BADMINTON WORLD FEDERATION

Physical Literacy and Activity Policy

Giving every child a chance to play for life
Introduction

The BWF Physical Literacy and Activity Policy aims to bring together all the BWF programmes and initiatives into a coherent policy to promote physical activity globally.
Giving every child a chance to play for life

Promoting physical activity and offering comprehensive physical literacy pathway 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
1 out of 4 adults globally do not engage in the recommended levels of physical activity.

More than 80% of adolescents globally are insufficiently physically active.

Up to 5 million death a year could be prevented if the global population was more active.

20% to 30% Increase in the risk of death for insufficiently active people.

According to the World Health Organisation.
The Benefits of Physical Activity

Physical activity offers various benefits:

**Physical health** – Prevents cardiovascular diseases, improves body shape, 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
- Lowers resting heart rate
- Improves maximal power output
- Increases high-density lipoprotein cholesterol (HDL-C)
- Prevents myopia progression

Physical fitness
- Improves basic physical ability (speed, flexibility, endurance and strength)

Cognitive
- Improves inhibitory control
- Improves cognitive functions, alertness and concentration
- Improves level of attention

Mental health
- Reduces depressive symptoms

Motor
- Improves motor skills and coordination

Social and emotional
- Improves social relations
- Supports personal development and mood regulation
- Increases intrinsic motivation
- Offers social benefits for different and diverse communities
The Context

• Working closely with external partners and stakeholders to promote physical literacy and activity.

• Using the 17 UN Sustainable Development Goals (SDGs) to measure our strategies.
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
- Roles of Shuttle Time
- Complementary Goals
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:
  o number of MAs implementing the Shuttle Time programme
  o number of MAs implementing the Shuttle Time University Course
  o 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:
  o references to badminton in global policy documents and implementation toolkits
  o badminton participation through traditional badminton and AirBadminton
  o awareness of the suitability of badminton activities in the workplace
  o awareness existing badminton programmes are suitable as prescriptive exercise, supported by academic research
  o Freely available online educational resources for all project areas
  o dual-career educational options and scholarships for aspiring and retiring athletes
  o the number of research projects supported relating to physical activity, inclusivity and social well-being through badminton
The Strategies

We have identified and incorporated the following strategies into promoting physical literacy and activity through badminton.
Badminton as a health intervention
Prescriptive exercise for individuals with health and social issues

Reasons:
• Easy access and added social contact.
• Act as an intervention for prevention and/or treatment for various health and social conditions.

Strategies:
• Member Associations participation in government-led prescriptive exercise programmes
• Through academic research supported by the BWF Research Grants programme
Badminton and physical education
Starting physical activity at an early age

Reasons:
- Promote physical activity at the grassroot level.
- Meet academic requirements through badminton activities.

Strategies:
- Through the BWF Shuttle Time schools programme:
  - Shuttle Time
  - Shuttle Time Youth Leadership Workshop
  - Shuttle Time Mini *(coming soon)*
  - Shuttle Time Numeracy Programme *(coming soon)*
Inclusive badminton
Embracing the differences

Reasons:
• Suitable for everyone – genders, age, physical and intellectual abilities
• Foster intrapersonal and interpersonal development

Strategies:
• Gender equity programmes and grants
• Inclusive practices incorporated in all BWF resources
• Disability programmes for individuals with physical and/or intellectual disabilities
• Increase participation through AirBadminton
• Social integration and Humanitarian projects
• Youth and senior badminton programmes
Badminton in the workplace
Healthy workplace environment

Reasons:
- Reduce obesity, diabetes and cardiovascular risks.
- Fun and easy to play.
- Foster positive relationship amongst colleagues.

Strategies:
- Easily adapted and implemented resources
- Encouraging sponsors/partners to promote workplace badminton
- Corporate badminton leagues and global events
Global badminton workforce

Sustainability of badminton programmes

- 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
Public education and awareness
Promoting healthy lifestyle to the community

Reason:
- Reaching out to the badminton community and wider public

Strategy:
- Integrating badminton related physical activity promotions and communications into BWF Communications Plan.
Badminton player pathway
Pathway for all

Comprehensive badminton competition and participation pathways catering for all ages and levels.
Badminton education pathways

Comprehensive badminton education pathways

Reasons:

- Allow players, teachers, coaches, classifiers, technical officials, event organisers and national administrators:
  - fulfil their potential
  - contribute to the growth of badminton and physical activity
- Train and developing local workforce.
- Promote physical activity at local and community levels.

