

# PROPOSAL

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## Don't Stop

Train safe, train steady

Reason behind naming: to encourage gym enthusiasts to take these precautions in order to prevent potential injuries that might lead them to discontinue their gym-routine.

**Founded by:**

[Redacted]

[Redacted]

**Supervisor:**

[Redacted]

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**01 Don't Stop**  
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# Introduction

Our health promotion campaign is dedicated to promoting awareness and education on preventing sports injuries within gym settings. Aligned with Vision 2030, which emphasises increasing the participation rate in physical activities, enhancing life quality, and disease prevention, our initiative aims to empower athletes, fitness enthusiasts, trainers, and gym-goers with knowledge and skills to minimize the risk of sports-related injuries.



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# Vision

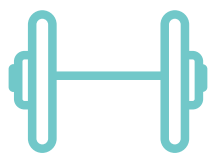
Establishing a knowledgeable sports-oriented community within athletic clubs in alignment with the targeted goals of Vision 2030, aimed at increasing the number of sports participants, enhancing life quality, and disease prevention

# Values

Learn, Teach & Research

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## Target audience and needs assessment



Our target audience comprises individuals aged between 18 to 40 years old, encompassing both male and female gym enthusiasts in Riyadh city, Saudi Arabia. Concentrating on the most common sports injuries presenting to the clinic. In our campaign, we prioritize understanding the specific health needs, behaviours, and challenges faced by this varied demographic regarding sports injury prevention within gym environments. We aim to conduct a comprehensive needs assessment, leveraging existing data and potentially engaging in surveys, interviews, or focus groups. This approach will enable us to gain valuable insights into the current knowledge levels, attitudes, workout practices, and perceived barriers related to preventing sports injuries among this dynamic population.



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## Health promotion strategies

Our health campaign employs a multifaceted approach integrating evidence-based strategies aligned with best practices in health promotion in relation to our culture to effectively prevent sports injuries in gym settings:

## **In-person campaigns specifically to the target audience:**

Engage gym attendees through interactive booths, brochures, workshops, and seminars that highlight injury prevention techniques and safe workout practices.

## **Social media engagement:**

The bulk of our work to create informative and attractive content across diverse platforms like Twitter, TikTok, and YouTube. This content will amplify our injury prevention message, offering engaging tips and visuals to a broader audience.

## **Utilizing social media, influencers, and various media platforms**

As promotional channels within the campaign's marketing strategy.

## **Partnerships and collaborations:**

We will make strategic partnerships with healthcare providers, sports medicine clinics, and local health organizations for example sports ministry, MOH prevention programs and public health authority. These collaborations support our injury prevention strategies through expert guidance and wider outreach.

## **Encouraging safe practices (prizes):**

Implement incentive programs encouraging gym-goers to adopt and maintain safe workout techniques. Rewarding safe practices incentivizes adherence to injury prevention protocols.

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## Educational website:

Host a comprehensive website housing educational materials, recommendations, and surveys. This platform serves as a hub for accessing valuable resources and feedback mechanisms.

## Website sections:

- Home page**  
With an overview.
- About us: mission**  
Values, and the team behind the website and credits
- Media page:**  
Accomplishments, collaborations and events.
- Latest news and updates**  
Regarding sports prevention and our study results.
- Surveys of ongoing studies.**
- Educational exercise videos.**
- Informative content:**  
Proper warm up, protective gear, nutrition and hydration and injury recognition and early intervention.
- Resources and references:**  
Links to reliable resources, references and reading materials .
- FAQs**
- Contact information:**  
To encourage website visitors to reach out for further assistance or inquiries.

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### Continuous support and follow-up:

Extend ongoing support beyond the campaign's duration. Offer access to informational materials, and receive inquiries through our website. This sustained effort ensures continual awareness and reinforces the adoption of safe practices

### Engaging with sports events:

Actively joins sports events, using media presence to reach more people. We connect with athletes and fitness enthusiasts, sharing tips on injury prevention and safe exercises, we will target events similar to: Riyadh season cup



### Distribution of QR codes

among machines in the gym with a video content demonstrating important safety measures to avoid injury while using that equipment



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## Campaign goals and objectives

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**Disclaimer:** The numbers mentioned below are still under review and will be further examined by the benchmark team before being accepted. They will be adjusted based on the outcomes of previous campaigns. We are trying to show that our objectives will align with SMART criteria

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## Attract a minimum of 5000 gym attendees

To visit and actively participate in campaign booths, workshops, or informational sessions within the first month of the campaign.



