



## 策略行動計劃 Strategic Action Plan (2026-2030)

**摘要：**中國香港體適能總會通過五大策略支柱推動全民健康：1) 公眾教育：結合數碼媒體與傳統工作坊，改變市民運動觀念；2) 普惠參與：建立社區體適能網路，確保不同階層平等參與；3) 校園培育：創新體育課程設計，將體適能融入教育體系；4) 資源整合：構建政商學界協作平台，實現可持續發展；5) 科研創新：開發適合高密度城市的運動解決方案。總會特別關注青少年、長者及弱勢群體的特殊需求，運用科技手段提升服務效能，目標使香港成為亞洲健康城市的典範。

**Abstract:** The Association implements five strategic pillars: 1) Public Education - Blending digital campaigns with community workshops to reshape fitness mindsets; 2) Inclusive Access - Building neighborhood fitness hubs with tiered pricing; 3) School Integration - Modernizing PE curricula through gamification; 4) Strategic Alliances - Forming cross-sector partnerships with measurable KPIs; 5) Urban Fitness R&D - Pioneering space-efficient workout innovations. Targeting youth, seniors and underserved communities through smart technology, we aim to establish Hong Kong as Asia's premier health-conscious metropolis.

### 願景 Vision：

推廣香港的健康及體適能文化，透過方便、包容及優質的體適能活動計劃，促進全體市民的全人健康福祉。

To promote a culture of health and fitness in Hong Kong, enhancing the well-being of all citizens through accessible, inclusive, and high-quality physical activity programs.

### 使命 Mission：

透過提供教育、資源和參與體適能活動的機會，使所有年齡和能力的市民都能採取積極的生活方式。

To empower individuals of all ages and abilities to adopt active lifestyles by providing education, resources, and opportunities for physical fitness.

## 策略目標和行動計劃 Strategic Goals and Action Plan

### 1. 提升大眾的健體意識與教育 Promote public awareness and education on fitness

提升體適能意識不僅關乎運動，它更是公共衛生的必需品，有助於提升生活品質、降低醫療成本、促進社會發展。總會透過教育和激勵香港市民，推動持久的行為改變。

Promoting fitness awareness is not just about exercise—it's a public health necessity that improves quality of life, reduces medical costs, and strengthens society. By educating and motivating Hong Kong citizens, the Association can drive lasting behavioral change.

行動 Actions :	
1a	響應全港性健體推廣活動，鼓勵居民規律運動 Respond to city-wide fitness campaigns to encourage regular exercise
1b	與學校、企業和社區中心合作，舉辦健體工作坊 Collaborate with schools, corporations, and community centers to deliver fitness workshops
1c	利用社群媒體和數碼平台分享健體技巧、成功案例和活動動態 Utilize social media and digital platforms to share fitness tips, success stories, and event updates

### 2. 提高健體活動的可及性 Enhance accessibility to fitness programs

提升無障礙性，確保健體不再是特權，而是所有香港市民的權利，無論收入、年齡、能力或身處何地。透過消除障礙，總會可以創造一個更健康、更公平的社會，讓每個人都有機會蓬勃發展。

Enhancing accessibility ensures that fitness is not a privilege but a right for all Hong Kong citizens, regardless of income, age, ability, or location. By removing barriers, the Association can create a healthier, more equitable society where everyone has the opportunity to thrive.

行動 Actions :	
2a	聯繫社區夥伴為低收入家庭、長者、殘障人士及其他弱勢群體提供補助或免費的健體課程 Contact community partners to provide subsidized or free fitness classes for low-income families, seniors, people with disabilities and other vulnerable groups
2b	與公共和私人體育設施合作，提供折扣會籍或服務予弱勢群體 Partner with public and private sports facilities to offer discounted memberships and services for vulnerable groups
2c	在服務不足的地區建立社區體適能中心 Establish community fitness hubs in underserved districts

### 3. 促進青少年和學校的參與 Foster youth and school engagement

投資青少年體能活動參與是一項高回報的干預措施，其效益將在健康、教育和社會發展領域產生複合效應。透過讓學校成為體能活動文化的中心，香港可以培養出一代不僅學業優秀，而且體能強健、心智健全的年輕人。學校環境為實現可擴展、可衡量的影響提供了理想的可控環境，從而塑造香港未來的公共衛生格局。

Investing in youth fitness engagement represents a high-return intervention with compounding benefits across health, education, and social development spheres. By making schools the epicenter of physical activity culture, Hong Kong can cultivate a generation that's not only academically excellent but physically resilient and mentally strong. The school environment provides the perfect controlled setting for scalable, measurable impact that can shape Hong Kong's future public health landscape.

