

Adults Strategy

2021 #HealthyActiveCommunity



“By using effective motivational and behavioral strategies, we will increase physical activity among adults. Our goal is to have far-reaching health benefits for our adult population.”

HRH Prince Khaled bin Alwaleed bin Talal Al Saud

“We know that even a modest increase in physical activity can have a significant impact on health and quality of life. We will continue to promote the health benefits of physical activity and provide suitable programs for the adult population.”

Shaima Saleh Al-Husseini





OUR VISION FOR ADULT SPORTS AND PHYSICAL ACTIVITY

“To build an active society for adults
by making everyone feel able to
take part in physical activity...

... thus achieving a 30% decrease in prevalence
of physical inactivity for adults by 2030 ”



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- 1 WHAT DO WE KNOW ABOUT ADULTS?
- 2 WHY ARE WE FOCUSING ON ADULTS?
- 3 WHAT IS OUR NEW ADULTS STRATEGY?
- 4 WHAT ARE WE TRYING TO ACHIEVE?



1

WHAT DO WE KNOW ABOUT ADULTS?

SIGNIFICANT CHANGES HAPPEN IN ADULTHOOD AS RESPONSIBILITY INCREASES AND MAJOR LIFE DISRUPTIONS OCCUR



Life Disruptions

Major life disruptions occur such as moving jobs, having children which create new motivations and constraints



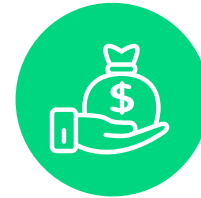
Time Pressure

Adults have a lot of responsibility with both family commitments and work concerns, making time a precious commodity



Health Concerns

The importance of good health is magnified in adulthood, as illnesses and ailments become more commonplace



Cost Sensitivity

Adults have a wide range of financial responsibilities which affect their levels of disposable income



Independent Decision-making

Adults usually make changes and decisions that align with their motivations



1

WHAT DO WE KNOW ABOUT ADULTS?

THERE ARE FOUR SUB-SEGMENTS FOR ADULTS, WITH EACH SUB-SEGMENT POSSESING A DISTINCTIVE SET OF CHARACTERISTICS

WORKERS (26-35)

(30%)
4.7mn

- Spend a lot of time at work during the week
- Interested in trying a wide range of activities
- Experience a lot of disruptions as changing jobs is common
- Highly sensitive to cost

HOUSEWIVES (26-35)

(11%)
1.8mn

- High level of family responsibility, as most become new moms
- Majority of their time is spent at home
- Concerned with their physical appearance
- Look for entertaining ways to spend time with their family

MATURE WORKERS (36-50)

(44%)
7.0mn

- Spend a lot of time at work during the week
- Highly concerned by health-related issues
- Lack interest in trying new activities
- Conservative in their way of thinking

MATURE HOUSEWIVES (36-50)

(15%)
2.4mn

- High level of family obligations with majority of their time being at home
- Highly concerned by health-related issues
- Fear trying new activities
- Conservative in their way of thinking

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2

WHY ARE WE FOCUSING ON ADULTS?

INCREASING ACTIVITY AMONGST THE ADULT POPULATION WILL RESULT IN SIGNIFICANT SOCIO-ECONOMIC IMPACT



HEALTH

Participation in sport and exercise by adults reduces risk of CHD and Stroke in active men and women by **an average of 30%**



ECONOMY

Active adult employees gain up to **5 additional days of productive time each year**



SOCIAL

Physical activity is proven to drive **increased social trust and cohesion amongst adults**



MULTIPLIER EFFECT

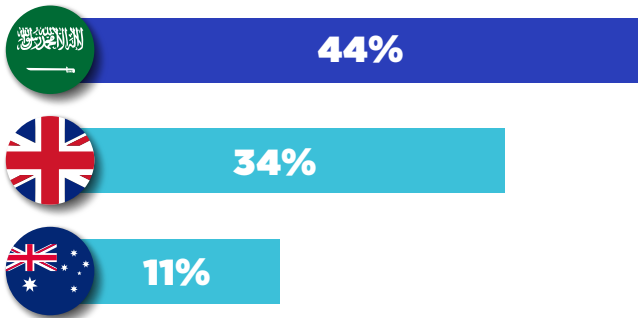
Research shows that increased physical activity for adults **will result in increased activity for youth** due to impact of parents on their children



