

Publicity Work for the Physical Fitness Test for the Community

- Members of the public were recruited and encouraged to participate in the Project by “Promotion Ambassadors of the Physical Fitness Test for the Community” from the 18 District Councils;
- LCSD staff publicised and promoted the Project in the training courses organised in the districts;
- Through letters and direct calls, various organisations were invited to attend the Physical Fitness Test Days. These organisations included kindergartens, primary schools, secondary schools, tertiary institutions, Family Life Education Units, Family Service Centres, Integrated Family Service Centres, Integrated Services Centres, Children and Youth Centres, Integrated Children and Youth Services Centres, outreach community services centres, women organisations, District Elderly Community Centres, Neighbourhood Elderly Centres and Social Centres for the Elderly, non-subvented Day Care Centres for the Elderly, subvented Residential Care Homes for the Elderly, non profit-making and self-financing Residential Care Homes for the Elderly, various public and business corporations, the Hong Kong Federation of Trade Unions, the Hong Kong Professional Teachers’ Union, the Hong Kong Chinese Civil Servants Association, the Hong Kong Civil Servants General Union, government departments and the Hong Kong Community Development Network;
- Promotional banners, posters and leaflets (in both Chinese and English) were produced for extensive publicity in the territory, covering primary and secondary schools, tertiary institutions and universities, various organisations, housing estates, 18 District Offices and Public Enquiry Service Centres of the Home Affairs Department and 18 District Leisure Services Offices and leisure venues of the LCSD;
- Advertisements were placed in newspapers while press releases were published in the Expresspost. This activity was also covered in Ming Pao, Sing Tao Daily News and Community Star of relevant districts through which members of the public were recruited to take part in the tests;
- Radio and television coverage of the activity was arranged, including a video clip reporting on the Launching Ceremony of the Project and an interview session of the AC’s convenor introducing details of the Project to the public through a TVB television programme “康體新地”. The Project was also publicised across the

territory every Friday during the period from November 2005 to March 2006 through the radio programme “Crazy Show’s Fitness Weekly” on RTHK;

- The Project was publicised on the LCSD website and information about the Project was disseminated to subscribers via the e-Magazine service of the LCSD;
- Management offices of housing estates and shopping centres were contacted to arrange for shuttle buses to park at strategic and popular places so that participants could be picked up and taken to the venues for the tests;
- On each District Fitness Test Day and the day preceding it, publicity leaflets were distributed on the streets near the test venues to attract members of the public to participate in the tests.
- If organisations could provide suitable venues, Outreaching Fitness Tests were conducted with the testing equipment brought to the venues;
- Arrangements were made for leisure venues to be used for the Outreaching Fitness Tests for organisations which had accepted invitations and for members of the public at the venues to take part in the tests.