BWF Physical Literacy and Activity Policy

Giving every child a chance to play for life

2022 EDITION
Who We Are

The Badminton World Federation (BWF) as the world governing body for badminton has 198 National Member Associations (MAs) globally and works closely with its five Continental Confederations (CCs) in promoting and developing badminton globally.
Introduction

The BWF strategic vision is “Giving every child a chance to play for life”. Promoting physical activity and offering a comprehensive physical literacy pathway are the key initiatives of the BWF in making badminton an inclusive, healthy and fun form of lifelong physical activity.

The BWF Physical Literacy and Activity Policy, along with the BWF Sustainability Policy, look to the following organisations to inform our strategies, programmes and global goals:

- World Health Organisation (WHO) – to increase physical activity
- United Nations Educational, Scientific and Cultural Organization (UNESCO) – to provide Quality Physical Education (QPE)
- United Nations (UN) – Sustainable Development Goals.

Glossary of Key Terms

**Badminton**: an inclusive sport that can be played for life, providing a positive sporting experience regardless of gender, age, physical abilities or social background.

**Physical literacy**: the foundation for an individual to engage in physical activity for life through motivation, confidence, physical competence, knowledge and understanding.

**Physical activity**: intentional activities that leads to health benefits if done regularly with sufficient duration and intensity. There are various ways to be physically active, and research shows badminton is a form of exercise which can be used to meet physical activity objectives.
A Global Problem

1 out of 4 adults globally do not engage in the recommended levels of physical activity. According to the World Health Organization, more than 80% of adolescents globally are insufficiently physically active.

Up to 5 million deaths a year could be prevented if the global population were more active. A 20% to 30% increase in the risk of death for insufficiently active people.

The Benefits of Physical Activity

Physical health – Prevents cardiovascular diseases, improves body shape, and increases life expectancy.

Physical fitness – Improves speed, flexibility, endurance, and strength.

Cognitive – Improves cognitive function and concentration.

Mental health – Reduces depression and anxiety.

Motor – Improves motor skills and coordination.

Social and emotional – Improves social relationships, mood, and motivation.
Badminton - Specific Benefits

**Physical health**
- Improves VO2 Max\(^3,4,15\)
- Lowers resting heart rate\(^3,15\)
- Improves maximal power output\(^15\)
- Increases high-density lipoprotein cholesterol (HDL-C)\(^14\)
- Prevents myopia progression\(^5,16\)

**Mental health**
- Reduces depressive symptoms\(^2,3,17\)

**Physical fitness**
- Improves basic physical ability (speed, flexibility, endurance and strength)\(^4,15\)

**Motor**
- Improves motor skills and coordination\(^3,7\)

**Cognitive**
- Improves inhibitory control\(^12\)
- Improves cognitive function, alertness and concentration\(^6\)
- Improves level of attention\(^1\)

**Social and emotional**
- Improves social relations\(^15\)
- Supports personal development and mood regulation\(^2,3\)
- Increases intrinsic motivation
- Offers social benefits for different and diverse communities\(^2,3,15\)

Studies have shown that badminton offers the following specific benefits:
The Journey
The Badminton Physical Literacy Pathway

1. **Shuttle Time Mini**
   - 3-5 years old

2. **Shuttle Time**
   - 5-15 years old

3. **Junior badminton player**
   - 16-18 years old

4. **Elite badminton player**
   - 18-30 years old

5. **Badminton for life**
   - 15 years old and above
The Context

The BWF works closely with external partners and stakeholders to promote physical literacy and activity. In addition, we use the 17 UN Sustainable Development Goals (SDGs) to inform our own strategies in promoting physical literacy and activity.
Our overall commitment

The BWF Physical Literacy and Activity Policy sets out our commitment to make badminton instrumental in promoting an active and healthier lifestyle by giving every child a chance to play for life. This is in line with the global goals set by WHO, UNESCO and UN.

We have identified the following Key Performance Indicators to measure our commitment towards promoting active and healthier lifestyles through badminton:

Global goals and objectives
- Play a leading role in increasing global physical activity.
- Further develop badminton as an inclusive sport.
- Strengthen and support the presence of badminton in health campaigns globally.

