



# Young Adults Strategy

2021 | #HealthyActiveCommunity



“We are partnering with the public and private sector to create opportunities for young adults to live a healthy lifestyle wherever they are, at home, at work, at the gym, or outside.”

**HRH Prince Khaled bin Alwaleed bin Talal Al Saud**

“Young adulthood is a critical phase of life that requires support. We aim to provide such support through health-focused activities to our young adults inside and outside the university and promote the social aspect of physical activity.”

**Shaima Saleh Al-Husseini**







# OUR VISION FOR YOUNG ADULT SPORTS AND PHYSICAL ACTIVITY

“To inspire a healthy active lifestyle  
for the leaders of tomorrow ...

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





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



## 1

# WHAT DO WE KNOW ABOUT YOUNG ADULTS?

Young adulthood is a critical developmental period where habits and attitudes formed could strongly affect the trajectory of life

Research shows that successes and failures for young adults have a significant lifetime impact on their future



Time for recreational activities becomes less with new opportunities emerging as young adults move to higher education or the job market



Change in environment for most young adults provides them with opportunities to go through new experiences and develop new habits



Increased responsibilities and more sensitivity to potential costs associated with behaviors



Less push, drive and support by parents, with many moving away to new locations which causes increased uncertainty



Increased independence as most change what they have always done and try something new



# 1

## WHAT DO WE KNOW ABOUT YOUNG ADULTS?

Young adults can be categorized into four sub-segments, with each having different needs and characteristics

### UNIVERSITY STUDENTS

**(56%)**  
2mn

- Look for opportunities to socialize and improve their university experience
- Focus on building their future and career
- Like to explore new things and follow trends

### JOB SEEKERS

**(15%)**  
0.6mn

- Seek employment and look for development opportunities
- Have a lot of free time
- More at risk to develop negative behaviors such as crimes, etc.

### HOUSEWIVES

**(12%)**  
0.4mn

- Make up  $\approx 25\%$  of young adult females
- Spend most of their time at home
- Prioritize spending time with family
- Look for entertaining activities that can be done at home or with family members

### EARLY WORKERS

**(17%)**  
0.6mn

- Busy with their new jobs and careers
- Adapt to new daily routines and demanding lifestyle
- Start getting married and having children



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# 2

## WHY ARE WE FOCUSING ON YOUNG ADULTS?

RESEARCH SHOWS THAT INCREASING YOUNG ADULT ACTIVITY LEVELS CAN LEAD TO ATTAINMENT OF KEY LIFE SKILLS AND INCREASED CHANCES OF FUTURE SUCCESS



### EMPLOYMENT

Physically active young adults are **7% more likely to be employed**, and **earn 7-8% more throughout life**



### SOCIAL ISSUES

Young adults who are active are **much less likely to engage in risky activities** and **antisocial behaviors**



### LIFELONG HABITS

Being active as a young adult **significantly increases probability of remaining active throughout life**



### LEADERSHIP

Young adults participating in sports develop **13% higher leadership skills** than their inactive counterparts