## Reach a broader audience with a minimum of 1,000,000 social media impressions

Or views per week across campaign-related posts, videos, or educational content.



## Distribute at least 3,000 informational brochures

Flyers, or handouts about injury prevention techniques and strategies within gym facilities during the campaign period



## Achieve a target of 60% attendance

At scheduled workshops, seminars, or webinars focusing on sports injury prevention and safe workout practices.



## Obtain participation from 70% of gym trainers

Or instructors in campaign-related training sessions or workshops designed to educate and implement injury prevention strategies.



## Obtain feedback from a minimum of 1000 gym attendees

Through surveys, questionnaires, or feedback forms to assess the perceived impact and usefulness of campaign initiatives.



## Establish partnerships with at least 5 gyms or fitness centres

To implement and promote injury prevention strategies as part of their regular offerings.

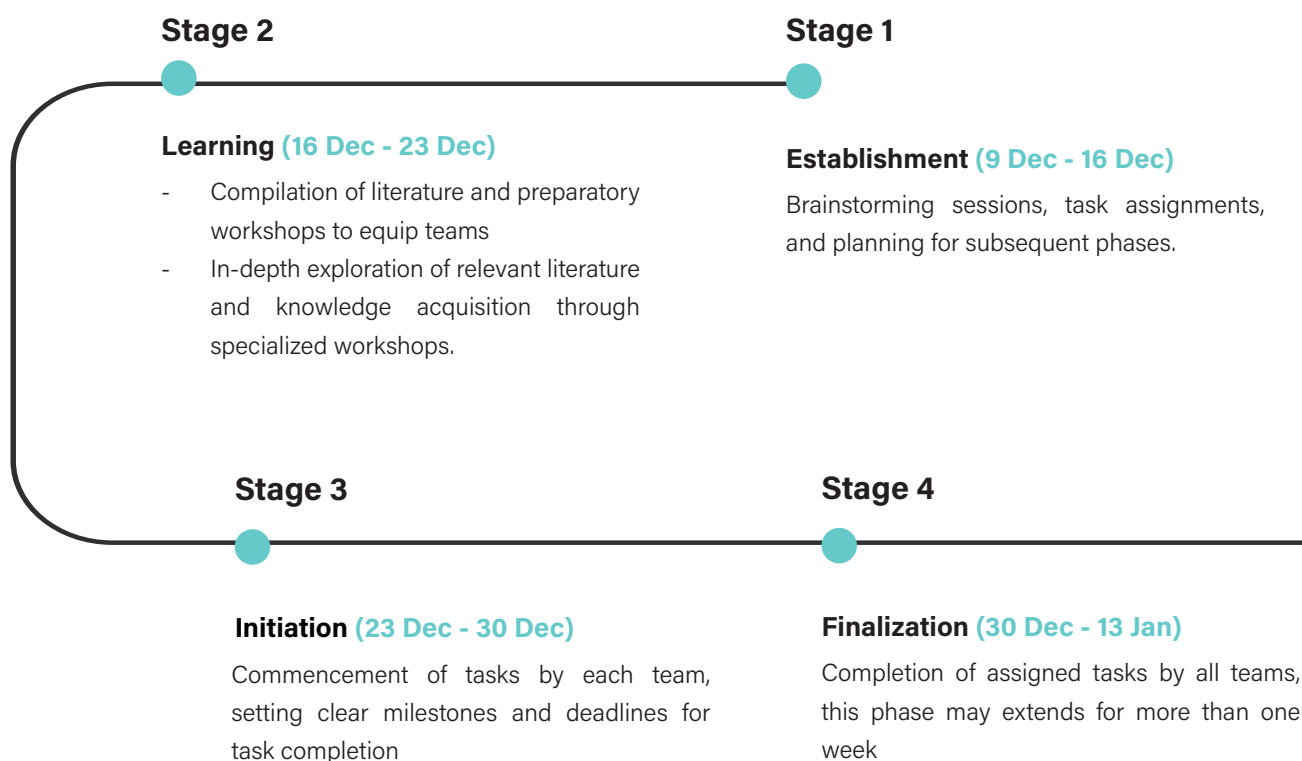
## Campaign activities and timeline (Roadmap)