2 WHY ARE WE FOCUSING ON ADULTS?

PREVALENCE OF PHYSICAL INACTIVITY IN THE KINGDOM FOR ADULTS IS HIGHER THAN BEST-IN-CLASS COUNTRIES

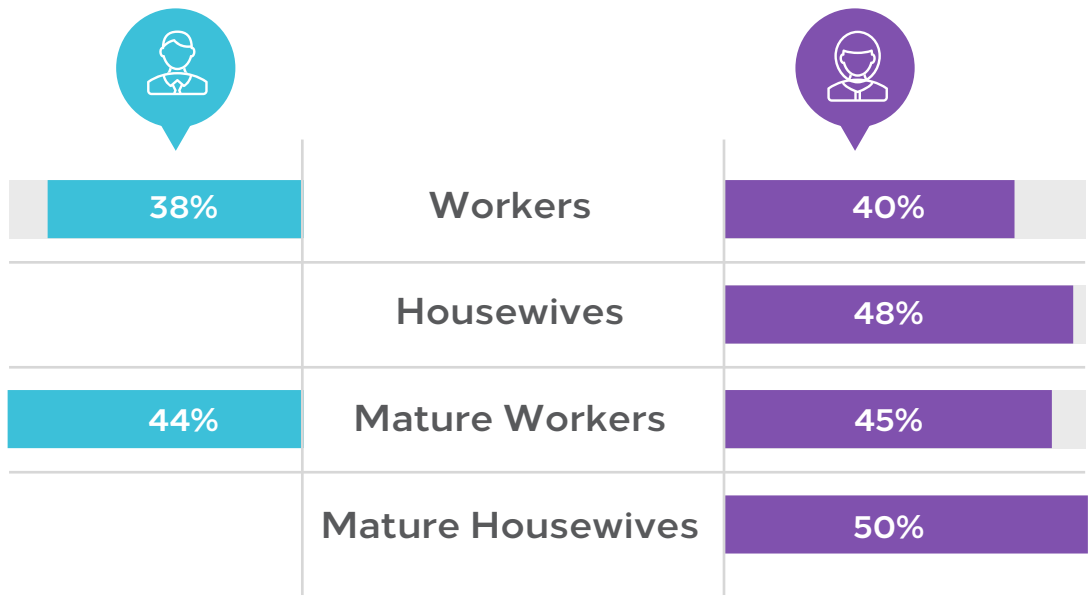
Prevalence of physical inactivity* amongst adults by country



*adults who do not meet WHO recommendation of 150 minute of moderate physical activity per week

PREVALENCE OF PHYSICAL INACTIVITY INCREASES WITH AGE FOR ADULTS

Prevalence of physical inactivity by sub-segment



Key takeaways

- Housewives have a lot of difficulty finding time for exercise due to limited opportunities available to exercise at home with their families
- As adults grow older, they become increasingly busy and responsible which limits the time for physical activity

Mindset related barriers also increase with age as adults start believing that physical activity is not suitable for their age

2

WHY ARE WE FOCUSING ON ADULTS?

OUR INSIGHTS SHOW SOME KEY BARRIERS THAT NEED TO BE TACKLED TO INCREASE ADULT PARTICIPATION IN PHYSICAL ACTIVITY

Adults spend most of their time on sedentary activities

21%

of adults watch TV for more than 2 hours per day

60%

of adults have very sedentary jobs

Time constraints and family obligations are major barriers

40%

of adults mention a lack of time as a barrier to exercise

9%

of adults quoted family obligations as a barrier

Despite numerous social benefits, a limited number of adults are part of a CSG

Only 11%

are part of Community Sport Groups

Adults spend limited time exercising together with children

Only 20%

of adult parents play sports with their children

Adults exercise significantly less during the hot summer weather

36%

of adults exercise less during the summer

Volunteering culture is limited amongst adults

Only 17%

Of adults volunteered in sports in the past year

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WHAT IS OUR NEW ADULTS STRATEGY?