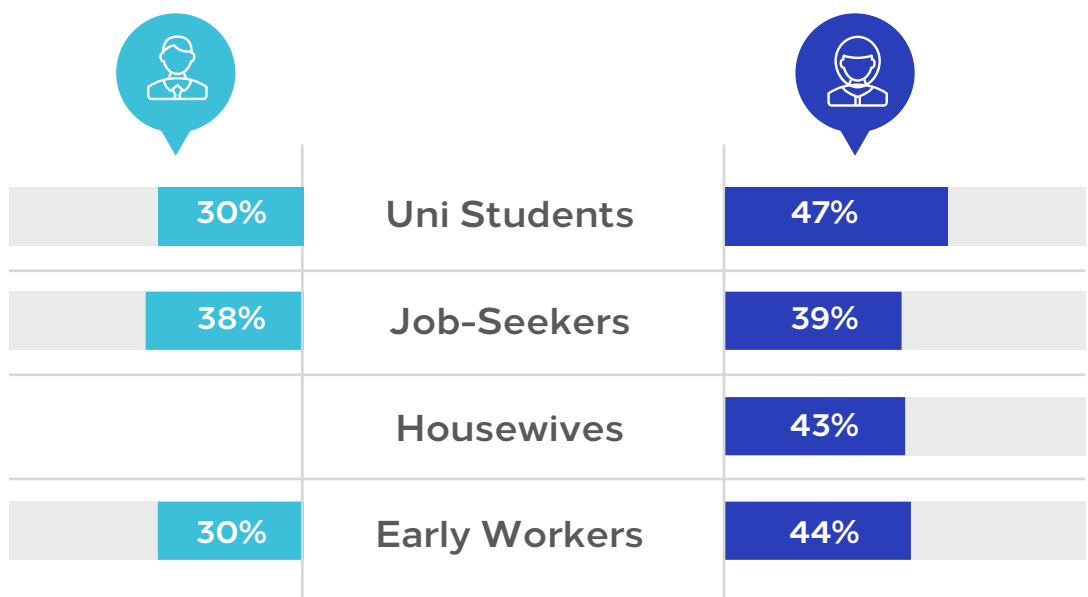


# 2

## WHY ARE WE FOCUSING ON YOUNG ADULTS?

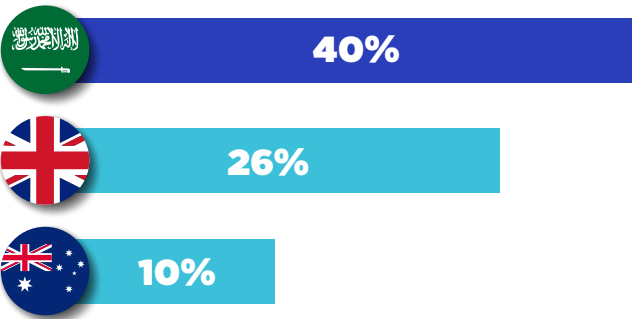
DESPITE YOUNG ADULTS BEING THE MOST ACTIVE SEGMENT IN THE KINGDOM, THEIR ACTIVITY LEVELS ARE WELL-BELOW BEST-IN-CLASS COUNTRIES

MALE YOUNG ADULTS ARE MORE ACTIVE THAN THEIR FEMALE COUNTERPARTS



Source: SFA National Participation Survey 2020

Prevalence of physical inactivity\* amongst young adults by country



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

### Key takeaways

- Male job seekers have relatively higher levels of physical inactivity due to more priority given to other activities e.g., looking for jobs and socializing
- Males are on average more active than females mainly due to the higher accessibility to different activities, especially for university students

# 2

## WHY ARE WE FOCUSING ON YOUNG ADULTS?

THERE ARE SEVERAL ISSUES THAT PREVENT YOUNG ADULTS FROM BEING PHYSICAL ACTIVE

### Cost is a major barrier to participation

**24%**

of young adults are willing to pay less than 200 SAR a month for facilities

**24%**

of young adults find price to be the main motivator when selecting a facility

### Time on social media is prioritised over being physically active

**45%**

of young adults spend more than 4 hours a day on social media

**33%**

of young adults list lack of time as a barrier to not being physically active

### There is a limited volunteering culture

**19%**

of young adults volunteered in sports in the past year

### University facilities are under utilised

**1%**

of young adults practice sports in university facilities

### Attitude related barriers remain a major concern for the young adult segment

**11%**

of young adults say that they are too lazy to participate in sports

### Some inactive young adults have never exercised regularly before

**22%**

of inactive youth have never exercised regularly



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# 3

## WHAT IS OUR NEW YOUNG ADULTS STRATEGY?



### OBJECTIVE 1

#### STRENGTHEN ACTIVITY HABITS

Provide engaging opportunities both in and out of university for young adults to strengthen their activity habits



### OBJECTIVE 2

#### CREATE A CULTURE AROUND PHYSICAL ACTIVITY

Transform physical activity into a norm in the lives of young adults by making it sociable, affordable and enjoyable







# WHAT IS OUR NEW YOUNG ADULTS STRATEGY?

OUR RESEARCH SHOWS THAT THERE ARE  
CLEAR DRIVERS FOR YOUNG ADULT  
PARTICIPATION IN PHYSICAL ACTIVITY

Some activities are very  
popular due to their high  
accessibility

**46%**

of young adults  
walk or jog at least  
once a month

**33%**

of young adults  
practice football at  
least once a month

Fitness-related activities  
are a key driver

**46%**

of young adults  
practice fitness  
related activities at  
least once a month

**33%**

of young adults are  
members of a gym

Digital platforms can be  
leveraged to increase  
physical activity

**46%**

of young adults think  
digital applications  
will help them  
exercise more

**33%**

of young adults play  
video games for more  
than 2 hours a day

Social aspect of physical  
activity is very important  
for young adults

**46%**

Of young adults  
find the social  
aspect of sport a  
key motivator

**33%**

of young adults  
spend more than 2  
hours a day with  
friends

Appearances is very  
important for young  
adults

**35%**

of young adults started  
exercising to improve  
appearance

There is a strong demand  
for physical activity

**46%**

of inactive young  
adults are willing  
to be active in the  
future

**33%**

of young adults are  
willing to try new  
sports

# 3

## WHAT IS OUR NEW YOUNG ADULTS STRATEGY?

WE HAVE IDENTIFIED 4 KEY DRIVERS FOR  
YOUNG ADULTS BASED ON OUR INSIGHTS

1

### NEW EXPERIENCES

New experiences are exciting for young adults, as they represent the chance to develop new skills and meet new people leading to an increased feeling of independence



