

Wellness Festival for Children  
Group 1



## Table of Contents

- I. Introduction
  - A. Understanding the problem
  - B. Project objectives and motivation
  - C. Collaboration with BGCA
  - D. Timeline
- II. Preparation
- III. Agenda on the day
- IV. Analysis & evaluation
- V. Feedback from BGCA
- VI. Challenges , improvement, acknowledgement
- VII. Appendix
  - A. Reflection
- VIII. References

## **I. Introduction**

This paper aims to tackle an existing issue in Hong Kong that could be detrimental to the future of this place and its people. As part of the Wu Yee Sun Final Year Project, our team has tried to battle the problem of poor physical health and diet in Hong Kong youngsters, which has been degrading over the past few years. To do so, we hosted a one-time event in association with the Boys and Girls Clubs Association (BGCA) for the children of this organization. In the following sections, we have explained our motivation, preparation, and execution of the event, along with evaluation and ways of improvement.

### **A. Understanding the problem**

The issue of poor physical health among Hong Kong youngsters has always existed in society but got more severe during the COVID-19 pandemic, which saw a 1.8 times increase in obesity among children due to lack of activities and attention to proper diet (“CU Medicine”, 2022). This is alarming because the study shows that childhood obesity is strongly linked to obesity in adulthood, which could pose greater problems for the society of Hong Kong. In particular, obesity could give rise to chronic illnesses such as diabetes, hypertension, stroke, etc.

During our research, we found out that along with having poor diet habits, Hong Kong children also have alarmingly poor fitness levels, where they only meet about 21-40% of the global fitness standards. According to a 2022 study by the Chinese University of Hong Kong, namely “The 2022 Hong Kong Report Card” which assess the condition of children and adolescents physical health based of twelve indicators including “Active Play”, “Obesity”, “Overall Physical Activity”, “Physical Fitness” and “Sedentary Behavior”, Hong Kong youngsters received a D or D- grade in these categories (“CUHK News Centre”, 2022). The report suggested some measures to address this situation, including the promotion of active play among children and an increase in parental support in improving the physical fitness of children (“2022 Hong Kong Report Card”, 2022).

### **B. Project objective and motivation**

In lieu of the existing issues, our team aims to instill the knowledge and motivation for maintaining physical fitness and active play among the children of Hong Kong. Thus, through our project, we aim to raise awareness of healthy lifestyles and inspire children to improve their physical well being.

We aim to do so by hosting a one-day event for a number of children in Hong Kong. In the first section, we would be holding a presentation on healthy diet and food categories to raise children’s knowledge and interest in healthy eating. In the next section, we plan to host game booths of six types to promote active play and enhance children’s motivation in physical activities. Our third objective is to improve parents’ understanding of the importance of physical well-being for their children. By allowing parents to participate in the quiz questions during the presentation as well as the game booths, we aim to enhance teamwork and foster interest among parents to pay greater attention to their child’s physical well-being.

### **C. Collaboration with BGCA**

For our event, we were honored to have the Boys and Girls Clubs Association (BGCA) as our strategic partner. BGCA was founded in 1936 and is one of the most prominent NGOs working for youth welfare development, supporting more than 240,000 children and their families. Among their wide range of

services, from family support, mental health, early intervention focusing around children, etc., “sports and health” plays a significant role. Some of their previous events in the physical health and sports category include “Flash Reflex Challenge” and “Fitness First”.



Fig 1: Logo of BGCA



Fig 2: Poster of an event of BGCA

With the help of Professor Leung’s connections, we decided to partner up with BGCA because of its mission of “Nurture the young, Create the future”, which is in line with our aim of encouraging healthy habits in children from a young age to create a healthier society in the future. Moreover, most of the children in this NGO are aged between 6 to 12, which corresponds with our target audience for the event.

#### D. Timeline

The timeline of the project has been summarized in the table below:

Date	Content	Description
January 13th, 2023	First class of GEYS 4010	Meeting Professor Leung and all the teammates face-to-face. Introduction to the course’s background and objectives. Discussion on initial ideas.
January 16th-31st, 2023	Topic finalization	Finalizing the project topic. Working towards the details of the event.
February 9th, 2023	First meeting with [REDACTED] (BGCA) on Zoom	Feedback on our project idea. Discussion on how BGCA might support us.
February 10th, 2023	Project proposal presentation	First meeting with group two. Presenting our proposal and receiving feedback from the professor and the other group members.
February, 24th 2023	Second meeting with BGCA in Admiralty office	Discussing the target audience (number and age), venue, and potential game ideas and equipment at BGCA for our game booths.

