

APPLICATION FORM

Organization name	WE RUN IN CAMBODIA
Project title	Booklet: Physical activity guidelines for Cambodians
Project location	Cambodia
Estimated start date of project	September
Estimated end date of project	February
Overall budget of the project (USD)	3800-4700
Funding requested from UNESCO (USD)	3000

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The project aims to deliver the first booklet about Physical Activity Guidelines for Cambodians in Khmer language as a basic reference for all Cambodians at all ages and abilities. It also serves as a toolkit where every Cambodian can access and maintain a more active lifestyle. There will be book launching event and Annual Physical Activity's Day to promote the importance of physical activities in the country. In the future, this project also aims to approach national recognition through extended collaboration with relevant ministries to promote physical activities at national level and consistent with global level.

1. PROJECT OVERVIEW

Background

Physical activity level among Cambodians is decreasing as more and more people adopt motorized forms of transportation, more sedentary occupations, and more screen time. They are also more likely to maintain this sedentary lifestyle due to fewer opportunities for education especially physical and health education. This situation gets worse with the global outbreak of COVID-19. Recreation, leisure and sport activities are canceled. Schools, gyms, stadiums, pools, dance and fitness studios, physiotherapy centers, parks and playgrounds have been closed. People have been required to stay at home. Like other people in the world, Cambodians are therefore not able to actively participate in their regular individual or group sporting or physical activities outside of their homes. Under such conditions, many tend to be less physically active, have longer screen time, irregular sleep patterns as well as worse diets, resulting in weight gain and loss of physical fitness. While this community has been severely impacted by the current crisis, it can also be a key contributor to solutions to promote active lifestyle among Cambodians of all ages and abilities.

Relevance

Despite the numerous health benefits of physical activity have been widely proven, many Cambodians tend to adopt sedentary lifestyle especially in times of anxiety, crisis and fear. If this issue is neglected, more and more Cambodians will develop a higher risk of non-communicable diseases (NCDs) including hypertension, diabetes, and depression. As the world begins to recover from COVID-19, sport/physical activity re-integration needs to be addressed to ensure that each individual has equal access to an active lifestyle. In Cambodia, the knowledge toward physical education (PE) and sport promotion is still limited. As a result, school-going adolescents in Cambodia show the highest physical inactivity level among countries in ASEAN (Peltzer et Pengpid, 2016). Physical inactivity is one of the major risk factors contributing to death caused by NCDs, accounting for 64% of all death in Cambodia (WHO, 2016). Cambodians appear to have a very hard time to begin doing exercise, especially after the Polpot regime. They do not seem to have clear basic instructions on how to begin and maintain an active lifestyle. There is a lack of physical activity guidelines for Cambodians. Many relevant resources are in English or other languages rather than Khmer language, making it difficult for the locals to learn and understand. At the same time, in Cambodia there is no message to promote physical activity at national level and consistent with the global level. Hence, the booklet on physical activity guidelines for Cambodians in Khmer language based on the global recommendations for physical activity for health by World Health Organization is essential for their reference.

Partnerships

The booklet is planned to be proposed for national recognition through the extended collaboration with the relevant ministries such as Ministry of Education and Sports; Ministry of Media; and Ministry of Health.

Risk and risk management

Potential Risk	Probability of occurrence	Potential impact on project	Measures to minimize the probability of occurrence and/or the potential impact on project:
The challenge to restart the social events (book launching and Physical Activity's day) due to the COVID-19 outbreak	Possible	Low	Practicing social distancing, wearing masks, washing hands during the events. Possibly launch online through Facebook page.

2. OUTREACH

The booklet shall be available online and accessible free of charge for all Cambodians. The booklet could be downloaded through our website (runningincambodia.org). There will be also a book launching event and annual physical activity's day for Cambodia.

3. TARGET GROUPS AND ACTIVITIES

This booklet is targeted for *all Cambodians in all ages and abilities*.

	Name of Activity	Estimated Number	Target Group(TG)	Number of participants/TG
1	Book launching event	3 days	Phnom Penh	500
2	Annual PA's Day	1 day	Walkers/runners	100

- Book launching event is to launch the book to public. Anyone could come and check out the book for three days in Phnom Penh. There will be some printed books ready for them to read and the facilitators will be there to animate the event by demonstrating some physical exercises/games/sport activities and inviting the public to join.

- The Annual Physical Activity's Day is held to widely promote the importance of physical activities through organizing walking/running/cycling events.

Time-frame of Activities

No	Activity	Month				
		Sept	Oct	Nov	Dec	Feb
1	Writing + editing + design the booklet					
2	Book launching event					
3	Annual Physical Activity Day					

4. BUDGET

Writing, editing and design the booklet	2000	2500
Printing the booklet for the launching event	800	1000
Annual PA's Day (flyers, t-shirts, water...)	1000	1200
Total	3800	4700