Roles of Shuttle Time
- Ensure that the BWF Shuttle Time programme is in line with the UNESCO QPE guidelines.
- Set progressive goals for increasing the:
  - number of MAs implementing the Shuttle Time programme
  - number of MAs implementing the Shuttle Time University Course
  - Shuttle Time global workforce capacity

Complementary goals
- To increase global participation in AirBadminton in a sustainable, environmentally friendly, and accessible way
- Set targeted goals for increasing:
  - references to badminton in global policy documents and implementation toolkits
  - badminton participation through traditional badminton and AirBadminton
  - awareness of the suitability of badminton activities in the workplace
  - awareness existing badminton programmes are suitable as prescriptive exercise, supported by academic research
  - Freely available online educational resources for all project areas
  - dual-career educational options and scholarships for aspiring and retiring athletes
  - the number of research projects supported relating to physical activity, inclusivity and social well-being through badminton
The BWF has identified and incorporated the following strategies into promoting physical activity and literacy through badminton:
Badminton as a Health Intervention

Badminton has been introduced as prescriptive exercise in a number of countries for patients with a variety of issues, as it:

- has proved popular due to its easy access and added social contact.
- can act as an intervention for prevention and/or treatment of various health and social conditions.
- has been recommended at a recreational level by the WHO for patients with hypertension and heart issues.

Several BWF Member Associations participate in government-led prescriptive exercise programmes to promote physical activity and prevent health-related problems. The BWF through its Sports Science grant programme supports academic research into the specific health benefits of badminton that will aid Member Associations in implementing prescriptive badminton exercise programmes.

Badminton and Physical Education

We understand that to achieve physical literacy, the introduction of physical activity needs to start at an early age. Having identified physical education as a key development focus area, we have developed the Shuttle Time Schools programme to promote grassroots development through physical education. In addition, we are developing the Shuttle Time Numeracy Programme in recognition that cross-curricular programmes can be beneficial in promoting physical activity while meeting the academic requirements for children from 5 to 10 years old.
Inclusive Badminton

Inclusion in sport creates a sense of belonging by embracing differences and valuing the contributions of all participants regardless of background. Badminton is a perfect sport for achieving this, as it can provide an inclusive experience for people from different genders, age groups, with or without physical or intellectual disabilities – truly a sport for all.

We understand that creating inclusive environments naturally leads to an increase in physical activity. In addition, badminton fosters intrapersonal and interpersonal development by providing learning opportunities within a fun sporting and social environment.

We seek to provide a welcoming environment for people from all different backgrounds to participate in badminton.

This is achieved through:

- Gender equity programmes and grants
- Inclusive practices incorporated in all BWF education resources
- Disability programmes aimed at individuals with physical and intellectual disabilities
- Increased access to sport through innovative initiatives such as AirBadminton (see page 21)
- Social integration and humanitarian projects
- Youth and senior badminton programmes

BWF Physical Literacy and Activity
Badminton in the Workplace

Badminton adheres to the WHO recommended guidelines on encouraging physical activity in the workplace to reduce obesity, diabetes, and cardiovascular risks, as badminton:

- is fun and easy to play.
- can be played by groups of people.
- fosters positive relationships amongst colleagues.

Our resources can easily be adapted and implemented in a workplace environment. We also encourage and work with sponsors/partners to promote a healthy lifestyle for their staff through badminton.

Badminton is played in corporate badminton leagues and global events to promote physical activity in the workplace.
Global Badminton Workforce

We recognise that local workforce capacity is crucial to ensure the growth and sustainability of badminton programmes in promoting physical literacy and activity. We work continuously to further increase the global workforce capacity, with the aim of training sufficient personnel to grow the sport at the local level.

We offer well-structured education pathways for:

- **Teachers**
- **Coaches**
- **Technical Officials**
- **Administrators**
- **Event Organisers**

**More than 55,000** certified BWF Shuttle Time Teachers in **140+** countries

**More than 2,400** certified BWF Shuttle Time Tutors in **125+** countries

**More than 3,600** certified BWF Level 1 Coaches in **140+** countries

**More than 400** certified BWF Level 2 Coaches in **80+** countries

**More than 100** event organisers educated in **60+** developing countries

**More than 80** national administrators educated in **60+** developing countries

**More than 230** BWF Accredited Technical Officials servicing the BWF Major Events and World Tour
As recommended by the WHO, we have integrated badminton-related physical activity promotion and communication into the BWF Communications Plan. We recognise the importance of promoting badminton (and sport in general) as a critical element in a healthy lifestyle, to both the badminton community and the wider public.
Badminton Player Pathways

The BWF has comprehensive badminton competition and participation pathways catering for all ages and levels.
Badminton Education Pathways

We recognise that having clear and comprehensive badminton education pathways allow players, teachers, coaches, classifiers, technical officials, event organisers and national administrators to fulfil their potential and contribute to the growth of our sport. This is the key to training and developing local workforces to promote physical activity at local and community levels.

- Providing professional certification
- Dual-career opportunities for talented athletes
Scientific Research in Badminton

We recognise that badminton-related research plays an important role in promoting physical literacy and activity. This offers scientific support for promoting badminton as an inclusive sport that offers many health, mental and social benefits to our stakeholders and the public.

