

COMMUNITY SPORTS COMMITTEE

Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities Follow Up Action Plan

Purpose

This paper recommends to Members the follow up action plan in response to the findings of the Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities in order to further promote “Sport for All” in the community.

Background

2. The Community Sports Committee (CSC) endorsed the six key strategies for the development of community sports in 2006. Among them, one was to develop indicators to measure the effectiveness of strategies for promoting community sports. Specifically, it was hoped that through conducting a large scale survey, data such as the extent and frequency of public participation in community sports activities would be collected for objective measurement of the extent of “Sport for All” in the community, so as to facilitate an effective assessment of the effectiveness of all the work implemented for promoting community sports. The findings would also be used as reference for formulating future strategies for the development of community sports.

3. To formulate systematic and objective indicators, the Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All was established under the CSC to co-ordinate the Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities (the Study). The Study consisted of two parts: a literature review and a questionnaire survey. The findings of the Study were reported at the CSC meeting held on 23 December last year. The Committee opined that the findings and recommendations of the Study provided valuable reference for formulating the directions and programmes for the development of community sports in the future. It therefore agreed that a task force should be established to examine the recommendations of the Study so as to develop future promotion strategies and specific work plans for “Sport for All” with priorities and time schedule set out for necessary follow-ups for the consideration of the CSC (CSC Paper 5/08 refers). The Task Force was thus formed in March 2009 which comprised representatives from the CSC, relevant government departments, National Sports

Associations (NSAs) and the academic sector. The membership list of the Task Force and its terms of reference are set out in **Annexes I** and **II**. The Task Force held two meetings on 10 March and 11 May 2009 respectively and made the following recommendations.

Strategies to further promote “Sport for All”

4. The Task Force suggested that for the future promotion of “Sport for All”, firstly, the messages of the importance and benefits of regular participation in physical and sports activities should be disseminated and promoted to the public through collaboration with various stakeholders in the community. Secondly, the feasibility of the provision of more diversified recreation and sports activities as well as facilities should be further studied, and more suitable environments and space should be created to offer the public more opportunities to participate in physical and sports activities. The objective is to lower the ratio of the inactive population, thus achieving the ultimate goal of “Sport for All” in the community. The promotion strategies should include the following four areas:

- i) to enlist the co-operation and support of various stakeholders in the community for joint promotion of “Sport for All” in the community;
- ii) to strengthen the dissemination of messages such as the importance and benefits of regular participation in physical and sports activities to the public and to enhance their recognition and awareness of participation in physical and sports activities through various channels;
- iii) to review intensively the existing combination of community recreation and sports programmes and the provision of recreation and sports facilities by making reference to the findings of the Study;
- iv) to collect on a regular basis data on public participation in physical and sports activities and factors affecting such participation for the continuous assessment of the effectiveness of the community sports policy.

Specific Work Plans

Phase I Promotion Work

5. Phase I promotion work will cover the period from June 2009 to March 2010. The main work focuses on the introduction of the findings of the Study to various stakeholders to enlist their support and to disseminate the messages on the importance of regular participation in physical and sports activities to the public through various publicity channels.

(i) To enlist the co-operation and support of various stakeholders in the community for joint promotion of “Sport for All” in the community

6. Various stakeholders in the community, including government departments, District Councils (DCs), NSAs, District Sports Associations (DSAs), business organisations, schools, etc., should be encouraged to make concerted efforts in setting the common direction and goals for the promotion of “Sport for All”. The CSC should introduce the findings of the Study to various major stakeholders in the community via different channels to enlist their support in the joint promotion of “Sport for All” in the community. The main targets include -

i) District Councils

The Review on the Functions of the DCs has brought about new opportunities to the development of community sports. Therefore, it is particularly important to strengthen the collaboration with the DCs. It is recommended that the CSC should first meet the Chairpersons of the 18 DCs and the Chairpersons of the respective District Facilities Management Committees/Culture and Recreation Committees to introduce to them the main findings of the Study. Thereafter, the Leisure and Cultural Services Department (LCSD), being the secretariat of the CSC, should explain the above information to the 18 DCs in greater details so as to enlist their full support for further promotion of “Sport for All” in the community.