OBJECTIVE 1

MAKE PHYSICAL ACTIVITY A PART OF EVERYDAY LIFE

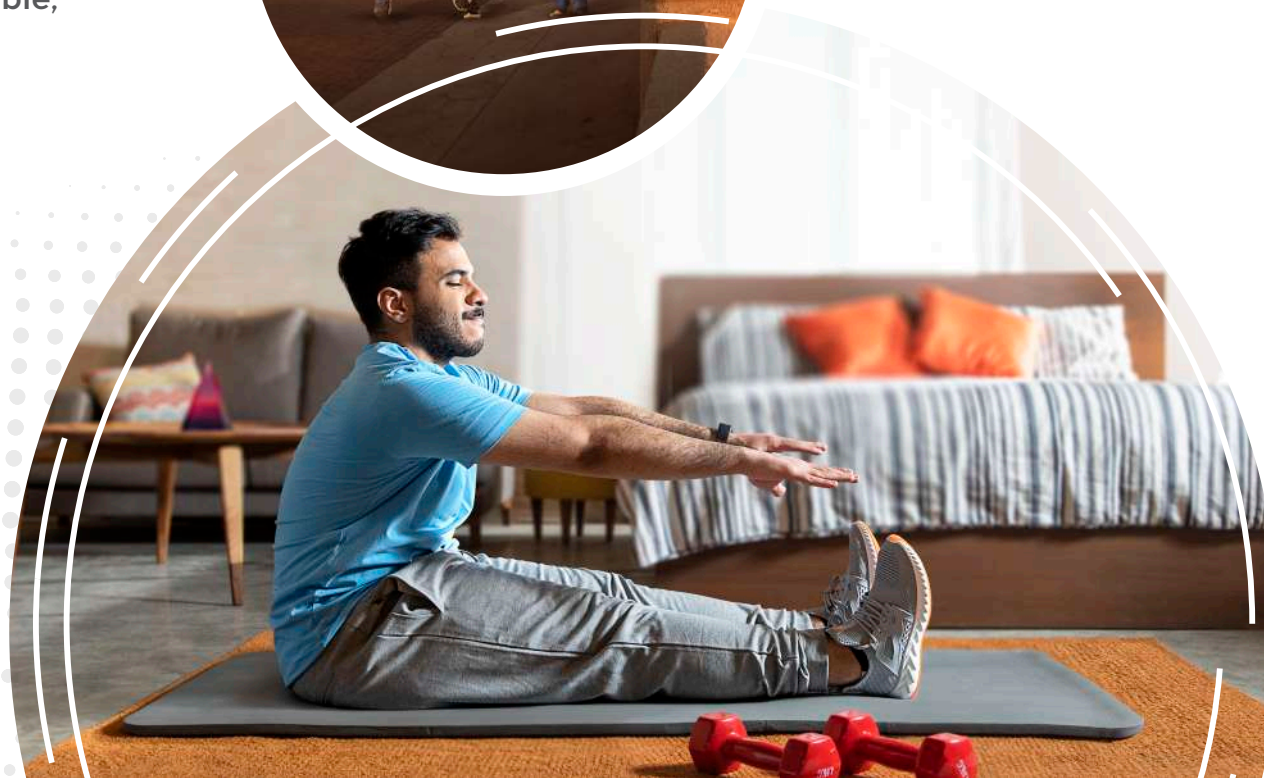
Transform physical activity into an essential part of adult's lives by making it easy, accessible, simple and affordable



OBJECTIVE 2

IMPROVE PHYSICAL ACTIVITY HABITS

Show how physical activity can help achieve broader life aspirations and align opportunities to those broader motivations





WHAT IS OUR NEW ADULTS STRATEGY?

OUR RESEARCH SHOWS THAT ADULTS HAVE SOME KEY NEEDS TO INCREASE THEIR PHYSICAL ACTIVITY LEVELS

Some activities are very popular due to their high accessibility

42%

of adults practice walking or jogging monthly

10%

of adults practice aerobics at least once a month

Improving health is a key driver for adults

21%

of active adults started exercising to improve their health

Public spaces and home are the most popular locations for exercise

35%

of active adults exercise in public spaces

40%

of active adults mainly exercise at home, mostly females

Social aspect of physical activity is very important for adults

55%

of adults spend more than 4 hours per day with family

18%

of adults think that family activities would motivate them to exercise more

18%

of adults mentioned exercise support groups as a motivator

There is a strong demand for physical activity

44%

of adults are interested in sports in general

56%

of inactive adults are willing to be active in the future

53%

of adults would like to try a new sport with swimming being the top sport

3

WHAT IS OUR NEW ADULTS STRATEGY?

BASED ON OUR INSIGHTS, WE HAVE IDENTIFIED FOUR KEY DRIVERS FOR ADULT PARTICIPATION IN PHYSICAL ACTIVITY

1

FAMILY OFFERINGS

Offerings which involve the whole family are attractive for adults, as this allows the combination of family time and exercise



2

SHORT + SIMPLE ACTIVITIES

Activities that are simple to do and that can fit in to busy schedules are highly desirable, as adults start following long term, often exercise-based habits compared to more demanding activities e.g. team sports



3

HEALTH

Improving overall physical and mental health is the biggest exercise motivator for both males and females



4

OUTDOOR ACTIVITIES

Outdoor activities that can be practiced in public spaces are popular, especially amongst males, as they provide affordable opportunities for exercise



3

WHAT IS OUR NEW ADULTS STRATEGY?