Strategies:

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

Academic scientific support

Reason:
• Scientific support for badminton’s role in promoting physical literacy and activity.

Strategy:
• Through the BWF Sport Science Research Grants programme.
Our programmes and initiatives

We have developed and implemented programmes and initiatives which promotes physical activity through badminton.

Badminton as a Sport for all
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Shuttle Time
BWF Schools Badminton Programme

Support the principle that children should lead a healthy and active life.

Inclusive, fun, engaging and easy to learn badminton-related activities.

Ideal tool to integrate with the existing national Physical Education curriculum.

New programmes (coming soon)

- **Shuttle Time Mini** – for children from 3-5 years old (to enhance children Fundamental Movement Skills)
- **Shuttle Time Numeracy** – cross-curricular syllabus that introduced and reinforces mathematical principles in a fun and active way (covers Key Stage 1 and 2 of UK’s mathematics curriculum)
Gender equity

- Gender Equity principles introduced across all BWF-funded activities and resources.
- Increase awareness on opportunities for both genders representation at all levels.
- Introducing Female Participation Grant for female Para badminton players.
- Surveys on motivations and challenges faced by women in badminton.
- Supporting regional gender-equity projects
Inclusive badminton activities

Regional and national level inclusion programmes

Competition for people with disabilities

BWF-UN Badminton for All Project
Africa

B4ALL project
Europe

Para badminton tournaments and workshop

Special Olympic programmes

Paralympics

BWF Para badminton World Championships

Inclusive GymBad Programme
Oceania

National classifiers workshop

Unifying badminton programmes for players of all abilities

Deaflympics

Special Olympics World Games
AirBadminton
The New Outdoor Game

- Can be played on various surfaces (hard, grass, sand).
- Can improve overall well-being by being active outdoors.
- Great alternative where indoor activities are limited.
- Piloted in more than 120 Member Associations.
- Supported by various tools, resources and grants.

Airbadminton Community Project

- Piloted in Guangzhou, China.
- Convert under-utilised public spaces into AirBadminton facilities.
- Upgrade and maintain existing outdoor badminton courts and multi-sport spaces.
Humanitarian and Social Inclusion initiatives

UNHCR Refugee Project
Promoting physical activity and social inclusion for Syrian refugees in Jordan and Lebanon

BWF Orphanages Project
Promoting healthy lifestyle for underprivileged children in Malaysia

Badminton for Peace Project
Supporting the rejuvenation of sport in Haiti

Favoriser l’inclusion sociale des réfugié(e)s par le sport (FAIRES)
Promoting social inclusion and integration for refugees in France
Specific badminton programme to:
- Maintain physical function
- Foster independence and quality of life
- Help reduce cognitive decline

Competition structure
- To encourage continuous competitive playing
- BWF World Senior Championship
HSBC
• HSBC Race to Guangzhou
  Staff Badminton Competition
• AirBadminton courts at Shanghai headquarters

Fiji
Shuttle Time activities for Kiribati staff and family

Cook Islands
Companies participation in social and elite badminton leagues

BWF
Shuttle Time activities for staff day

Workplace intervention

Adapting BWF Shuttle Time Programme for workplace wellness programmes

Encouraging sponsors and partners to promote physical activity through badminton:

• Badminton competition
• Building badminton infrastructure for staffs
• Volunteering at badminton events
8 Health intervention

- Support quality academic research through the BWF Sport Science Research Grant Programme
- Encourage MAs to support government led prescriptive badminton programmes
Educational and professional programmes

Educational resources and professional certification

- BWF Shuttle Time
- BWF Coach Education
- BWF Coach Education Tutor/Trainer
- BWF Disability Coaching Workshop
- BWF Para Badminton Classifier
- Event Management
- National Administrator
- Technical Officials

Dual-career opportunities

- World Academy of Sport
  Athlete Certificate (online)

- AFEC accredited schools
  IB International Sports Management study option

- Federation University (Australia)
  Bachelor of International Sport Management (online)

- University of London (UK)
  PgCert International Sport Management (online)
Public education and awareness campaigns

- #ShuttleTimeAtHome campaign
- #BadmintonAtHome campaign
- World Badminton Day
- Shuttle Time – Project of the month
- Humans of Shuttle Time
- Development – What’s New
- Fan villages at BWF Major Events and World Tour Events
BWF grants programme

Comprehensive grants programme supporting the different initiatives

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