March 5th, 2023	Sports Carnival in Wu Kai Sha	Volunteering at BGCA's sports carnival. Learning crowd control, game organization, BGCA's mission, etc.
March 17th, 2023	Third meeting with BGCA at the Mei Foo Centre	Finalizing the event date, venue, agenda, games, presentation content, souvenir design, etc.
March 18th-April 1st, 2023	Final preparations	Poster and registration forms sent out to participants. Finalizing floor plan, buying prizes for winners, stamps, paper, etc.
April 2nd, 2023	One-day event	Main event day at BGCA's Mei Foo center. Time: 9:30 am - 12:30 pm Presentation and Quiz followed by Game Booths for a target audience of 100 participants.
April 14th, 2023	Final project presentation & Last Class of GEYS 4010	Meeting group two again and presenting our project. Discussing the learnings and feedback from participants, BGCA staff and ourselves.

## II. Preparation

### A. Meetings with BGCA

Our group participated in a series of activities in order to organize our one-day event. The first step was to learn more about the children. Our group had an online meeting with our BGCA contact [REDACTED] in February to discuss the project and to gain insights into the age and background of the children who would be attending the wellness event. Also, we had an in-person meeting at the BGCA Admiralty office, where we discussed the specifics of the event, including the potential time and location, as well as the sports activities that would be organized in the event. These meetings were very crucial in helping us to plan a fun and engaging event that would be helpful and interesting for all participants.

### B. Sports carnival in Wu Kai Sha

The second step of preparation involved volunteering during BGCA's March 5th sports carnival in Wu Kai Sha. In the first half of the day, we helped with organizing the sports competition, ensuring that all participants (children and parents) had the chance to engage in a fun and exciting relay race. In the second half of the day, our group was responsible for leading game activity booths in pairs, which provided children with additional opportunities to play various games that involved reaction, coordination, accuracy and other fitness elements. Additionally, we had the opportunity to meet the founders of BGCA and learn more about their mission and journey, as well as how we can continue to support the organization in its efforts to help children

in Hong Kong. It was very inspiring to see so many active and joyful kids (more than 200 attendees) since the start of COVID-19 pandemic.



Fig 3: Photo with BGCA Founders



Fig 4: Photo with attendees

### **C. Visit to event location at Mei Foo**

The third step was a site visit to the event location in Mei Foo. During this visit, our group picked rooms for presentation and sports activities, ensuring that the event would run smoothly and that kids will have enough space to play these activities. Additionally, we prepared gifts for participants, ensuring that children will have a memorable souvenir and an opportunity to play the same games after the event. Finally, our group finalized the event schedule, ensuring that the event would be successful and that all participants would have a positive experience. We also discussed post-event steps including surveys to collect feedback from participants and the next steps to take in promoting a healthy lifestyle.

### III. Event

#### A. Promotion Period:

The several meetings with Kelvin from BGCA and Professor Leung solidified our plan for the project. We decided to hold a 3-hour event on 2<sup>nd</sup> April, 2023 at the Mei Foo BGCA center, consisting of a presentation session, followed by an exercising session. Our target audience was children aged between 6-12 years old and their parents, as we aimed to help them develop a healthy lifestyle at a young age. Fig. 1 is the poster used to promote our event during the two-week recruitment period. Since there were around 40 responses the day prior to the event, our group was expecting around 70 participants including parents on the day. It is worth noting that BGCA is an NGO that mainly works with local children, thus everything was conducted in Cantonese.

#### B. Agenda of the day

On the day, our group and the BGCA staff arrived an hour early to set up the venue and get ready for the events. However, due to some misunderstandings by the parents and the bad weather, only 31 participants showed up to the event. After some discussions and adjustments, we were able to begin 45 minutes after the expected starting time.



Fig 5: Event Poster

The first part of the event was the presentation conducted by two of our fellow teammates, in which our objective was to strengthen participants' understanding of the importance of developing a healthy lifestyle through dieting and exercising. To present the information in an entertaining manner, we made sure the presentation was interactive and that the slides were concise and easy to read. We also had a lot of small gifts to award to the children whenever they answered a question correctly.