ii) Schools

An active childhood lays the foundation for active participation in physical and sports activities in adulthood. The Task Force suggested that the Education Bureau (EDB) should be invited to assist in the introduction of the findings of the Study to kindergartens, and primary and secondary schools in the territory. It is hoped that the message on regular participation in physical and sports activities would be disseminated to students, parents and teachers through the schools. The Task Force also hoped that the Student Sports Activities Co-ordinating Sub-committee (SSACS) under the CSC should work out a feasible proposal with various school councils to raise the awareness of physical and sports activities in the school sector and to enlist the support of parents and teachers. Moreover, in consideration of extending the service targets to kindergarten teachers and students, it was recommended that the EDB should strengthen the training on physical and sports activities for kindergarten teachers by organising workshops to enhance their knowledge in this aspect, with the view to integrating physical and sports activities into children’s daily life and growth.

iii) Business Sector, Government Departments and Public Sector

At present, the work force makes up approximately 52.7% of the total population of Hong Kong. Working people spend more than one-third of their time in their workplaces every day. Participation in physical and

sports activities will not only help them to attain personal health but will also increase their productivity for the organisations. However, busy work is a common hindrance to active participation in physical and sports activities. The Study revealed that more than half of the respondents in the adult group failed to meet the physical activity level of the “baseline indicator”. In view of this, the Task Force suggested that the relevant findings of the Study and messages should be disseminated to business organisations, government departments and the public sector and let employers understand that employees’ active participation in physical and sports activities will benefit both their organisations and the individuals. Organisations should be encouraged to facilitate their staff to engage in physical and sports activities before work, during lunchtime and after work. Organisations should also form activity groups to arrange various physical and sports activities for their employees. Reference could be made to the practices of overseas organisations, such as sending regular e-mails to staff to remind them to do stretching exercises. The Task Force also suggested that details of the LCSD’s venues should be provided to organisations for reference. Slogans and other publicity materials to publicise physical and sports activities should also be delivered to organisations for posting up at workplaces to promote the benefits of active lifestyle.

- (ii) **To strengthen the dissemination of messages on the importance and benefits of regular participation in physical and sports activities to the public and to enhance their recognition and awareness of participation in physical and sports activities through various channels**

7. The findings of the Study showed that more than half of the public failed to meet the physical and sports activity level of the “baseline indicator”. Reasons for their inertness included insufficient knowledge of physical and sports activity level, and busy work or study, or tiredness, which led to sitting for long periods of time and relatively less opportunities to participate in physical and sports activities. The Task Force considered that effective promotion channels could help enhance public awareness of the importance of regular participation in physical and sports activities to health. Therefore, it suggested that a series of publicity campaigns should be carried out, including -

- i) Press conference
The CSC should hold a press conference to promulgate the findings of the Study.
- ii) Sports Ambassadors
The Chairpersons of the District Facilities Management Committees/Culture and Recreation Committees under the 18 DCs and/or several (about three to four) District Councillors or other local dignitaries to be appointed by the DCs should be invited to serve as “Sports Ambassadors” and to assist in the promotion of physical and sports

activities at the district level. Seminars should be held for these “Sports Ambassadors” to enhance their understanding of the goals, development strategies and specific work plans for the promotion of active lifestyle in the future. The “Sports Ambassadors” should also be invited to assist in the promotion of recreation and sports activities in the community.

iii) Major publicity campaigns

The LCSD would be organising the promotion programme of “Fitness for All in Support of EAG” on 8 August. The programme would include physical fitness tests, consultation services and “EAG Exercise” Fun Day to show support for the National Fitness Day and to publicise the 2009 East Asian Games to be held in Hong Kong in December. It would be a good opportunity to encourage wider public participation in physical and sports activities. The programme could also serve as the first large scale campaign to promote active lifestyle to the public. It was suggested that large scale sports carnivals should be organised in different districts and messages concerning physical and sports activities should be publicised via various means in due course.

iv) Production of APIs and publicity materials

APIs and CDs on physical and sports activities should be produced and broadcast in different media such as Road Show and television, as well as the LCSD’s venues, hospitals and clinics under the Department of Health, schools, etc. New slogans should be designed, and other publicity materials such as banners, posters and brochures should also be prepared for wider publicity. The publicity work should focus on -

- promoting the “baseline indicator” of physical activities and explaining the importance of regular exercises to health;
- encouraging the inactive population to meet the physical activity level of the “baseline indicator” as a starting point, and those who have already met the level to work towards the ultimate goal of taking 30 minutes of physical activities of moderate intensity a day; and
- introducing various recreation and sports activities and facilities, as well as physical and sports activities suitable to be carried out in daily situations and environments.

