social media platform in China. Hundreds of times have been spent looking for flag football in order to increase the number of searches. It has aided in the development of national fitness and competitive sports. At present, in the fierce

campaign of the Chinese Rugby Association, flag football has "entered schools" and related educational activities have been carried out in some primary and secondary schools.

School physical education is a key project for speeding the modernization of education and developing a sports power. The state advocates a teaching model of "health knowledge+basic motor skills+specialized skills" to cultivate students' collectivism and tenacious will, to achieve intelligence through physical education and heart through physical education, and to build an education system that comprehensively cultivates morality, intelligence, physical fitness, aesthetics and labor. It echoes the five spirits of rugby: integrity, passion, unity, discipline and respect. US football, which is a sport that won by teamwork and forward, focuses on the individual ability and team spirit, and strengthens the physical fitness of students, which helps to develop the spirit and perseverance of the students, and which is conducive to the physical and mental health of students.

Teenagers' physical and emotional development is greatly impacted by flag football, a growing activity. However, the sport faces real difficulties in "entering primary and secondary schools", such as a lack of recognition and influence, a shortage of teachers, and the absence of a curriculum. Based on the perspective of integration of sports and education, this paper mainly uses the literature review method to search and sort out relevant documents in China National Knowledge Infrastructure, Baidu Wenku and other literature databases with keywords such as "flag football", "integration of sports and education", "national fitness", etc. At the same time, SWOT analysis is used to analyze the advantages, disadvantages, opportunities and threats of the promotion of flag football in primary and secondary schools. Based on the analysis results, corresponding strategies are proposed to provide a reference basis for promoting the development of flag football in primary and secondary schools in China.

2. Literature review

2.1. Characteristics of flag football and its relationship with physical education

The most distinctive feature of flag football is its non-confrontational nature and the development of overall physical and mental qualities. Unlike rugby football, which can be hindered by grabbing, hugging, throwing, and legal ramming, in flag football, as long as the flag is pulled off from the waist of the player holding the ball, it is equivalent to effectively stopping the attack and effectively avoiding the occurrence of safety problems [2]. Since the physical education curriculum was renamed the Physical Education and Health curriculum, the close relationship between physical education and health has been increasingly valued, especially in terms of the pursuit of its value in promoting health [3]. Flag football has low requirements for the teaching environment. It only needs half a basketball court as the ground for both sides to compete, and the flag can be used with colorful ribbons instead of sewing and fastening, which is the equipment and venue that most Zhou primary schools have [4]. The rules are simple and clear. Students only need to carry the rugby ball to the touchdown area to score points. The interactivity is well demonstrated in the process of chasing and pulling the flag. Students chasing the target of pulling the flag can improve students' concentration, and the flexible running of the ball holder to avoid being pulled the flag can improve students' physical flexibility, and cultivate students' powers of observation, judgment and reaction. It plays an important role in promoting speed, endurance, agility, coordination and other qualities and abilities [3-5].

2.2. SWOT analysis and related research on physical education

SWOT analysis is a state-of-the art analysis based on the external and external Competitive Environment and Conditions. Listing the different main internal strengths inadequate, as well as outside chances and dangers. Through Research, this research object was related and developing corresponding development plans based on the research results. Jia Zhen applied the SWOT to carry out a thorough study of the benefits that disadvantages, opportunities, and threats of the proposed system. started in the Women's Volleyball Super League under background of the integration of sports and education as well as investigated new development strategies and counter measures for the development of reserve talents [6]. Tao Zhihao used To analyze the strengths of the SWOT Analysis Method disadvantages, opportunities, and threats conducting regional inter-school leagues the goal was to encourage regional sports to be developed sustainably leagues and the all-round development of teenagers [7]. Tang Yong conducted a SWOT analysis on the practical case of the integration sports and education on the Guizhou Provincial Table Tennis Team empowering its SWOT model and key influencing factors and put forward optimization tactics combined with the actual building providing reference and theoretical basis for the development of t the "Intro viral" project was run by the provincial team school. Combination of Sports and Education [8]. Jiang Wei used the SWOT analysis method of analysis the basic status quo of traditional sports characteristic School of Primary Schools of Changsha City explored its pros, disadvantages, opportunities and challenges, and then suggested particular improvement plans to further promote the integration of sports and education in traditional sports typical schools located in Changsha City primary schools [9].