The campaign will be divided into two phases, each comprising four stages

### Phase 1

#### Pre-launch preparation

each stage in this phase lasts for 1 week and a report will be provided afterwards





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## Phase 2

### Launch execution

When all teams complete their tasks and start to implement their plans

#### Stage 1

##### **Social media campaign (14 Jan)**

Cultivation of the social media team utilizing modern marketing strategies to captivate the audience's interest in the upcoming campaign

#### Stage 2

##### **Opening Ceremony (27 Jan)**

A small-scale inaugural event featuring influencers and specialists to mark the official commencement of the campaign

#### Stage 4

##### **Website Launch and Follow-Up (2 Mar)**

Culmination of efforts with the launch of a comprehensive website documenting our recommendations, activities, and valuable insights garnered throughout the campaign's duration.

#### Stage 3

##### **In-Person Campaigns (3 Feb - 1 Mar)**

Deployment of booths and speakers strategically placed in locations frequented by our target audience. A meticulous plan will be implemented to achieve our campaign goals

## Multidisciplinary team

We'll operate as a multidisciplinary team comprising individuals from diverse colleges across the KSU. This approach enables us to harness the specialized skills of students within their respective domains, ensuring excellence in each area of expertise. Moreover, it serves as a catalyst for transforming the campaign culture among health specialty students, fostering an environment where learning and skill development occur through direct interaction with peers possessing specialized knowledge.

**We'll collaborate by assembling representatives from various domains, convening in comprehensive brainstorming session about each aspect of the campaign together.**

## Tasks

Once we form our diverse team, we'll brainstorm ideas for every part of the campaign. We will ideate various tasks and allocate them based on individual interests and expertise. Those tasked with assignments will be required to outline detailed plans, showcasing their approach and strategy. Additionally, they will organize workshops to address any areas where they lack knowledge or skills during the second phase of the first stage, this way, **everyone will be well-prepared to do their best. After finalizing their plans, they'll start working to reach our campaign goals**

# Workshops

We'll conduct workshops tailored to enhance the skills of each team in areas where they require improvement, under the guidance of experts overseeing the planning process, some examples of workshops we will conduct:



## 01

Conducting needs assessment & comprehensive studies in health promotion

## 03

Enhancing content appeal for impact

## 05

How to study previous successful experiences and set benchmarks

## 02

Approaches to conducting health promotion campaigns

## 04

Engaging sponsors: reaching out effectively

## 06

KPIs and quality monitoring

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# Teams

## 01

### **Benchmarking Team:**

Focus on analyzing best practices, setting performance standards, and establishing benchmarks based on successful campaigns or experiences for each team

## 03

### **Scientific team:**

perform a literature review to generate evidence-based content, ensuring its attractiveness for publication on social media, at booths, and as part of our recommendations

## 05

### **Media team:**

cover campaign events and news, collaborating with newspapers and TV channels to ensure comprehensive coverage of the campaign

## 07

### **Quality team:**

establish KPIs derived from benchmarks, monitor plans, and assess them across campaign events. They will generate reports evaluating the campaign's progress, through the surveys distributed for study purposes a section will be added to assess the quality e.g. content clarity, presenting skills etc...

## 09

### **Financial team :**

review purchase invoices, manage financial statements, determine the budget, and oversee the financial support from sponsors

## 11

### **HR team**

recruit campaign members, assign them to teams, and oversee their certificates

## 02

### **Research team:**

conduct needs assessment studies, collect data continuously during the campaign, conduct surveys, and strategize for upcoming studies regarding our population

## 04

### **Design team**

create eye-catching visual materials like posters, infographics, brochures, and social media posters

## 06

### **IT team**

construct our website and oversee ongoing activities throughout the year.

## 08

### **Logistics team**

handle brochure printing and fulfil all logistical requirements during in-person campaigns

## 10

### **PR team**

compile a potential sponsors list, creating a sponsorship booklet to attract sponsors and actively pursue their support. Communicating with event executors and organizations to enhance the reach of the campaign

## Budget and resources

The financial team will determine a financial plan that covers various expenses such as campaign materials, advertising, media relations, events, resources, and personnel and allocates the budget among different aspects of the campaign to ensure an appropriate distribution of resources.

**Material Costs:** Determining the costs associated with developing campaign materials, such as brochures, posters, banners, or infographics. Allocate funds accordingly to cover printing, design, and distribution costs.

**Advertising:** Consider the costs of advertising the campaign through various channels, such as print, radio, television, and online platforms.