OUR ADULT STRATEGY FOCUSES ON 4 KEY PILLARS



Programs

We will enable a wide variety of inclusive opportunities in and out of the workplace to motivate adults to be physically active



Places

We will ensure that shopping malls and community facilities are widely accessible so they may cater to the needs of the adult segment



People

We will ensure that volunteers and independent trainers are developed and able to increase offerings for the adult segment



Policy

We will influence regulations in relevant areas by showcasing benefits of increased activity

Programs



Inside workplace

Programs inside workplaces are important as they help in normalizing physical activity for employees across public and private organizations, thus creating a strong culture of physical activity across the Kingdom

We will create frameworks to support companies in developing comprehensive well-being programs that support physical activity. We will also develop flagship partnerships with large organizations and showcase the benefits of health and wellness programs towards employees.

We will work with different organizations to create corporate leagues in popular sports, focusing mainly on low-income workers. We will do this by approaching large organizations and demonstrating the benefits of the leagues on employees' productivity and wellbeing. We will also give them support and guidelines when implementing the leagues.

Programs



Outside workplaces

Programs taking place outside of work ensure all sub-segments of the adult population have access to the right opportunities that meet changing demands due to major disruptions occurring during adulthood

We will support community-led programs, including both conventional and digital programs through a dedicated fund. We will also promote our Request for Support system to increase our support to our delivery partners in delivering adult community programs.

We will support delivery partners in delivering competitions for adults in popular sports by designing competitive programs that are demand driven, positively communicated, time sensitive, and encouraging.

We will design programs that are family inclusive and develop toolkits for adults and new parents to be active with children. We will also focus on designing programs that are local, fun, simple, and sustainable.

We will partner with fitness operators and coaches to provide free and affordable online content through the SFA website. We will also develop digital guidelines for popular activities that can be done at home, which will mainly target housewives and mature housewives.

We will design simple programs for mothers that meet specific needs around spending time with children and incorporating social aspects of physical activity.

Places



Shopping malls

These places are popular destinations for families and adults alike, and have the added benefit of temperature control year-round, which makes them an important destination for exercise during the hot summer months

We will encourage shopping mall operators to make suitable spaces for exercise and support in-mall programs for mature working adults and housewives. We will do this by encouraging and supporting delivery partners in designing and implementing such programs.



Community & Public Places

These are important locations for adults, as they are usually near neighborhoods and provide a low-cost alternative for spending time with families

We will work with relevant stakeholders to ensure availability of suitable offerings within public and community locations. We will do this by providing support into light infrastructure adjustments and program implementation.

People



Volunteers

These people are fundamental to the grassroots ecosystem, especially if adults have a culture around volunteering, as they can become the main people delivering community events and programs, especially for youth sport

We will promote the benefits of volunteering to attract new adults and support volunteers through ongoing training and provision of opportunities. We will do this by attracting, promoting, training, and linking volunteers with the right opportunities



Independent trainers

They can be especially effective in delivering tailored programs for adults, as they can provide simple and low-cost options, especially for more mature adults

We will identify and partner with independent trainers and coaches to deliver programs that are affordable and tailored for adults. We will do this by supporting independent trainers and coaches to increase offerings for adults as well as connecting them through our digital platforms, like the SFA app.

Policy



Cities

Influencing cities to have regulations in place to optimize active travel infrastructure has been shown to deliver a change in adult activity levels

We will showcase the benefits of active transportation to cities by identifying a pilot city to trial an active program. We will also support cities in designing programs, analyzing Saudi transport habits and publicizing and promoting programs.



Workplace

Regulations that help to ensure workers receive adequate health and wellness offerings from employers, thus increasing physical activity opportunities

We will demonstrate the benefits of health and wellness programs on the performance of employees. In addition, we will work with selected organizations to enhance regulations of H&W programs.



Health

Policies in the health sector have a significant influence on physical activity levels for adults since health is a major concern for this segment

We will work closely with all key stakeholders in the health sector to promote health benefits of physical activity and influence policies by demonstrating the importance of activity to achieving national health objectives.