2

### DIGITAL TOOLS

Video games and trendy digital tools are very popular amongst young adults because they provide simple and entertaining ways to spend their time



3

### SOCIAL ACTIVITIES

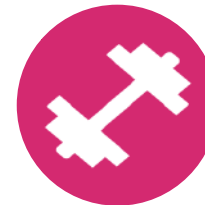
Activities that involve engagement with others are highly desirable, as they allow young adults to meet new people and spend more time with their friends



4

### FITNESS ACTIVITIES

Fitness based activities are highly popular as there is a perception that these activities are the most effective in improving one's appearance, a key trigger for young adults





# 3

## WHAT IS OUR NEW YOUNG ADULTS STRATEGY?

OUR NEW YOUNG ADULT STRATEGY  
IS BASED ON 4 KEY PILLARS



### Programs

We will enable a wide variety of inclusive opportunities in and outside of universities



### Places

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



### People

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



### Policy

We will influence policies of relevant stakeholders by showcasing impact of activity on other sectors

# Programs



## In University

Programs in universities provide opportunities for all students, who make up the largest demographic of young adults, to develop communities and make physical activity a norm in campus life

We will work closely with partner universities to establish popular activities among students. We will also support the students in establishing sports clubs through guidelines and promotions. We will ensure the efficiency of the delivery model by running pilot programs with selected universities. Students will be provided with guidelines on how sports clubs are run to ensure sustainability.

We will showcase the benefits of officially recognized, student led sports clubs to the universities. They can lead to more diversity in sports offerings and an improved campus life reputation. We will also support universities in establishing a clear criteria for the recognition of sports club which will simplify the process for students.

We will provide guidance and support to connect the student-led sports clubs with CSG's through jointly-led programs. We will support these programs by providing guidance and best-practices to ensure maximum impact.

# Programs



## Out of University

Programs outside of universities ensure young adults from all walks of life have access to suitable opportunities that meet their specific needs, which can bridge the gap between youth experiences and future adulthood

We will create clear guidelines to support companies in developing well-being programs that will cater to young adults. We will do this by establishing partnerships and supporting companies to design these programs.

We will ensure that digital techniques are incorporated by designing programs that link physical activity to gaming platforms. We will also introduce digital techniques to existing and new programs to incentivize young adults while ensuring that all programs are simple, innovative and rewarding.

We will design accessible fitness programs tailor-made for young adults, by supporting independent trainer and delivery partners with funding and guidance to create a plethora of fitness programs.

We will design tailored programs based on female needs, focusing specifically on housewives. We will support delivery partners to implement such programs.

We will design informal community competitions, in both team and individual sports. We will support delivery partners in implementing those competitions by making sure that the model considers popular activities, rewards, affordability and accessibility.



# Places



## University facilities

These places are crucial to ensure university students have continuous access to sports facilities to stay active and to make physical activity opportunities available to all students

We will work closely with selected universities by increasing awareness of students and providing guidelines on improving operations of sports facilities. This will be done by conducting research to determine student motivators and barriers, as well as through the sharing of best practices on operations and management of sports facilities.



## Community & public places

These places are important locations as they provide a low-cost alternative to gyms for young adults to practice their favorite activities

We will work with relevant entities to develop guidelines and pilot programs to increase the utilization of community and public places for fitness-based offerings.

# People



## Volunteers

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

We will promote volunteering using existing national volunteering platforms, as well as work with partners to provide specific training opportunities for volunteers. This will be done by attracting, developing, deploying, monitoring and rewarding young adults. This initiative will focus especially on the job-seeking sub-segment.



## Independent trainers

They can play a key role in ensuring the right opportunities are available to young adults, individually or in groups. They are especially effective in delivering fitness classes and dance-based exercise, can pick up on trends quickly and be a low-cost option

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



## Universities

Ensuring the right regulations are in place is key to encourage and increase physical activity opportunities for students

We will showcase the benefits of physical activity via wider university objectives. We'll work with the universities to enhance regulations related to grassroots sports activities. We will do this by developing and improving official recognition systems and regulations for sports clubs, increasing support to student physical activity initiatives, and crediting and recognizing sports volunteering hours.