Fig 6: Group Photo on the day of the Event

The second part of the event was the exercising session, where each of us was responsible for one of the six activity booths. To encourage participants to exercise more, stamp sheets were provided. Moreover, there was a leaderboard system for which the top scorer in each game would receive a big prize.

Towards the end of the event, prizes were handed out to the winners of each game and we also gave them questionnaires for feedback as a reference to measure the success of our project.

#### **IV. Analysis & Evaluation**

At the beginning of our project, when we did not yet know how old our participants would be, our tentative goal was not only to raise awareness and motivation, but to actually succeed in implementing healthy habits in our participants' lives. As part of our brainstorming process we floated around much more hands-on and long-term ideas, such as helping participants design meal plans and exercise regimens, providing tools like record keeping books for them to track their progress, as well as personally checking in on their progress even after the event. The educational content we had initially prepared was also quite a bit more advanced and detailed than what was appropriate for kindergarteners and primary school children.

Practical realities, however, dictated the manner in which we could achieve these goals. When we became aware that the children attending BCGA centres were all quite young, primary schoolers and kindergarteners, we felt like we had to change directions. It would not be realistic for us, no matter how informative, to deliver a lecture on healthy eating and expect them to pay attention, let alone absorb all that knowledge. It would be unrealistic to expect the children to adopt a regular exercise regimen into their lives. It would also likely be too burdensome for children to have to periodically report back to us as to their progress.

So, considering the shorter attention span, lower levels of understanding and lower capability for self-discipline of young children, we decided to operate on a more macro level, aiming to raise general awareness of the basics of healthy lifestyle, and inspire motivation through games and stimulating activities. We realised that designing our event to be fun and memorable would also likely increase the chances of children attending more of these sports events with BCGA in the future, and so inadvertently achieving our initial goal of instilling regular exercise habits in the children.

For the presentation, we kept the material relatively simple and presented in a fun and light-hearted tone. All the children were well-behaved, and all paid good attention. The children were enthusiastic about answering questions and in general engaging with the material. They performed very well in the quizzes, and for the group activity every group scored perfect points. Some of the children, in particular the older children, seemed to be already familiar with the knowledge and so we made sure to let the younger children have a chance to answer questions, even if they did not raise their hands as fast as others. We would give out prizes for correct answers, to encourage them to pay attention and actually learn the material we prepared. In general, I believe we were successful in teaching valuable knowledge, and maybe even more importantly, getting the children excited about maintaining a healthy lifestyle.

To assess our success in achieving the project's goals, we conducted a post-event survey to solicit the participants' general impressions of and takeaways and received 20 responses. Below is a table of our findings:



Question	% of respondents who 'agreed' or 'strongly agreed'
'I found information about maintaining healthy lifestyle helpful/very helpful'	67
'I found advice/guidance for maintaining healthy lifestyle helpful/very helpful'	67
'I learned something about maintaining a healthy lifestyle'	92
'I feel greater motivation to maintain a healthy lifestyle'	92
(Parent) 'I will implement this advice into my child's life'	92
'I enjoyed organised activities'	92
(Parent) 'I found examples of games I can play with my child'	74

**V. Feedback from BGCA**

After the event, we arranged a follow-up meeting with Kelvin and received the following feedback on our performance from BGCA.

About the preparation of our event, the presentation's content and duration were both suitable for the young audience and able to keep them engaged. The chosen activities were all relevant to our goal of inspiring kids to enjoy exercise and encouraging them to maintain good physical health. Nevertheless, it would have been better if we had gone earlier to help set up the venue and become more familiar with the operation of the equipment, as we only had the hour before the event started to get accustomed to them.

In terms of the execution itself, the presentation was conducted very well, especially the speaking style and tone adopted, as well as the interaction with the audience. In fact, this section was praised by BGCA staff and participants alike. However, parents expressed slight concerns about the food pyramid being outdated, with MyPlate being the currently recommended food guide. As for the activities, the kids had fun with them and our explanations of how to play each game were clear.