The BWF, through its Sport Science grant programme, supports academic research in different areas such as inclusion, injury prevention, physical activity, and Para badminton.
Badminton as a Sport for All

BWF Programmes/Initiatives

The BWF has developed and implemented programmes and initiatives which promote physical activity through badminton.
Shuttle Time (BWF Schools Badminton Programme)

The BWF Shuttle Time programme was introduced in 2012 to support the principle that children should lead a healthy and active life, both in and out of school. The programme contains lessons that are designed to provide children with a positive image of sport/badminton through fun, engaging and easy-to-learn badminton-related activities. The programme supports teachers in making their classes inclusive through the new Teachers’ Manual, Lesson Plans, and Inclusivity Guide for Teachers. It is an ideal tool to integrate with an existing national physical education curriculum and as such has enabled many national federations to have badminton recognised and included in the national curriculum.

We are currently working on the global introduction of the Shuttle Time Mini programme for children from 3 to 5 years old. This program is designed to enhance children’s Fundamental Movement Skills (FMS) and is supported by academic research. We are also currently developing the Shuttle Time Numeracy program, which is a cross-curricular syllabus that introduced and reinforces mathematical principles in a fun and active way. It covers the Key Stage 1 and 2 of the United Kingdom’s mathematics curriculum.
Gender equity

The BWF has undertaken the following initiatives to improve gender equity throughout the organisation:

› introducing Gender Equity Principles to promote gender inclusivity across all BWF-funded activities and resources.
› strengthening awareness of the need to provide opportunities for both genders at all levels of badminton, from grassroots to BWF council representation.
› introducing the Female Participation Grant to support female Para badminton athletes to attend and be internationally classified at selected BWF-sanctioned Para badminton tournaments.
› surveying female coaches, tutors, MA presidents and general secretaries to further understand the motivations and challenges faced by women in badminton.
› supporting, through the IOC IF Development Grant, regional gender-equity projects run in partnership with our Continental Confederations.

[Images of women in sportswear playing badminton]
Accessible sport

The BWF has taken a pro-active approach to inclusivity by encouraging people with disabilities (physical and/or intellectual) to participate in badminton, through the following initiatives:

- organising inclusive badminton activities
  - **BWF-UN Badminton for All Project** – Inclusive badminton activities for less developed countries in Africa
  - **B4ALL Project** – Inclusivity programme from grassroots to competition in Europe
  - **Inclusive GymBad Programme** – Reducing barriers to sports in Papua New Guinea

- designing inclusive components across all BWF educational resources, making them easily adapted for use with all populations
- encouraging CCs and Member Associations to organise regional- and national-level inclusion programmes

- Para badminton tournaments and workshops
- **Special Olympics programmes**
- national classifiers workshops
- **badminton programmes** unifying players with and without disabilities

- offering a competition pathway for people with disabilities, from national to continental to world-level events, such as:
  - **Paralympics**
  - **BWF Para Badminton World Championships**
  - **Deaflympics**
  - **Special Olympics World Games**
AirBadminton
The New Outdoor Game

Most people have their first experience with badminton in an outdoor environment. Moreover, many developing nations do not have access to indoor badminton infrastructure. Launched in 2019, the BWF’s new outdoor version of the sport encourages more people to enjoy a fun sporting experience in accessible spaces.

AirBadminton:
- can be played on various surfaces (hard, grass, sand)
- can improve mental health, as well as overall wellbeing, quality of life, happiness and life satisfaction, simply by being active in an outdoor environment
- provides a great alternative where indoor activities are limited (especially during the COVID-19 pandemic)
- has been piloted by more than 120 Member Associations
- is supported by various tools, resources and grants
AirShuttle

The BWF’s AirBadminton project started with the vision to develop a new outdoor shuttlecock with increased wind resistance, but it has grown into much more. The BWF’s new outdoor shuttlecock was developed to provide a more positive experience of playing badminton in open spaces.

AirBadminton Community Project

The AirBadminton community project was introduced with pilot projects in Guangzhou, China.

- The project aims to convert under-utilised public spaces into AirBadminton facilities and/or upgrade and maintain existing outdoor badminton courts and multi-sport spaces.
- To minimise construction and to promote the usage of existing facilities, the BWF has recommended:
  - Conversion of existing beach volleyball courts into multi-sport spaces suitable for AirBadminton, through the use of adjustable line systems and adjustable net-height systems.
  - Integration of AirBadminton courts into multi-sport line systems
Humanitarian and Social Inclusion initiatives

We actively support various humanitarian programmes and projects globally to promote physical activity and sports participation. The BWF Shuttle Time programme is a key tool in supporting these humanitarian programmes/projects. We also encourage our Member Associations to support and promote social inclusion programmes in their respective countries/regions. We have prepared a Humanitarian Policy to further promote inclusivity for marginalised and vulnerable communities globally.