**Partnerships and Sponsorships:** Consider potential collaborations with healthcare providers, sports organizations, or corporate sponsors. Assess any financial contributions or in-kind support they can provide to stretch the campaign's budget.

**Contingency Fund:** Setting aside a portion of the budget as a contingency fund to account for unforeseen expenses or emergency situations.

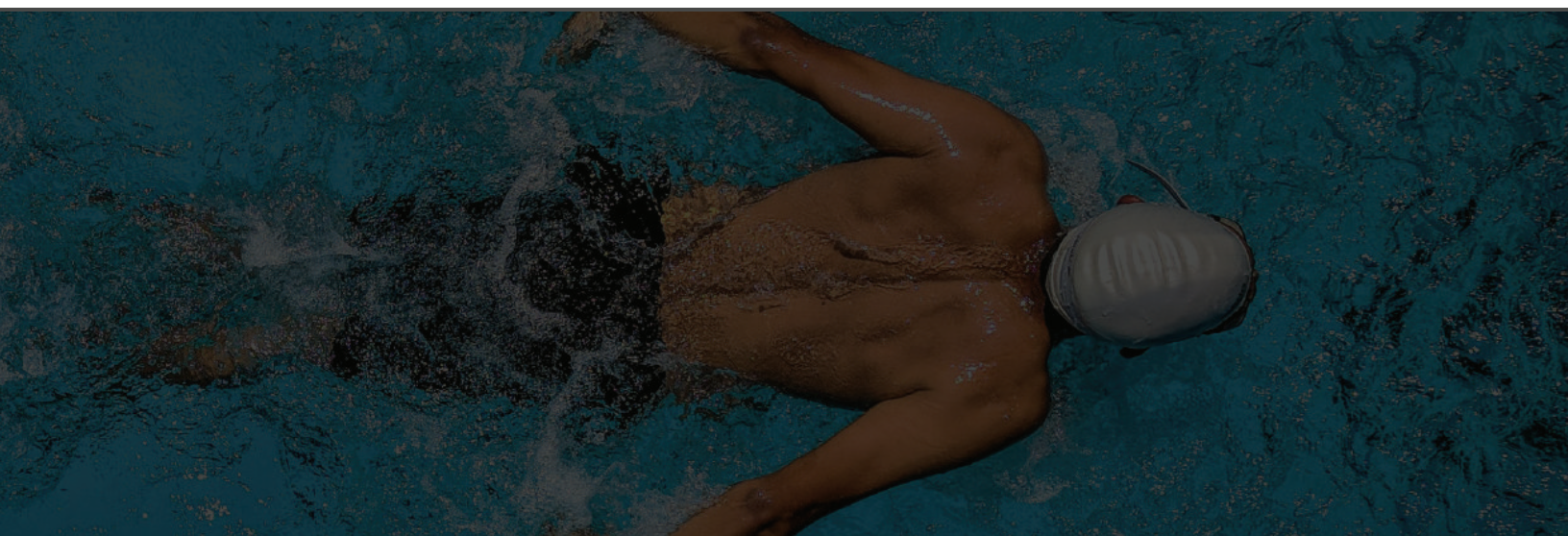
The team will regularly review and track spending against the budget to ensure financial accountability and make necessary adjustments if required

# Sustainability and long-term Impact

- Provide an expert to answer the public's questions (FAQs).

**Policy Advocacy:** Advocate for policies and regulations that prioritize athlete safety and injury prevention. Work with relevant governing bodies and policymakers to implement guidelines and standards for sports organizations, schools, and fitness centers to follow.

- Use media platforms to provide ongoing education and reinforce the long-term benefits of prioritizing athlete safety.
- Writing a closing report to ensure the future teams avoid the obstacles faced and give recommendations.
- Using the collected information to identify trends and areas that require further attention, enabling future campaigns to adapt and address specific issues effectively.





# Conclusion

In conclusion, the campaign aims to establish a culture of safety, empower athletes with the knowledge and tools to prevent injuries. By working together with key stakeholders, the campaign will strive to create a safer and healthier sporting environment for all participants. By investing in this sports injury health campaign, we can make a significant difference in the lives of athletes, coaches, parents, and sports organizations. Together, we can reduce the occurrence, severity, and long-term consequences of sports injuries, ensuring a brighter and healthier future for athletes across the board.



AH, —  
D YOU DIE?!