We were extremely moved by the impact our event had on one particular child with special needs, which Kelvin highlighted as an example of our potential to impact society, as we have already made a difference, no matter how small it may seem. That child was the winner of the cycling activity, and his parents approached and personally thanked BGCA after the event, expressing how it is not often that he gains a sense of accomplishment. It is also noteworthy that cycling is the child's favourite sport. Kelvin emphasised that this kind of positive impact is what BGCA strives for, and that our event was successful in achieving this goal.

Regarding our project, [REDACTED] clarified that BGCA's previous comment about our 2-week promotional period was more of a statement about how we could attract more people if we started promoting the event

earlier than criticism. In fact, BGCA often does events on short notice as well, including ad hoc ones that only allow for a few days' worth of preparation time. He observed that we did a good job with planning and preparing the event given the limited time frame. Still, he stated that we could have contacted BGCA more frequently as they believe they could have provided us with more assistance.

Lastly, since we only designed the poster and let BGCA distribute it in their usual way, [REDACTED] also suggested that, for our reference and when holding future events, we could consider the marketing aspect of event management more. For example, what promotional tools and channels can be used to reach and engage with a wider audience.

In conclusion, BGCA's reception of our event was positive overall, and we found their feedback very useful in pinpointing the areas in which we excelled and those that could be improved.

## **VI. Challenges, Improvements, and Acknowledgement**

We had to confront several challenges at the event. First of all, the number of participants was out of our expectations. Few days before the event date, we were informed by BGCA that there were about 40 registered participants up to that time, but on the very day of the event, a little over half of them actually showed up, presumably due to the bad weather or personal reasons. This influenced our plan for prize distribution since we bought prizes with the thought that there would be at least 40 participants, maximum 70. Although it was an unexpected situation, ultimately it's good that each child had more chances to receive a prize.

Second, we couldn't start our event at the scheduled time (9:30a.m.) because participants started to show up from 9:50a.m. onwards. The major cause for this problem was found in our event promotion poster. The poster only let people know that the event will be held from 9:30am. to 12:30p.m. We didn't specify the details and schedule, so it was very natural for the participants to think that it's okay to show up any time between the specified period. Consequently, we had to adjust our event schedule a little bit. We waited until 10:15a.m. to start our presentation, and some participants joined in the middle. Unfortunately, we missed the opportunity to deliver all the messages we prepared about healthy-eating to those latecomer participants.

Third, the language barrier was a challenge for some of us. Since half of us can speak Cantonese, we didn't have a problem giving out the presentation. Furthermore, BGCA staff were there to assist the non-Cantonese-speaking members, so communication in the activity booths also went smoothly. However, the language barrier left much to be desired for the non-Cantonese speakers, as it would have been much easier to build closer relationships and engage with the participants.

From the challenges we faced, we came up with some improvements that could be made when we hold a similar event in the future. First, we should provide more specific and clearer information to the target audience before the actual event. For example, this time, we didn't specify the arrival time and created a little bit of confusion, so next time it would be best if we provide them with a brief schedule or outline of the event.

Second, we should make an overall improvement in the participant recruitment process through earlier recruitment and utilization of various promotional strategies. Only about two weeks were given for participants to enroll, and we are certain that we could have delivered our message to a bigger audience if we arranged enough time for recruitment. Moreover, thankfully, this time BGCA provided us with a budget for buying the prizes, but it would have been more meaningful if we managed to prepare for the costs through some kind of fund-raising activity.

It wouldn't have been possible to successfully hold such a meaningful event without all those who gave suggestions and help during the planning and development of the event. We definitely wish to thank BGCA for their unstinting guidance, and all the children and their protectors who have joined the event and allowed us to achieve our ultimate objectives. Last but not least, we express great appreciation to Professor Philip who constantly gave us support throughout the whole project and provided us with the initial opportunity to connect with BGCA.

## VII. Appendix

### Reflection

██████████  
I am really grateful for this opportunity to work alongside students from different majors and the experience was definitely memorable. Originally, I did not expect any takeaway from this course, but it turned out to be really rewarding.

One thing I liked about this project was how our professor had always been encouraging all of us to be creative and to challenge ourselves since the first meeting. Given the limited amount of time, both groups did a really good job and showed that we are capable of making a change to improve some existing social issues.

I think our group did a great job to raise children and parents' awareness on physical well-being. It was a great honor working with BGCA and I am really thankful for their help. Even though we were only a group of 6 students, they provided us a lot of assistance in any way possible. Working with them was really enjoyable. Moreover, our group did a fantastic job working together, everyone was actively taking on tasks and the whole preparation process was done smoothly with balanced workloads.

