

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

Stanley Hui, PhD

- Professor, Chinese University of Hong Kong

Chan Chung Mau, MD

- Hong Kong Association for the Promotion of Mental Health

Michael Tse, PhD

- Director, Active Health Clinic, Institute of Human Performance, The University of Hong Kong

Lobo Louis, MD

- Hong Kong Association of Sports Medicine & Sports Science

Marco Pang, PhD

- Professor, Hong Kong Polytechnic University
- Hong Kong Physiotherapy Association

Priscilla Poon

- Hong Kong Physical Therapy Association

Wing-yuk Ip, MD

- Hong Kong Medical Association

Henry Yeung, MD

- Hong Kong Doctors Union

Ricky Cheung

- Physical Fitness Association of Hong Kong

Mun Ng

- Hong Kong Society for Rehabilitation

Francis Chow, MD

- Hong Kong Association for the Study of Obesity

2019 Goals

- To advance all aspects of the EIM Hong Kong project currently being funded by the Jockey Club including:
 1. Involving a greater numbers of doctors from the Hong Kong Health Authority,
 2. Launching new exercise training programs for patients in the Health Authority,
 3. Including involvement of a greater number of allied health professionals in EIM activities,
 4. Developing a more integrated and advanced EIM website, and
 5. Develop mobile apps, activity trackers, and e-learning platforms to facilitate the promotion of these EIM activities.
 - To involve more colleges/universities to participate in the EIM-OC program through the sharing of successful cases and inviting interested parties to experience the EIM activities on campus
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Accomplishments to Date

- Launching ceremony and promotional booth at the Hong Kong Healthexpo (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
- Submission of grant application to Healthcare & Promotion Fund of Hong Kong
- Provided 14 EIM training courses for health care providers in 2016 – have trained a total of nearly 1,500 health care providers through EIM
- Established EIM On Campus at the three largest universities in Hong Kong (University of Hong Kong, Chinese University of Hong Kong, Hong Kong Polytechnic University)
- Established a network for EIM professionals throughout Hong Kong – more than 2,500 exercise professionals are participating
- 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.

**Exercise
is Medicine®
Hong Kong**