

EIM Hong Kong



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National Center co-Director

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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.



NC Advisory Board

Affiliation

Stanley Hui, Ph.D.

- Professor, Sports Science and Physical Education, Chinese University of Hong Kong

Joey Cheng

- Chairperson, Cardiopulmonary Specialty Group of Hong Kong Physiotherapy Association

Stephen Cheung

- Hong Kong Association for the Promotion of Mental Health

Francis Chow, M.D.

- President, Hong Kong Association for the Study of Obesity

Josephien Ip, M.D.

- Clinical Associate Professor, Hong Kong University
- Council Board Member, Hong Kong Medical Association

Sam Li, BBChB

- Senior Medical and Health Officer (Health Promotion), Hong Kong Department of Health

Lobo Louie, M.D.

- Senior Lecturer and Associate Head of Department, University of Hong Kong
- Immediate Past President, Hong Kong Association of Sports Medicine & Sports Science

Sunny Luk, M.D.

- Physician, Honorary Treasurer, Hong Kong Doctors Union

Michael Tse, Ph.D.

- Director, Centre for Sports and Exercise, The University of Hong Kong

Sam Wong, DPT

- Executive Director, Physical Fitness Association of Hong Kong

Mun Yuk Ng

- Physiotherapist, Head of Allied Health, Hong Kong Society for Rehabilitation

2023 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 hypertension or diabetes;
 2. Continuously launching exercise trainings to patients through online platform;
 3. To involve more allied health professionals;
 4. To further improve the IT resources for the EIM project, such as mobile apps, activity trackers, and e-learning platform to facilitate physical activity promotion
 - To work with the four universities in Hong Kong without EIM On Campus programs to start chapters on their campus
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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
 - Conducted a 7-hour, in-person training course at the HKASMSS Sports and Exercise Cardiology Symposium for 374 sports cardiologists (2022)
 - Trained more than 1730 healthcare providers and 41,000 exercise professionals (between 2016-2020)
 - Established EIM On Campus on at four Hong Kong (University of Hong Kong, Chinese University of Hong Kong, Hong Kong Polytechnic University, City University of Hong Kong)
 - Launched a new, online exercise program for patients with diabetes ad hypertension (2022)
 - As part of the EIM-Jockey Club project, enrolled 760 patients in the face-to-face structured exercise program and 690 patients in the online exercise self-learning program (2022)
 - Received a large, 5-year grant from the Hong Kong Jockey Club to expand EIM efforts in the East New Territories (2019). The project includes the Hospital Authority and the Leisure and Cultural Services Department, and involves collaborators Leisure and Cultural Services Department, Physical Fitness Association of HK, and the CUHK Department of Computer Sciences
 - As part of the project, a new website, mobile App, activity trackers and e-learning platform are being developed.
 - Pilot project established a network between public doctors in one health cluster in HK.
 - Doctors in the region referred hundreds of patients with diabetes and/or hypertension to a network of EIM-trained fitness instructors for exercise training.
 - During COVID-19 (2020-22), exercise training programs were conducted virtually by the exercise professionals.
 - Expanded EIM On Campus to four major universities in Hong Kong (University of Hong Kong, City University of Hong Kong, Hong Kong Polytechnic University, Hong Kong Metropolitan University)
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Hong Kong