

Part B Project Summary

Project Title: <i>(Please fill in the blank)</i> Virtual Trainer: An Innovated Approach for Exercise and Health Promotion for Secondary School Students	Project Number 2009/0243
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Name of Organization: Department of Sports Science and Physical Education,
The Chinese University of Hong Kong

(1) Goals:

- Objectives:** (i) To develop an interactive web-based Virtual Trainer (VT) computer program for encouraging exercise participation of secondary school students and health improvement.
- (ii) To evaluate the extent of exercise compliance and maintenance of 500 students as compared to control.
- (iii) To evaluate the improvement of physical fitness and blood profile of 100 participants.

- (2) Targets --** Expected number of beneficiaries: 500 students will be recruited as subjects, another 50 will be recruited as control, and the VT website will be accessible for all internet users.

(3) Implementation Plan:

- (i) **Duration:** 18 months
- (ii) **Process / Schedule:** Preparation 1 month, Program development 5 months, Program implementation 7 months, maintenance test plus data analysis 5 months.
- (iii) **Collaboration with other parties / partners:** Pentecostal Lam Hon Kwong School, Shatin / TWGH Kwok Yat Wai College, Tin Shui Wai.

(4) Products:

- (i) **Deliverables/outcomes:** The VT website itself, conference and journal papers, promotion flyers.
- (ii) **Dissemination of deliverables / outcomes:** Press conference to disseminate results, workshop for teachers and parents, conference papers and journal articles.
- (iii) **Commercialization potential of deliverables / outcomes:** The VT website is of high commercial value and it may attract sponsorship and become financially sustainable itself. Web domain name subscription fee is minimal and SMS service may be borne by the users at their own discretion.

(5) Budget:

All expenditure items should be grouped under at most six major budget items (a) **staff cost**; (b) **equipment**; (c) **services**; (d) **works**; (e) **general expenses**; and (f) **contingency** depending on the contents of the project proposal, and having regard to paragraphs 11 to 21 of the Explanatory Notes.

(a) Staff cost: \$269,760	(b) Equipment: \$16,000	(c) Services: \$173,100
(d) Works: \$0	(e) General expenses: \$37,640	(f) Contingency: \$5,800
Total: \$502,300		

(6) Evaluation:

- (i) **Performance indicators:** Exercise compliance rate as collected by the computer system.
- (ii) **Outcome measurements:** Blood tests, physical fitness field test, online health-fitness evaluation