Enablers



Communications

We will design insight driven campaigns and programs for adults which will create a culture of physical activity and sport within this segment



Digital & Research

We will leverage digital tools to integrate physical activity into daily lifestyles, making it a social norm. We will also conduct research to improve our understanding of adults attitudes and needs



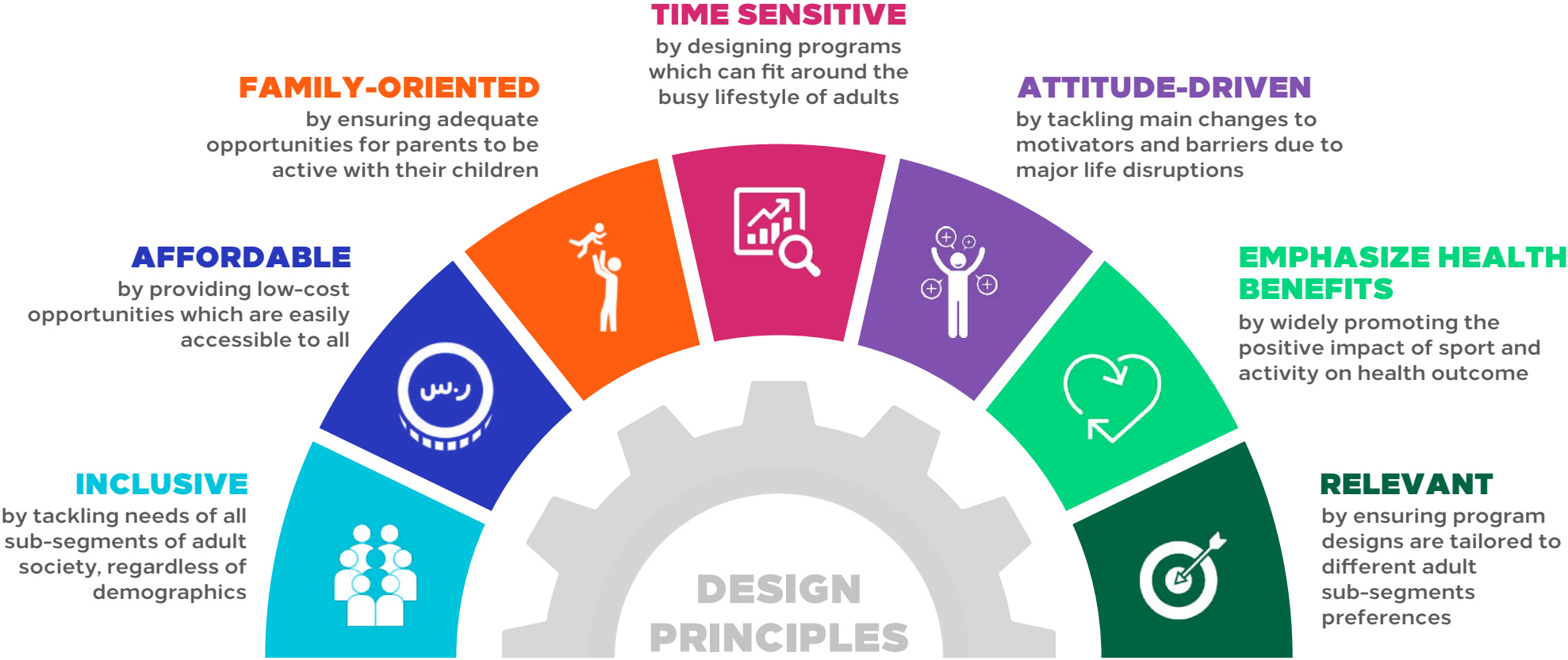
Partnerships

We will identify and use a tailored approach to partner with organizations and other relevant entities to enhance offerings for adults

3

WHAT IS OUR NEW ADULTS STRATEGY?

OUR ADULT STRATEGY FOLLOWS KEY DESIGN PRINCIPLES TO ENSURE A HOLISTIC APPROACH



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4

WHAT ARE WE TRYING TO ACHIEVE?

WE HAVE SET KEY KPIS FOR OUR STRATEGY TO ENSURE WE ACHIEVE OUR OBJECTIVES



KPI

- % prevalence of physical inactivity in adults
- % of adults who are active
- % of adults who consider physical activity part of their life
- % of adults who volunteer in community sports



MEASURE

- % of adults that do not meet WHO recommendations of at least 150 minutes of moderate activity per week
- % of adults that exercise at least once a week for 30 minutes of moderate intensity
- % of adults who respond positively when questioned about whether sport and physical activity is a part of their everyday life
- % of adults who volunteered in community sports at least once in the last year

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