



国际健身气功联合会
INTERNATIONAL HEALTH QIGONG FEDERATION

Notice on the Implementation Programme of World Health Qigong Day 2019

Dear all IHQF Member Organizations,

The 1st and 2nd World Health Qigong Day were successfully held in 2017 and 2018 with the support and participation of all the IHQF member organizations.

The 3rd World Health Qigong Day will be held globally on September 14th, 2019. The implementation programme is hereby sent to all member organizations. Please follow the instructions.

Please start the preparation work as soon as possible to organize a great World Health Qigong Day 2019.

Head Office, IHQF

February 26th, 2019



Annex:

Implementation Programme of World Health Qigong Day 2019

The 3rd World Health Qigong Day will be launched on **September 14th, 2019** on a global scale. To ensure the success of the event, the Implementation Programme of World Health Qigong Day 2019 is prepared as follows:

I. Theme of the event

The theme of World Health Qigong Day 2019 is "**Let's Enjoy Wu Qin Xi**".

Wu Qin Xi or Five-Animal Exercises is a set of Health Qigong imitating the movements of tigers, deer, bears, monkeys and birds. It was designed by Hua Tuo, a leading physician of the Eastern Han Dynasty(25-220AD). It is based on existing ancient Chinese traditional physical exercises following theories of the functions of the internal organs and meridians as well as the principles of the circulations of Qi and blood in the human body. The formation of Wu Qin Xi is first mentioned in the "Biography of Hua Tuo" in "History of the Three Kingdoms" in the Western Jin Dynasty(265-316AD), which was circulated for at least 1800 years and later recorded in many historical documents. Wu Qin Xi is unique in both cultural and health aspects. Through this theme, all IHQF Member Organizations are called to promote and learn Wu Qin Xi around the world to understand the charm of Wu Qin Xi and to further understand Health Qigong.

II. Time and venue

1. Time: 10:00 a.m. local time, Saturday, September 14th, 2019.
2. Venue: the seat of each IHQF member organization. The best possible effort should be made to select a local landmark location to attract more participation and attention.

III. Institutional organization

World Health Qigong Day is hosted by IHQF and organized by all IHQF member organizations. IHQF will regulate and coordinate all the activities of the World Health Qigong

Day. Each member organization please carries out preparations and organization of World Health Qigong Day activities and strengthens communication and liaison with IHQF.

IV. Forms and scale

1. Forms of the event

Under the guidance and coordination of IHQF, all member organizations will organize Health Qigong enthusiasts to hold a series of activities at the same time at 10:00AM local time on September 14th, 2019 (except for reasons of time-zone difference). The activities shall include:

- (1) Health Qigong • Wu Qin Xi Show/Performance (required);
- (2) Health Qigong Scientific Forum or Scientific Lecture (optional);
- (3) Health Qigong Exchange & Competition (optional);
- (4) Health Qigong routines training or public teaching (optional);
- (5) Other activities. In addition to putting on a good demonstration show, each member organization may leverage its creativity by organizing various Health Qigong activities with its own features.

2. Supplementary activities

Around the World Health Qigong Day 2019 theme “**Meeting with Wu Qin Xi**”, the Head Office will start an activity named “Global Health Qigong Story” aiming to collect Health Qigong stories. It will be released on many platforms in a timely manner as a warm-up for the 2019 World Health Qigong Day.

3. Scale of the event

In order to achieve better promotional effect, the basic requirements regarding scale and forms are as follows:

- (1) Number of participants should reach a certain scale.
- (2) Performance forms: Wu Qin Xi is a required routine. And any other routine or combination(s) of multiple routines among the current nine Health Qigong routines under promotion;
- (3) Dress requirements: same attire and style.
- (4) Photographing and videotaping are demanded.

(5) Local media coverages are recommended.

V. Visual Identity Sign

The Visual Identity Sign of World Health Qigong Day released in 2017 will continue to be used in 2019.

VI. Steps of Implementation

1. Formulation of a detailed implementation plan

Each member organization shall work out before mid-May a detailed implementation plan for participating in the World Health Qigong Day based on the theme of the event and the local characteristics as well as the style of each organization. The plan shall cover the forms, scale, implementation steps, publicity and promotion. IHQF will collect the plans of all the member organizations and provide guidance, based on which, co-ordinate the global programme.

2. Local advocacy and promotion

From May, each member organization shall launch the local promotion and announcement of World Health Qigong Day 2019. The following means can be considered:

- (1) The official website of each member organization;
- (2) IHQF official website: Start the Countdown from January 1st, 2019.
- (3) Traditional media: newspapers, magazines, television, radio, etc.;
- (4) New media: webcast, WeChat, etc.;
- (5) Posters, brochures and promotion film/video;
- (6) Large-screen advertising;
- (7) Press conference.

3. Local market development

Each member organization may actively explore financial sources locally and beyond, based on which, to seek financial support for the organization of the World Health Qigong Day activities.

4. Event preparations and implementation

Each member organization shall gradually complete the specific preparations for the World Health Qigong Day, **organize the (potential) participants to register on IHQF official**

website system. IHQF will enhance communication with all member organizations to keep abreast of the progress and ensure that the preparations are ready by the end of August.

5. Global celebrations of World Health Qigong Day

On September 14th, 2019, each member organization shall organize World Health Qigong Day activities in succession according to its time zone and its own plan. Make sure to take pictures and video records and transmit reports real-time to the IHQF Head Office. IHQF will overall command of the event in the Head Office and send rolling coverage through the official website. The media will focus on the event.

6. Conclusion of the World Health Qigong Day event

Before the end of September, each member organization shall have sorted out coverage of the activities and reported through graphics and multimedia to IHQF.

7. Subsequent promotion

Before the end of October, IHQF will have produced a promotional graphic video of the 2019 World Health Qigong Day after editing highlights of member organizations' activities during the event. The video will be distributed to all member organizations for continuous review and report, to extend the impact of the event and further expand the influence of World Health Qigong Day.

VII. Award Method

IHQF will give corresponding awards to those member organizations who have actively participated in the 2018 World Health Qigong Day activities. **For those who participate in the Event of each organization and having registered on IHQF official website, IHQF will issue the electronic commemorative certificate.**