

Summary of Group Activity at the Asian Forum 2017 on Communicating Physical Activity with specific groups

	Chinese	Japanese	Filipino	Maori/Pacific/ Chinese	Muslim	Korean	Indian
Setting	Clubs Community contacts Community centres Parks	Pre-schools, primary schools Language groups				Early Childhood Playcentre Music e.g. Korean Drumming	Playgroup Health provider
Motivation	Female dominated Health Emotion Social connectedness	To reduce isolation Create mentors	Free or low cost Spontaneous Informal Within walking distance Social interaction Priority is earning money so must be quick, easy and fit with other motivations	Faith Church Ministers Family/Whanau	Comfortable Male is the decision maker hence need his buy in	Networking Purposeful Fun Friendship Safety e.g. groups safer than individual activity especially if with a senior instructor	Fun Family
Communication Channels	Social media: WeChat Chinese Newsletters Newspapers/TV FM906 Websites e.g. Sky Kiwi	Face to face Language groups Home stay family groups Comics Animes	Cultural events	Face to face Workshops	Contact at health agencies e.g. regular Plunket check Notices in Mosque/community	Church Newspaper Community notice Board	Video Social media Intergenerational communication Co design
Activities	Badminton Ping-Pang Square Dance Tai-Chi Social Dance Football Martial Arts Swimming Bushwalking Fishing Biking with family	Children's activities	Basketball (Dads teaching sons) Volleyball for ladies and gay men Walking Dance- cultural dances, performance for the community and schools and celebrations e.g. fiestas Fistang Pi Backyard games Walking in the park Play outside the house with neighbour friend. (although communities in NZ not encouraging of this e. basketball in the street.	Groups	Pre-planning at least 3 months ahead To fit in with busy life Must be accepted in cultural clothing	Leisure sports Badminton Table tennis Football Taekwondo Basketball Football	Cricket Football

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General theme across all cultural groups education & finances are priority with physical activity secondary to these needs

Importance of designing programmes and resources to suit the group. Translating English resources is not be best use of money