

SPORTS COMMISSION

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

PURPOSE

This paper reports to Members on follow-up action to date in response to the findings of the study on “Sport for All – the Participation Patterns of Hong Kong People in Physical Activities”, with the aim of further promoting sport in the community.

BACKGROUND

2. To promote “Sport for All” and foster a strong sporting culture in the community, the Community Sports Committee (CSC) conducted the study on “Sport for All – the Participation Patterns of Hong Kong People in Physical Activities” (the Study) in 2007 and 2008. The key findings and recommendations of the study were reported at the last SC meeting held on 20 March 2009. A copy of the summary of findings and recommendations is reproduced at **Annex I** for Members’ ease of reference.

3. A Task Force with representatives from the CSC, relevant government departments, National Sports Associations (NSAs) and the academic sector was set up under the CSC to examine the findings and refine the recommendations of the Study with a view to proposing further strategies and work plans for promoting “Sport for All”. A proposed five-year action plan was presented and discussed at the CSC meeting held on 3 June 2009.

STRATEGIES AND SPECIFIC WORK PLANS

4. The Study has generated a model on “Sport for All” promotion, which emphasises the importance of “education”, “services”, and “participation” in achieving the ultimate objective of “Sport for All”. The proposed action plan, which is to be implemented in two phases, starts with “public education”. The message of the importance and benefits of regular participation in sport and other physical activities should be disseminated and promoted to the public through collaboration between major stakeholders in the community. In the second phase, enhancement of “services” to encourage participation is recommended, in particular through the provision of more diversified recreation and sports activities and facilities. The specific work plans are described in the ensuing paragraphs.

Phase I of the Action Plan

5. Phase I of the plan started in June 2009 onwards. The main focus is -
- (a) to introduce the findings of the study to various stakeholders;
 - (b) to enlist their support for implementing the study recommendations; and
 - (c) to disseminate messages on the importance of regular participation in sport and other physical activities to the public through various channels. The promotional work will be a continual process targeting stakeholders and user groups.

(a) Introducing the findings of the study to various stakeholders

6. The CSC will introduce the findings and recommendations of the study to major stakeholders in the community via different channels. The stakeholders include –

- a) District Councils

The Review on the Functions of the DCs has brought about new opportunities to develop community sports. It is strategically important to solicit further support from and strengthen the collaborative relationship with the DCs. The CSC Chairman met the Chairs of the 18 DCs and the Chairs of the respective District Facilities Management Committees/Culture and Recreation Committees on 17 June 2009 to introduce to them the major findings of the study. DC representatives present at the meeting unanimously supported the proposed action plan. A summary of the views and feedback collected at the meeting is at **Annex II**. We will introduce the results of the study and the action plan in greater detail to the 18 DCs in the coming months.

- b) Schools

It is widely recognised that an active childhood lays the foundation for regular participation in physical activity in adulthood. The CSC will request the Education Bureau (EDB) to introduce the results of the study to kindergartens, primary and secondary schools throughout Hong Kong.

- c) The Business Sector, Government Departments and the 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 the workplace. The study revealed that more than half of the respondents in the adult group failed to meet the “baseline indicator”¹ for physical activity. We plan to disseminate messages relating to the benefits of participation in sport and other physical activities to business organisations, government departments and other public sector organisations. In particular we will emphasise to employers that having physically active employees will benefit both their organisations and the individuals concerned, as regular participation in sport and other physical activities will not only help increase employees’ own personal health but will also enhance productivity in the workplace.

(b) Enlisting the support of stakeholders to promote “Sport for All” in the community

7. We will encourage stakeholders in the community, such as government departments, DCs, NSAs, District Sports Associations (DSAs), business organisations and schools to set common directions and goals for the promotion of “Sport for All”. With a view to extending the service targets to kindergarten teachers and students, we will request the EDB to strengthen the training on sport and other physical activities for kindergarten teachers. We will supply organisations with publicity materials and information on recreation and sports services available in the vicinity to help them to encourage their staff to engage in regular sport and other physical and activities.