However, because the country of China has a low level of popularity and the flag football industry has little research, there is still a lack of a comprehensive education system and some of its shortcomings. Therefore, this paper uses the STOW analysis method to analyze the promotion of flag football in primary and secondary schools, aiming to provide relevant reference basis for the development of flag football in primary and secondary schools in China.

3. SWOT analysis of the development of flag football promotion in primary and secondary schools

3.1. Strength - safety, promoting physical and mental development

Flag football is a "non-confrontive" sport with simple rules. The ball handler can score by running timidly to dodge and working with teammates to break through and reach the touchdown. During an offensive, a defender pulling the flag is considered a valid defense. The most important rule of flag football is that no physical contact is allowed during the game, including interceptions, tackles, blocks, and screens. Therefore, is safer than rugby, basketball, football and other sports. As a sport that relies on running and passing to score, flag football has relatively low technical requirements for teenagers and places more emphasis on physical fitness and teamwork ability, which helps to develop students' speed, endurance, agility, coordination, team spirit and hobbies. This feature is in line with the requirements for physical education in the Sunshine Sports movement in primary and secondary schools, promoting the all-round development of students.

3.2. Weakness - insufficient popularity and awareness

With only 30 teams and about 400 players participating in the 2024 National Flag Football Championship, and 5,736 players and 443 teams participating in the 2024 China Basketball Open, this figure fully demonstrates that flag football is an emerging sport that started late, has low popularity and fewer participants in China. Flag football has not established a systematic athlete system in China, is not classified as a top-level sport, and thus cannot obtain registration certificates through competitions, and therefore cannot provide corresponding welfare assistance for professional athletes' further education. However, schools currently have high requirements for physical education teachers. Some institutions need athlete-grade certifications in addition to academic credentials, which results in a shortage of professional coaches and flag football players, the majority of whom do not meet teacher criteria. At present, most people in China do not know about flag football. Their perception of it is limited to "brutal charges" and "strong confrontation and easy injury", which makes many parents not allow their children to participate in flag football, which is not conducive to the development of flag football in China.

3.3. Opportunity - support from the national government

Driven by the fact that flag football will become one of the new events in the 2028 Los Angeles Olympics, the country has introduced a series of national policies such as Sports Power and Healthy China. The Implementation Opinions on setting up coaching Positions in Schools put forward [3]; In cooperation with local education commissions, nearly 60 middle schools in Beijing, Guangzhou and Shanghai have carried out promotion and training. Currently, rugby associations in Beijing, Shanghai, Shandong and other places hold flag rugby leagues every year [10]. Since 2021, the Shanghai education department has established a special organization responsible for reviewing sports to enter schools, and American flag football has successfully made it to the "shortlist" after going through multiple rounds of review [11]. The growing emphasis on flag football by the national government has brought unprecedented opportunities for the development of the sport.

3.4. Threat - the impact of traditional sports

At present, flag football is lacking in the domestic curriculum system. There are few primary and secondary schools across the country that offer flag football courses, which are mostly traditional sports such as football, basketball and volleyball. These traditional sports have a broader mass base and a more complete competition system, and in the context of high academic pressure on primary and secondary school students in China, students themselves have less physical activity time. Traditional sports are more likely to divert students' attention and participation in flag football [12]. Traditional sports are often regarded as more mature, stable and reliable options. In contrast, flag football, as a representative of emerging sports, is often identified as having certain risks and uncertainties, and thus there is a certain hindrance of insufficient support for flag football teaching in primary and secondary schools [13].

4. Strategies for the development of flag football in primary and secondary schools

Table 1. SWOT rectangular analysis of factors for the development of flag football in primary and secondary schools

/	S Strengths Safety, promoting physical and mental development	W Disadvantages Lack of popularity and awareness
	SO Strategy Launch innovative flag football courses Promote collaboration among school clubs	WO Strategy Strengthen the promotion of flag football
O Opportunities National government support		
T Challenge The influence of traditional sports	ST Strategy Meet the diverse needs of students Promote the integration of traditional and emerging sports	WT Strategy Integrate traditional culture to uphold flag football's fundamental principles

4.1. SO strategy - develop innovative flag football courses and promote cooperation among school clubs

Based on the fact that flag football in primary and secondary schools meets the national requirements for physical education for primary and secondary school students and is safe, we should vigorously promote the establishment of basic courses and related interest clubs for flag football in primary and secondary schools, using physical education classes and after-school clubs as the medium of dissemination. Primary and secondary school students are relatively young, and stimulating their interest and thirst for knowledge is the key point of flag football teaching courses (Table 1). Therefore, attention should be paid to the innovation of course forms. In the early stages of the curriculum, more fun games of flag football should be set up. Teachers should adopt more encouraging education to satisfy students' psychological need for recognition, cultivate students' hobbies, shape campus football culture from multiple levels and perspectives, further enhance students' experience, and stimulate students' enthusiasm for flag football [14].

