

EIM Hong Kong



Prof Stanley HUI

National Center co-Director **Affiliation**
Stanley Sai-Chuen HUI, PhD The Chinese University of Hong Kong

National Center Manager **Affiliation**
Ms. Sabrina Yujun LU Physical Fitness Association
of Hong Kong

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	<ul style="list-style-type: none"> • Professor, Chinese University of Hong Kong
Chan Chung Mau, MD	<ul style="list-style-type: none"> • Hong Kong Association for the Promotion of Mental Health
Michael Tse, PhD	<ul style="list-style-type: none"> • Director, Centre for Sports and Exercise, The University of Hong Kong
Lobo Louie, MD	<ul style="list-style-type: none"> • President, Hong Kong Association of Sports Medicine & Sports Science
Marco Pang, PhD	<ul style="list-style-type: none"> • Professor, Hong Kong Polytechnic University • President, Hong Kong Physiotherapy Association
Wing-yuk IP, MD	<ul style="list-style-type: none"> • Council Board Member, Hong Kong Medical Association
Henry Yeung, MD	<ul style="list-style-type: none"> • President, Hong Kong Doctors Union
Mun Ng	<ul style="list-style-type: none"> • Executive Committee, Hong Kong Society for Rehabilitation
Francis Chow, MD	<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

2021 Goals

- To advance all aspects of the EIM Hong Kong project currently being funded by the Jockey Club including:
 1. Involving more doctors with the support from Health Authority, and through them, referral of patients with HTN or DM;
 2. Continuously launching exercise trainings to patients through online platform;
 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
-

Accomplishments to Date

- Officially established the EIM Hong Kong National Center at the Hong Kong Health Expo (2016)
 - Launched the EIM Hong Kong website (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 1730 healthcare providers and 41000 exercise professionals
 - Established EIM On Campus on 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 includes 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 and referred hundred patients with diabetes or hypertension. Doctors in the region referred these patients to a network of fitness instructors for exercise training.
 - Expanded EIM On Campus to the three major universities in Hong Kong
-

**Exercise
is Medicine[®]
Hong Kong**