(c) Disseminating messages on the importance and benefits of regular participation in sport and other physical activities

8. The findings of the study showed that more than half of the population (53.4%) failed to meet the “baseline indicator” for physical activity. Reasons for relative inactivity included insufficient knowledge of appropriate physical activity levels and busy work or study schedules. Effective public education would enhance awareness of the health benefits of regular participation in sport and other physical activities. We propose to launch a series of public education campaigns, including -

a) Press conference

The CSC will hold a press conference in September 2009 to promulgate widely the findings of the study;

b) Sports Ambassadors

We will invite the Chairs of the District Facilities Management

¹ “Baseline indicator” refers to engagement in moderately or vigorously intense sports or physical activities three times a week with an accumulation of at least 30 minutes per day.

Committees/Culture and Recreation Committees of the 18 DCs and other District Councillors or local dignitaries appointed by the DCs to serve as Sports Ambassadors and to help promote sport and other physical activities at the district level. We will organise seminars to enhance Sports Ambassadors' understanding of the goals, strategies and specific work plans for the promotion of active life styles;

c) Major publicity campaigns

The LCSD organised the "Fitness for All in Support of EAG" day on 8 August. Apart from supporting the National Fitness Day and the 2009 East Asian Games to be held in Hong Kong in December, the event has aroused participants' awareness of the benefits of more regular participation in sport and other physical activities. In early 2010, the LCSD will organise large-scale sports carnivals in the 18 districts to disseminate further information and key messages about the benefits of sport and other physical activities;

d) Production of API and publicity materials

We will produce APIs and other materials emphasising the benefits of regular sport and other physical activities and arrange for these to be broadcast through various media and distributed to schools, hospitals and clinics. We will arrange for the design and production of new slogans and we will prepare publicity materials such as banners, posters and brochures in order to reach the widest possible audience. The publicity campaign will focus on -

- promoting the "baseline indicator" for physical activity and explaining the importance of regular exercise to health;
- encouraging less physically active members of the community to exercise and meet the "baseline indicator" for physical activity as a starting point;
- encouraging those who have already met the "baseline indicator" to work towards the higher goal of doing 30 minutes of sport and other physical activities of moderate intensity on a daily basis; and
- introducing types of sport and other physical activities suitable for various age groups and groups in the community, as well as providing information on suitable venues.

Phase II of the Action Plan

9. Under Phase II of the action plan, with reference to the study findings we

will conduct a comprehensive review of the existing programme mix of community sports activities and also review the demand for use of sports facilities. We will sample data on individuals' participation in sport and other physical activities and their physical fitness on a regular basis in order to continually assess the effectiveness of strategies to promote community sports.

Comprehensive review of existing programmes and provision of sports facilities with reference to the findings of the study

10. We will review and as necessary revise the current mix of recreation and sports programmes, with a view to attracting wider public participation. In consultation with NSAs, we will design a wider range of sports and other physical activities to cater for the needs of different groups. We will seek in particular to encourage greater participation by family groups, middle-aged inactive people, working people and the elderly, as well as special groups such as people with disabilities, low-income families and young people at risk. We will display health-related information in public sports centres, for public reference.

11. To enhance the impact of publicity initiatives, we will organise community-wide campaigns, such as a Sports Participation Award Scheme and Hong Kong Sports Day. The Healthy Exercise for All Campaign, which is jointly organised by the LCSD and the Department of Health will include new programmes to encourage members of the public to participate in the sport and other physical activities.

12. As well as strengthening the provision of sports and physical activities programmes, we consider it essential to review whether the range of leisure facilities that we currently provide is effective in encouraging wide and regular participation in sport and other physical activities. In this connection, we will also review booking arrangements and any other incentives that would encourage greater participation. We will also continue to explore with schools the feasibility of further opening up their facilities for community use, so as to create more space for participation in sport and other physical activities.

Collection of data on participation in sport and other physical activities and factors affecting such participation

13. Studies on participation in sport and other physical activities are a key reference in assessing the effectiveness of the promotion of community sport. We propose that such studies be conducted every five years and that other specific studies be conducted on a need basis for a better understanding of the factors affecting participation in sport and other physical activities. The findings from such studies will help us to design and provide services that will effectively meet the changing needs of the public.

ADVICE SOUGHT

14. Members are invited to comment on the proposed follow-up action set out in paragraphs 5 to 13 above. Subject to Members' advice, we will draw up detailed programmes and recommendations as appropriate.

Sports Commission Secretariat
July 2009