# Enablers



## Communications

We will ensure daily communication, as well as campaigns tailored towards the needs of different sub-segments for young adults by utilizing our data and insights



## Digital & Research

We will develop functions on digital platforms which cater directly to young adult needs and desires, such as virtual training, home workouts and we will continually research each of the different young adult sub-segments



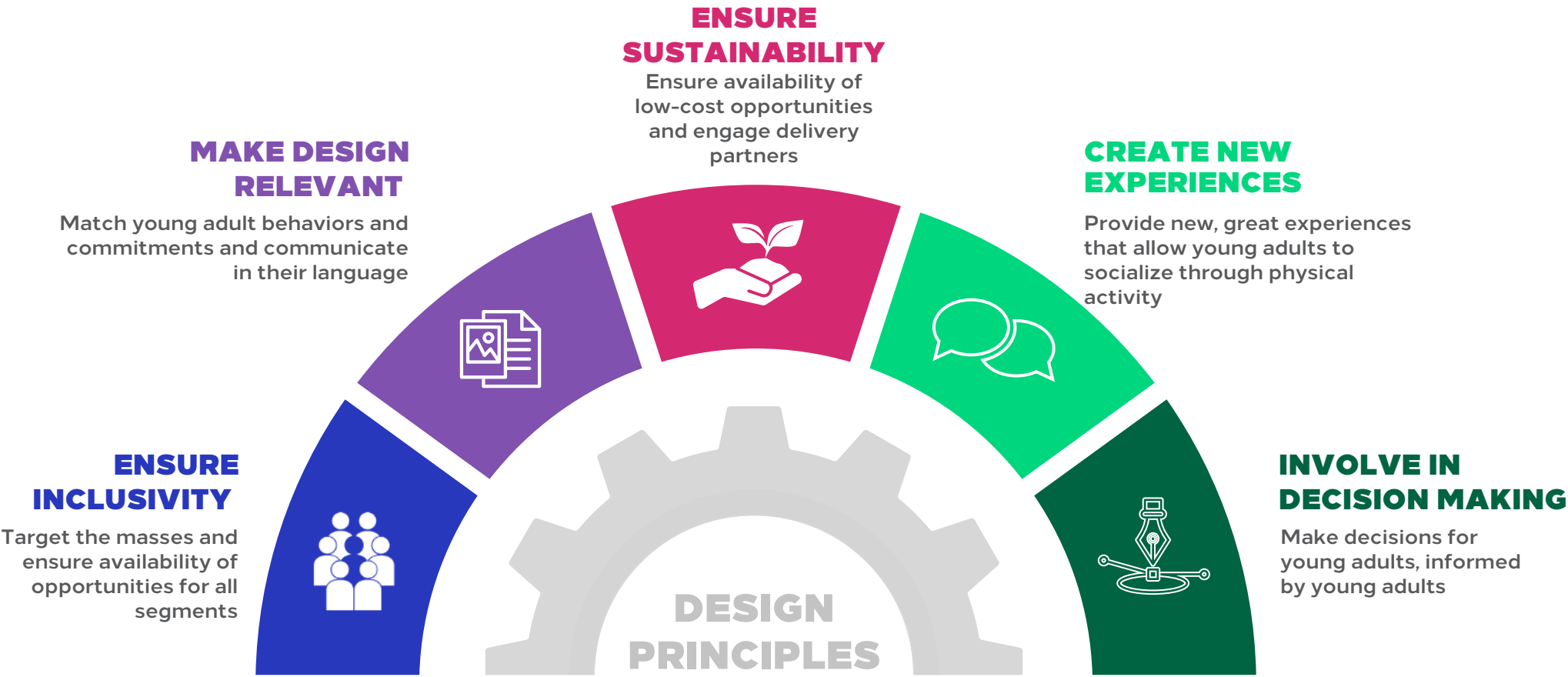
## Partnerships

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

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# WHAT IS OUR NEW YOUNG ADULTS STRATEGY?

## OUR KEY DESIGN PRINCIPLES



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# 4

## WHAT ARE WE TRYING TO ACHIEVE?

### OUR TARGETS FOR YOUNG ADULTS



#### KPI

- % prevalence of physical inactivity in young adults
- % of young adults who are active
- % of young adults who consider sport a norm in their life
- % of young adults who volunteer in community sports



#### MEASURE

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

# #HealthyActiveCommunity