With the strong support of national government policies, clubs are introduced and cooperation between schools and clubs is developed to promote the development of school rugby. For example, in Shanghai, which is one of the leading cities in the development of rugby in our country, rugby associations have been established, and there are several flag rugby clubs with relatively rich rugby resources, including coaches, referees, managers, etc., which can effectively solve the problem of shortage of teachers in schools and lay the foundation for the promotion of flag rugby club activities, Develop and cultivate more professional flag football talents [10].

4.2. WO strategy - enhance the promotion of flag football

In response to the lack of popularity and awareness of flag football in the country, efforts should be focused on promoting and disseminating the sport through forms such as short videos on Xiaohongshu and Douyin, as well as live TV broadcasts, to change the stereotype that football is "wild" and "low in safety", and to deepen people's understanding of the sport. In addition, for better promotion of flag football, special theme events can be held to increase the exposure of the project, such as class matches within schools, invitational matches between schools, etc., and teachers and

students can be invited to watch together. The games will attract more media, traffic, topics, and even become a feature of campus culture [10].

4.3. ST strategy - to meet students' diverse athletic needs and promote the integration of traditional and emerging sports

To address the issue of the impact of traditional sports on the implementation of flag football in primary and secondary schools, we should be guided by the promotion of the Chinese sports spirit. While implementing traditional sports, in line with the requirements of the national physical education curriculum reform, we should introduce new sports and offer more interest courses on flag football to meet the diverse sports needs of students. In the process of the development of the education system, the introduction of new sports is regarded as a forward-looking educational innovation that brings new challenges to school sports [11]. Flag football, as a representative of new sports, has unique interests, competitiveness and educational value. The interests and physical fitness of primary and secondary school students vary, and traditional sports programs are difficult to meet the sports needs of each student. Therefore, respecting the individual differences of students, providing students with more options and exposure to more sports, broadening their sports horizons, and promoting the high-quality development of school sports [15].

4.4. WT- combining traditional culture to promote the core values of flag football

Under the traditional culture's advocacy of gentle buffering, it is appropriate to cultivate the passion and vigor of children and adolescents. Flag football, after adaptation, is not confrontational [16]. While enhancing physical fitness and athletic ability, it emphasizes collective spirit and teamwork, fostering students' collective spirit and team awareness, and inheriting traditional Chinese culture [11]. Flag football, as an emerging Olympic event, is an international sport that provides a safe and healthy platform for young people, enhances understanding and respect for different cultures, and contributes to the development of the new era sports spirit and the modernization of the Chinese nation.

5. Conclusion

In the context of flag football being included in the Olympics, the National Sports Bureau responded to the national physical education curriculum reform and introduced relevant policies to promote the development of flag football in our country. Flag football, which conforms to the national standards for the physical fitness of primary and secondary school students and has simple rules that are safe, is highly suitable for wide implementation in primary and secondary schools across the country. However, as an emerging sport, its popularity and recognition are insufficient, and there is a shortage of teachers and an inadequate curriculum, which has led to slow development in the country. It is recommended to increase media coverage of flag football, promote traditional sports while meeting students' diverse sport's needs, offer innovative flag football courses in schools, and focus on promoting the integration of schools and clubs to promote the development of flag football in China and lay the foundation for the country to build a sports power.

There may be limits in the way the problem is interpreted because of the slow marketing of flag football in China, the small sample size of the paper, and the limited and possibly inadequate data used in this study. Secondly, there is a problem of uneven development of flag football within the country. The research data in the paper mostly come from the more popular Jiangsu-Zhejiang-

Shanghai region, which may lead to geographical limitations in the research results and partial deviations in the research results in different regions.

At present, the development of flag football in China is difficult and slow, and its promotion is hindered by a variety of factors. In the future, in the context of the integration of sports and education, primary and secondary schools should focus on introducing and developing new sports, respecting traditional sports culture while broadening sports horizons, promoting the modernization of the Chinese nation, and laying the foundation for a sports power.

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