Phase II Promotion Work

8. Phase II promotion work will cover the period from April 2010 to 2014. The main work will focus on reviewing the existing combination of community recreation and sports programmes and assessing demands for recreation and sports facilities. Furthermore, it was suggested that data on public participation in physical

and sports activities should be collected on a regular basis for the continuous assessment of the effectiveness of the community sports policy. The specific work includes:

- (iii) To review intensively the programme mix of the current recreation and sports activities organised and the provision of recreation and sports facilities by making reference to the findings of the Study**

9. The Task Force recommended that the LCS D should review and revamp the current programme mix of recreation and sports activities organised for the enhancement of quality and quantity, with a view to attracting wider public participation, thereby reducing the ratio of the inactive population. The Task Force suggested designing, in consultation with the relevant NSAs, more diversified physical and sports activities for participants of different age groups targeting at their specific needs of recreation and sports activities. Moreover, tailor-made activities should also be organised for parents and children, the middle-aged, the inactive people, working people and special groups (e.g. the elderly, people with disabilities, low-income families, young people at risk, etc.). Health-related information (e.g. ideal weight, body fat ratio, etc.) should be displayed in the sports centres under the LCS D for public reference.

10. The Task Force also suggested organising community-wide promotion campaigns to encourage the inactive people to start participating in physical and sports activities, such as organising the “Hong Kong Sports Participation Award Scheme” and “Hong Kong Sports for All Carnival” to arouse public interests in such aspect. The Task Force also suggested enhancing the “Health Exercise for All Campagin” (an event jointly organised by the LCS D and the Department of Health) by adding the concept of physical and sports activities and putting more weight on programmes that encouraged the inactive people to participate in physical and sports activities.

11. Apart from strengthening the provision of physical and sports programmes, the Task Force also suggested to review the current provision of recreation and sports facilities, booking arrangements and charges of venues, etc., to cater for the future promotion of recreation and sports programmes in the community. In addition, discussions with schools on the feasibility of further opening up school facilities to the community should be continued so as to cultivate a more suitable environment and space that favour the promotion of physical and sports participation.

- (iv) To collect on a regular basis data on public participation in physical and sports activities and factors affecting such participation for the continuous assessment of the effectiveness of the community sports policy**

12. The Task Force recommended that studies on the participation patterns of Hong Kong people in physical activities and physical fitness tests for the community be conducted every five years for the collection of data and trends in these two aspects.

Furthermore, other related studies should also be conducted on a need basis for a better understanding of factors affecting public participation in physical and sports activities. Such data will facilitate the continuous assessment of the effectiveness of the existing services and the design and provision of new services that can better meet public needs.

Advice Sought

13. Members are invited to comment on the specific work plans set out in paragraphs 5 to 12. With Members' advice, the LCSD will work with the parties concerned for the gradual implementation of the work plans.

Secretariat, Community Sports Committee
May 2009

**Task Force to Follow Up on the Study Report on the Participants Patterns of
Hong Kong People in Physical Activities
跟進「香港市民參與體能活動模式調查報告」
專責小組**

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(Total: 19 Members)

Community Sports Committee

**Task Force to Follow up on the Study Report on the Participation Patterns of
Hong Kong People in Physical Activities**

Terms of Reference

To submit recommendations to the Community Sports Committee on the following matters -

1. To follow up on the findings and recommendations of the Report on the “Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities” and submit specific plans and recommendations on promotion of “Sport for All”;
2. To formulate strategies and make recommendations on promoting public participation in physical activities;
3. To recommend further studies on the promotion of “Sport for All” and related areas in the future; and
4. To submit progress reports on the above work to the Community Sports Committee.