- **UNHCR Refugee Project:** Promoting physical activity and social inclusion for Syrian refugees in Jordan and Lebanon.

- **Badminton for Peace Project:** Supporting the rejuvenation of sport in Haiti.

- **BWF Orphanages Project:** Promoting healthy lifestyle for underprivileged children in Malaysia.

- **Favoriser l’inclusion sociale des réfugié(e)s par le sport (FAIRES):** Promoting social inclusion and integration for refugees in France.
Older adults

The BWF is currently developing specific badminton programmes for older adults, aimed at:

- maintaining physical function
- fostering independence and quality of life
- helping to reduce cognitive decline

The BWF has a competition structure in place to encourage seniors to continue playing competitively, culminating in the BWF World Senior Championships.
Workplace intervention

The BWF and a number of our Member Associations have adapted the BWF Shuttle Time Programme for workplace wellness programmes. Member Associations have used the Shuttle Time programme at a national level to promote healthy sporting activities. We also encourage sponsors and partners to promote physical activity and volunteerism through badminton within their companies. These initiatives include holding staff badminton competitions, building badminton infrastructures for staff, encouraging staff to volunteer at badminton events.

- Fiji – Badminton programme for Kiribati High Commission staff and family
- Cook Islands – Company participation in social and elite badminton leagues
- BWF – Shuttle Time activity for staff day
- HSBC
  - HSBC “Race to Guangzhou” Staff Badminton Competition
  - HSBC has built AirBadminton courts at their Shanghai headquarters to promote physical activity through badminton.
Health intervention

The BWF Research Grant programme is available to support quality academic research relating to badminton health intervention programmes.

The BWF encourages Member Associations to support the introduction of prescriptive badminton programmes to promote physical activity and prevent health-related problems in their respective countries.

Examples:

- In France, prescriptive badminton has been introduced to prevent cardiovascular diseases and the deterioration of balance and motor coordination.
- In Denmark, badminton is prescribed for various rehabilitation programmes and as part of a healthy preventative lifestyle.
- In Tonga and Papua New Guinea, the Australian Aid funded Pacific Sport Partnership (PSP) supports badminton programmes aimed at increasing levels of regular participation, improving health-related behaviours and promoting an inclusive sporting environment.
- In Russia, extensive research has led to badminton being introduced in schools to assist in reducing and preventing myopia among children.
Education and professional development

Educational programmes and professional certification

- **BWF Shuttle Time**
  - (Teachers, Tutors, Trainers)

- **BWF Coach Education**
  - (Level 1, Level 2, Level 3)

- **BWF Coach Education Tutor/Trainer**
  - (Level 1, Level 2)

- **BWF Disability Coaching Workshop**
  - (Level 1, Level 2)

- **BWF Para Badminton Classification**
  - (National Classifiers Level 1 and Level 2, International Classifier, Senior International Classifier, Chief Classifier, Head of Classification)

- **Event Management**
  - (Level 1, Level 2)

- **National Administration**

- **Technical Officials**
  - Line Judges, Umpires and Referees

**BWF World Coaching and Sport Science Conference**
The conference provides a platform for researchers, coaches and badminton enthusiasts to exchange ideas and knowledge regarding badminton (sports science, physical activity, injuries prevention, etc.).
Dual-career opportunities

The BWF has also introduced dual-career opportunities for aspiring athletes, in collaboration with different partners. The intention is to identify educational partners which can offer adapted educational courses for athletes, including flexible online options and scholarship opportunities.

- World Academy of Sport – Athlete Certificate (Online)
- Federation University, Australia – BSc International Sports Management (Online)
- AFEC accredited schools – International Baccalaureate International Sports Management study option
- University of London, UK – PGCert International Sports Management (Online)
Public education and awareness campaigns

- #ShuttleTimeAtHome campaign
- #BadmintonAtHome campaign
- Shuttle Time – Project of the Month
- Humans of Shuttle Time
- World Badminton Day

Public entertainment area/Fans village at BWF Major Events and World Tour Events
The BWF has a comprehensive grants programme to support different initiatives as follows:

**BWF Grants Programme**

- **BWF Membership Grants Programme**
  - Support for tailored badminton activities in developing Member Associations

- **Continental Confederation Grants Programme**
  - Support for regional activities to develop badminton

- **BWF Sport Science Research Grants Programme**
  - Support for badminton-related research

**Key support areas:**
- Inclusion
- Injury prevention in badminton
- Physical activity
- Para badminton
- Dual career
- Sustainability
References


