

EDUCATION BUREAU CIRCULAR MEMORANDUM NO. 148/2021

From : Secretary for Education

To : Heads of Primary and Secondary Schools
(including Special Schools)

Ref. : EDB(CD)-PE/ADM/150/1/28(1)

Date : 5 October 2021

“Active Students, Active People” Campaign

(Note: This circular memorandum should be read by
Physical Education (PE) teachers of all primary and secondary schools)

Summary

The purpose of this circular memorandum is to encourage primary and secondary schools (including special schools) to actively support the “Active Students, Active People” Campaign launched from this school year.

Background

2. Helping students develop an active and healthy lifestyle is one of the seven learning goals in primary and secondary schools. It is also stipulated in the *Physical Education Key Learning Area Curriculum Guide (Primary 1 - Secondary 6)* (2017) that schools should arrange a wide range of physical activities to develop students’ motor skills and improve their physical fitness. This could enable students to acquire the knowledge of related activities, nurture positive values and attitudes, as well as help them develop a habit of doing exercise regularly.

3. To tie in with the World Health Organisation (WHO)’s recommendation that children and adolescents aged 5-17 should accumulate at least an average of 60 minutes daily of moderate- to vigorous-intensity physical activities (i.e. MVPA60) across the week, the Education Bureau (EDB) included the recommendation as one of the directions of the Physical Education (PE) curriculum in 2017. In this regard, schools are encouraged to organise various PE activities to help students develop an active and healthy lifestyle.

Details

4. To further engage students in developing an active and healthy lifestyle, the EDB has launched the “Active Students, Active People” Campaign (“ASAP” Campaign) in the 2021/22 school year to rally the concerted efforts of schools, parents as well as other stakeholders to promote an optimised sports atmosphere in schools and in society, and encourage students to engage in regular exercise as soon as possible for the sake of maintaining good health, adopting an active and healthy lifestyle, and unleashing vitality with positive attitudes.

5. Under the “ASAP” Campaign, a series of PE activities, as well as learning and teaching resources will be offered to support schools in mobilising students’ participation in physical activities so as to meet WHO’s recommendation on MVPA60. It also helps consolidate students’ knowledge in physical activities, as well as nurture their positive values and attitudes. Through taking part in physical activities, students can also have a better understanding of Chinese culture and cultivate a sense of national identity.

6. For details of the “ASAP” Campaign, please visit this webpage www.edb.gov.hk/en/pe/asap. Examples of student activities, teacher professional development activities, and learning and teaching resources are tabulated below. For details, please refer to Annex 1.



Category	Examples
Student Activities	<ul style="list-style-type: none"> ● “School Physical Fitness Award Scheme” ● “Pandemic Challenge – Fitness Challenges at Home Scheme” ● Schools Dance Festival (New addition of “Dance for Health” category) ● “ASAP” Campaign Slogan Design Competition ● “ASAP” Campaign Instant Messaging Stickers Design Competition ● Sharing Session by Elite Athletes
Teacher Professional Development Activities	<ul style="list-style-type: none"> ● Talks Series on Behind the Medals ● Teacher Professional Development Programmes ● Collaborative Research and Development (“Seed”) Project
Learning and Teaching Resources	<ul style="list-style-type: none"> ● New webpage of “ASAP” Campaign ● “ASAP” Promotional Trailer ● Poster of “ASAP” (Annex 2) ● Physical Activities Log Book ● Physical Activity Dice ● Physical Activity Calendar ● Sports Infographics ● Presentation slides and short videos (e.g. Chinese folk dance and wushu)

Enquiry

7. For enquiries, please contact the PE Section, Curriculum Development Institute on 2762 2538.

Ms WONG Hing-ye, Annie
for Secretary for Education

c.c. Heads of Sections – for information

**“Active Students, Active People” Campaign (“ASAP” Campaign)
Activities, and Learning and Teaching Resources in the 2021/22 School Year**

The arrangement of activities is subject to change depending on the actual situation. The latest information and enrolment arrangement will be announced in due course through various channels including EDB circulars. The updates will also be uploaded onto relevant webpages for reference.

Student Activities

	Event	Target Participants	Expected Date of Event
1	“School Physical Fitness Award Scheme” 2021/22 and “Pandemic Challenge – Fitness Challenges at Home Scheme” 2021/22	Students of primary and secondary schools	Oct 2021 – Jul 2022
2	Sharing of Elite Athletes (I)	Primary 4 to Secondary 6 students	22 Oct 2021 (pm)
3	Sharing of Elite Athletes (II)		19 Nov 2021 (pm)
4	Physical Activities Log Book (e-version)	Students of primary and secondary schools	Nov/ Dec 2021
5	“Dance for Health” (New category in the 58 th Schools Dance Festival)		Nov 2021 – Mar 2022
6	“ASAP” Campaign Slogan Design Competition	Primary school students	Feb – Apr 2022
7	“ASAP” Campaign Instant Messaging Sticker Design Competition	Secondary school students	Feb – Apr 2022
8	“ASAP” Campaign Fun Day cum Award Presentation Ceremony	Students of primary and secondary schools	Late Jun 2022

Teacher Professional Development Activities

	Event	Expected Date of Event
1	“Behind the Medals” Series (I)	Dec 2021 – Feb 2022
2	“Behind the Medals” Series (II)	
3	“Behind the Medals” Series (III)	

	Event	Expected Date of Event
4	Collaborative Research and Development (“Seed”) Projects: Developing an Active and Healthy School Campus	All year around. [Interested secondary and primary schools may contact Mr Daniel NG (2760 7794) and Ms Gigi CHO (2624 4256) respectively.]

Learning and Teaching Materials

	Materials	Expected Date of Release
1	Poster of “ASAP” Campaign	Oct 2021
2	Sports Infographics	Oct – Dec 2021; Feb – Apr 2022
3	Chinese Folk Dance Presentation Slides and Short Videos	Oct/ Nov 2021; Feb/ Mar 2022
4	Physical Activities Log Book (e-version)	Nov/ Dec 2021
5	Wushu Presentation Slides and Short Videos	Oct 2021 (Presentation Slides) and Jan/ Feb 2022 (Short videos)

Poster of “ASAP” Campaign

