



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

---

## **Notice on the Implementation Programme of World Health Qigong Day 2020**

Dear all IHQF Member Organizations,

The previous three “World Health Qigong Day” since 2017 were successfully held with the support and participation of all the IHQF member organizations.

The 4th World Health Qigong Day will be held globally on September 12th, 2020. 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 2020.

Head Office, IHQF

February 25th, 2020



Annex:

## **Implementation Programme of World Health Qigong Day 2020**

The 4th World Health Qigong Day will be launched on **September 12th, 2019** on a global scale. To ensure the success of the event, the Implementation Programme of World Health Qigong Day 2020 is prepared as follows:

### **I. Theme of the event**

The theme of World Health Qigong Day 2020 is "**Have You *Baduanjined* Today?**"

Among the ancient Daoyin in China, Baduanjin is the most widely spread form. Among the HealthQigong promoted to the world, HealthQigong • Baduanjin is also the form practiced by the largest number of people in the world. This theme is in conjunction with the "Global HealthQigong Time" activity launched by IHQF this year, calling on all practitioners to keep practicing HealthQigong • Baduanjin every day, emphasizing the importance of perseverance for the effect of HealthQigong, so as to have a deeper experience of HealthQigong and truly benefit from it.

### **II. Time and venue**

1. Time: 10:00 a.m. local time, Saturday, September 12th, 2020.
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. For individual, people can follow the "Global HealthQigong Time" program.

### **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, based on local conditions, 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 12th, 2019. The activities shall include:

(1) Health Qigong • Baduanjin Show/Performance (required); IHQF will prepare a special "Global Health Qigong Time" program for the World Health Qigong Day, which will be broadcast 24 hours a day at each hour. Member Organizations can organize the team to participate in the "Global Health Qigong Time" as part of the activity.

(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

With the "Global Health Qigong Time" program, Member Organizations organize members to exercise every day throughout the year, and share "Health Qigong Stories" inside as a warm-up for the 2020 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: **Baduanjin** 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 March 1st, 2020.
- (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 (for issuing the electronic commemorative certificate)**. 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 12th, 2020, 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

IHQF and Member Organizations will produce a promotional graphic video of the 2020 World Health Qigong Day after editing highlights of the event 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 2020 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.**