I was one of the people responsible for giving out the presentation. To see how active and involved the children were throughout the session was really satisfying. As an individual who wants to get into the education industry after graduation, having the opportunity like this to interact with a group of children motivated myself to be passionate about helping and inspiring others.

The fact that both groups managed to work with NGOs for our project, I realized how important it is to have these NGOs in our society to help people in need. Knowing that there are a lot of people who are dedicated to helping others is heartwarming. Hope these little actions by us will contribute to the betterment of society.

██████████:  
The earnings from this course turned out to be more worthy than I thought. First and most of all, the happy faces of children will be remembered throughout my entire life. In the initial course of the project, my expectations were centered on the skills I will learn and develop, such as planning capability and interpersonal relationship ability. Of course, the project required me to grow in terms of such competencies, but personally, I think the true winnings are the memories of the event and all the people whom I became acquainted with.

I believe I took on a significant role and did my best to do my bit as a group member, but I also realized how inexperienced I am and that there are still so many things I have yet to learn. My group members, BGCA, and many others helped make up for what I lacked, and while working as a team, I learned the importance of teamwork.

As a graduating student, I've been having concerns over my future career, and this project is playing a huge role in deciding on my career path. Since early years, I was interested in embracing the disadvantaged, but for situational factors, I didn't have the opportunity to expose myself in the field during university life. While preparing and holding the event, I came to think that helping underprivileged people is something that really drives me. I can't be certain whether this is truly the "right" path, but for now, I just decided to look for a job in which I can use my knowledge and skills to contribute to the welfare of the neglected class of people. This alone is sufficient to show that this course gave a big, meaningful influence on me.

██████████

The experience and knowledge gained from this course is unlike any other I have taken in university till date. In the beginning, I was quite unsure about the use of this course in my life. However, by the end of the term, I realized how important it was in fostering growth and self development in me. Working towards a shared goal with five other students who I met for the first time during the first class, to create an impact in the lives of young children of a different country and culture, this course has taught me about organization, vision setting, and most importantly, teamwork.



This picture in particular is one of the most memorable to me. It was taken during the BGCA Sports Carnival in Wu Kai Sha on March 5th. It is so meaningful because this was the first time I volunteered in a NGO in Hong Kong. I learnt how to collaborate with fellow volunteers and children who speak a different language and have a different culture. Despite some shyness, I was able to successfully communicate and contribute to the event of an established organization. I felt rewarded while interacting with the energetic, happy children from BGCA and learning about their backgrounds, socio economic demographics, etc.

While I increased my knowledge on Hong Kong youth, its NGOs and did my part in helping its society throughout the course, I had my five groupmates by my side. Above all, we had professor Leung in the center, always encouraging us, pushing us, giving us useful feedback and helping us achieve our mission. Thus, along with team effort, I am grateful for having proper guidance from the professor and from BGCA during this project and the entire course.

██████████:

First of all, I want to thank WYS college and professor Leung for an opportunity to take this class and learn something new. In the final year it is very easy to spin with final year projects, assignments, job

search and forget about everything else. It was the same for me. I didn't think about my parents, my friends, community and even myself. Therefore, I am very happy that I took GEYS 4010 course.

Also, I am glad about our topic choice (physical well-being). Searching for information about the dietary and physical condition of Hong Kong children helped me realize problems I did not notice before (especially comparing kids in Hong Kong and my home country). It helped me realize how self-focused I was and that I need to pay more attention to people around me.

Besides that, I am grateful for an opportunity to see happy and active children at the events and spend some time with them. Watching them play different games with pure passion and joy was really inspiring and warmful for my heart.

Finally, I am happy for a chance to work with my groupmates. It is rare when groups are designed such that all students are from different countries and majors. I only worked with a group of engineers on engineering problems, but in GEYS 4010 it was a completely new experience. I gained so many new skills related to team-work and communication. Additionally, I loved the independence professor Leung gave us when we worked on the project which resulted in great results, valuable experience and plenty of positive emotions.

■:

To start off on a more comedic(?) note, prior to starting this project, I had no idea the physical health of Hong Kong youngsters was this poor. I guess I shouldn't be too surprised given my own extremely picky eating habits, but I always thought I was just a crazy outlier (though I probably still am).

