

EIM Hong Kong



Prof Stanley HUI

National Center co-Director

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Affiliation

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Affiliation

Physical Fitness Association
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Host Institution – Physical Fitness Association of Hong Kong

The Physical Fitness Association of Hong Kong is a non-profit national sports association, which was established in 1986. The Association is recognized by the Hong Kong government and the Sports Federation and Olympic Committee of Hong Kong and is committed to professional development of physical fitness in Hong Kong. The vision of the Physical Fitness Association of Hong Kong is to establish physical fitness as a professional industry to better enable our professionals to create a healthy life for the public and a harmonious community atmosphere.



National Center Advisory Board

Affiliation

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|----------------------|---|
| Stanley Hui, Ph.D. | <ul style="list-style-type: none"> • Professor, Chinese University of Hong Kong |
| Chan Chung Mau, M.D. | <ul style="list-style-type: none"> • Hong Kong Association for the Promotion of Mental Health |
| Michael Tse, Ph.D. | <ul style="list-style-type: none"> • Director, Active Health Clinic, Institute of Human Performance, The University of Hong Kong |
| Lobo Louie, M.D. | <ul style="list-style-type: none"> • President, Hong Kong Association of Sports Medicine & Sports Science |
| Marco Pang, Ph.D. | <ul style="list-style-type: none"> • Professor, Hong Kong Polytechnic University • Hong Kong Physiotherapy Association |
| Wing-yuk IP, M.D. | <ul style="list-style-type: none"> • Hong Kong Medical Association |
| Henry Yeung, M.D. | <ul style="list-style-type: none"> • Hong Kong Doctors Union |
| Ricky Cheung | <ul style="list-style-type: none"> • Physical Fitness Association of Hong Kong |
| Mun Ng | <ul style="list-style-type: none"> • Hong Kong Society for Rehabilitation |
| Francis Chow, M.D. | <ul style="list-style-type: none"> • President, Hong Kong Association for the Study of Obesity |
| Roy Ngai | <ul style="list-style-type: none"> • Vice President, Physical Fitness Association of Hong Kong |

2020 Goals

- Advance all aspects of the EIM Hong Kong project currently being funded by the Jockey Club. Priorities will be given to the EIM-Jockey Club funded project including:
 1. More doctors will be involved with the support from Health Authority, and through them, patients with HTN or DM will be recruited continuously;
 2. Continuously launching exercise trainings to patients;
 3. To involve more allied health professionals;
 4. To develop a more integrated and advanced website with abundant resources, as well as mobile apps, activity trackers and e-learning platform to facilitate the promotion.
 - To involve more colleges/universities to participate in the EIM On Campus program through sharing of successful cases and inviting interested parties to experience the EIM activities on campus
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Accomplishments to Date

- Launched ceremony for EIM Hong Kong (HK) at the Hong Kong Health Expo (2016)
 - EIM Hong Kong website was officially launch (2016)
 - Marketing materials sent out to health and fitness organizations throughout the country
 - Secured representation on advisory board from all major universities and several major health professional organizations in Hong Kong
 - Trained more than 1600 health care providers and 3300 exercise professionals
 - Established EIM On Campus in the three largest universities in Hong Kong (University of Hong Kong, Chinese University of Hong Kong, Hong Kong Polytechnic University)
 - Received a large, 5-year grant from the Hong Kong Jockey Club to expand EIM efforts in the East New Territories. The project will be supported by governmental parties including the Hospital Authority and the Leisure and Cultural Services Department. As part of the project, a new website, mobile App, activity trackers and e-learning platform will be developed.
 - Established a network between public doctors in one health cluster in HK. EIM-certified fitness instructors are established within the community for a pilot program that has enrolled 100+ patients with diabetes or hypertension. Doctors in the region referred these patients to a network of fitness instructors for exercise training.
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Hong Kong