行動 Actions：	
3a	引進學校體適能挑戰賽和校際運動聯盟 Introduce school-based fitness challenges and inter-school sports leagues
3b	培訓體育教師掌握現代健體方法 Train Physical Education teachers with modern fitness methodologies
3c	舉辦年度青少年健體節，鼓勵他們參與體能活動 Organize annual youth fitness festivals to inspire participation of physical activities

### 4. 加強夥伴關係和資金支持 Strengthen partnerships and funding

策略合作夥伴關係和多元化的資金支持使總會從利基倡導者轉變為一個強大的生態系統推動者。總會利用香港獨特的商界企業、學術和社區資源組合，確保可持續的資源，同時最大限度地發揮其社會影響力。

Strategic partnerships and diversified funding transform the Association from an advocate into a powerful ecosystem driver. By leveraging Hong Kong's unique blend of business, academic, and community assets, the Association can secure sustainable resources while maximizing its societal impact.

行動 Actions：	
4a	與香港特區政府、非政府組織和企業贊助商合作，爭取資金支持 Collaborate with the Hong Kong SAR government, NGOs, and corporate sponsors for funding
4b	制定社區夥伴會員計劃並提供福利（例如折扣、專屬活動） Develop a community partner membership program with benefits (e.g., discounts, exclusive events)
4c	尋求與國際體適能機構建立合作關係，進行知識交流 Seek international partnerships with fitness organizations for knowledge exchange

## 5. 體適能領域的研究與創新 **Research and innovation in fitness**

總會以研究和創新為核心支柱，協助香港從一個缺乏體能活動的特大都市轉型為城市健康解決方案的全球實驗室。這項模式不僅能為香港市民帶來立竿見影的健康效益，還能在蓬勃發展的全球健身經濟中創造可輸出的智慧財產權和新的職業發展路徑。

By positioning research and innovation as core pillars, the Association can transform Hong Kong from a fitness-challenged megacity into the world's laboratory for urban wellness solutions. This approach delivers immediate local health benefits while creating exportable intellectual property and new professional pathways in the growing global fitness economy.

行動 Actions :	
<b>5a</b>	進行公眾健體習慣調查，以有效地制定全民健身計劃 Conduct surveys on public fitness habits to tailor fitness-for-all programs effectively
<b>5b</b>	促進運動科學和創傷預防研究 Promote research on exercise science and injury prevention
<b>5c</b>	整合科技手段（例如健體應用程式、可穿戴裝置）來追蹤進度和參與度 Integrate technology (e.g., fitness apps, wearables) to track progress and engagement

## 總結 **Conclusion**

香港的健康及體適能文化發展關乎全體市民的福祉，需要社會各界的共同努力。通過推廣教育、提升可及性、促進青少年參與、加強夥伴關係及推動研究創新，我們能為香港構建一個更健康、更包容的未來。本計劃不僅旨在鼓勵市民養成積極的生活方式，更希望透過系統性的策略，消除社會上的健康不平等，讓不同背景、年齡和能力的人都能享受體適能帶來的好處。總會的願景是讓健體活動成為香港市民生活中不可或缺的一部分，從而提升整體生活品質，減輕醫療系統負擔，並促進社會長遠發展。

The development of Hong Kong's health and fitness culture is vital to the well-being of all citizens and requires collective effort. By promoting education, enhancing accessibility, fostering youth engagement, strengthening partnerships, and driving research and innovation, we can build a healthier and more inclusive future for Hong Kong. This plan not only encourages an active lifestyle but also aims to eliminate health disparities through systematic strategies, ensuring that people of all backgrounds, ages, and abilities can benefit from fitness. The Association's vision is to make physical activity an integral part of daily life, thereby improving overall quality of life, reducing healthcare burdens, and supporting long-term societal growth. Together, we can create a thriving fitness culture that empowers every individual to lead a healthier and happier life.