Although I helped out here and there with some other stuff, my main role in this group was the communicator. In other words, I was in charge of updating the professor, contacting BGCA, arranging meetings, coordinating people, among other things. We had some lulls in participation at first, but once we got to know each other better and gained more momentum, it was basically smooth sailing from then.

One thing I'm super grateful for is the professor connecting us with our initial BGCA contact, ■. I noticed from the discussion board posts that the other group reached out to NGOs as well, albeit to less success, whereas BGCA was fully on-board with helping us out from the beginning. If he hadn't bridged the gap between us, I'm sure it would've taken longer to get our project going, further shortening our already short timeframe. So this is the power of networking.

On the topic of kids, I don't consider myself "a kids person" despite having tutored quite a few young children. Even now, I wouldn't say I'm "a kids person." However, I have to agree with everyone else's sentiment that seeing their joy was rather invigorating. I had deadlines right after both the Wu Kai Sha event and our own, but spending time with them and being at least part of the reason why they're happy was a great way to take my mind off the stress and unwind.

All in all, I'm really happy with everyone in this group and what we managed to achieve. I didn't exactly have high expectations going into this course since random grouping with people I've never met is always risky, but I'm glad we were able to carry out such a fruitful event in the end.

██████:

Coming into this semester I had not expected the College Senior Seminar to be any different from the typical university course. I was pleasantly surprised to find out that this was not the case, and genuinely taken aback by how a simple change in curriculum, a shift in focus from rote memorisation to undertaking social change, could so profoundly alter one's outlook on learning. Throughout the course I took on a more impassioned attitude towards teamwork, learned to appreciate the strength in diversity, interacted with the practical world and much more. What had in the beginning felt like another shallow exercise quickly turned into something very memorable and meaningful. This was not only a welcome change of pace, but a truly illuminating experience.

The realisation that I had to work with five strangers who I had little in common with was daunting at first. Sometimes it is easy to forget how in life, for the most part, you are able to exercise considerable autonomy in choosing the people you spend time with. But as with most things, the willingness to expend a little bit of patience and effort often leads one to reap the greatest rewards, and this is no different when it comes to people. I experienced empowerment in learning to rely on the diverse strengths of my teammates, to have them teach me things that I did not know and seeing them excel at the things that I could not do.

Working with young children really brings an unparalleled sort of joy. Part of it must be due to an innate yearning for simpler times, but I think it more so stems from being able to see the lengths you have gone since. Recognising your past self in the children of now, charting their future on the references of your own upbringing, really puts into focus how much you have grown as a person, and inspires excitement at the person you have yet to become.

## VIII. References

- Covid-19 pandemic disrupted the daily lives of schoolchildren in Hong Kong; proportion of overweight and obese kids more than doubled.* COVID-19 pandemic disrupted the daily lives of school children in Hong Kong; Proportion of overweight and obese kids more than doubled. (2022, June 23).  
<https://www.med.cuhk.edu.hk/press-releases/covid-pandemic-disrupted-the-daily-life-of-schoolchildren-in-hong-kong-the-proportion-of-overweight-and-obese-kids-more-than-doubled>
- CUHK News Centre. (2022, December 14). *CUHK releases 2022 Hong Kong Report Card on Physical Activity for Children and Adolescents Hong Kong children perform worst in overall physical activity and Obesity: CUHK Communications and public relations office.* CUHK releases 2022 Hong Kong Report Card on Physical Activity for Children and Adolescents Hong Kong children perform worst in overall physical activity and obesity | CUHK Communications and Public Relations Office.  
<https://www.cpr.cuhk.edu.hk/en/press/cuhk-releases-2022-hong-kong-report-card-on-physical-activity-for-children-and-adolescents-hong-kong-children-perform-worst-in-overall-physical-activity-and-obesity/>
- The Boys and Girls' Clubs Association of Hong Kong . (2023). 本年度本會的服務重點. 香港小童群益會.  
<https://www.bgca.org.hk/page/our-mission>
- Zhao, S. (2017, February 20). *Hong Kong's youngsters not getting enough exercise, study shows.* South China Morning Post.  
<https://www.scmp.com/news/hong-kong/health-environment/article/2072361/hong-kongs-youngsters-not-getting-enough-exercise>