# 體育署 2019 電子報

Sports Administration Newsletter

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## **Sports Administration Newsletter**

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Taiwan and the Philippines Jointly Held the 6th ASPN Meeting in Manila



Group photo taken at the 2019 APEC Workshop on International Sports Events and Local Economic Development.

On June 3, the Sports Administration, Ministry of Education, Taiwan (R.O.C.) and the Philippine Sports Commission (PSC) jointly held the 2019 APEC Workshop on International Sports Events and Local Economic Development in Manila. 15 representatives from industry, government and academia of nine APEC economies were invited to come together in Manila to discuss the effects of international sports events on local economic development.

Director-General Kao Chin-Hsung said in his speech at the opening ceremony that the APEC Sports Policy Network (ASPN) initiated and launched by the Sports Administration in 2016, holds two international meetings and issues three APEC Sports Newsletters each year, forming a shared platform for policy exchange and information sharing for sportsrelated industries, governments and academia in APEC economies, and it has won a high level of affirmation and is regarded with great importance. Director-General Kao expressed his

gratitude to PSC and ASPN members for their support.

With the holding of the 2019 Southeast Asian Games at the end of this year, the event did not only seek to understand the related planning measures by the organizing committee and the PSC, senior officials from Japan, Thailand, Malaysia, Indonesia, Vietnam and Taiwan also attended the



Sports Policy Dialogue session at which how each economy drives and invigorates economic development through holding sports events was discussed. Moreover, Krzysztof Kropielnicki, Head of Sportcal Events, gave a keynote speech on the assessment of sports events impact. In the afternoon session, Dr. Huang Ching-Yao, Director of Center of Industry Accelerator and Patent Strategy (IAPS), National Chiao Tung University, Ms. Joan Norton, Manager of ilab UQ Accelerator at the University of Queensland, and Mr. Rene Meily, President of QBO Innovation Hub in the Philippines, shared sports innovation experience in Taiwan, the Philippines and Australia, respectively. Furthermore, in line with APEC's 2019 slogan "Connecting people, building the future," they also discussed the impact of the digital economy in the field of sports innovation.

Last year (2018), facilitated by ASPN, IAPS and the leading promoter of global sport innovation, HYPE Sports Innovation (HYPE), signed a contract to establish SPIN Accelerator Taiwan, HYPE's first sports innovation accelerator in Asia. For the first time in an ASPN meeting, three innovation teams selected from the SPIN Accelerator Taiwan



training program in March this year, namely, REMA, Fuelstation Inc. and Velodash Inc., and innovation teams from the Philippines, presented their results, linking to the international sports innovation network. The event also added interaction and fun through situational simulation, where attendees were given an experience of investing

in sports startups and products.

With the support of various APEC economies, the workshop came to a successful conclusion. ASPN members also visited the Philippine Sports Commission, the 2019 Southeast Asian Games Organizing Committee and the National Sports Training Center of the Philippines on June 4. In addition, a friendly korfball match between National Taipei University of Education and the University of Santo Tomas was also held. The suggestions and exchanged information of this event will be featured in the 8<sup>th</sup> APEC Sports Newsletter due to be issued in this August.

## Nurturing New Sports Affairs Talents for Taiwan, the International Sports Affairs Training Course Marched into its 9<sup>th</sup> Year



Group photo taken at the 2019 International Sports Affairs Training Course.

The International Sports Affairs Training Course Program is an important program that the Sports Administration has commissioned the Chinese Taipei Olympic Committee (CTOC) to undertake with the aim of accumulating international sports affairs talent in Taiwan, furthering Taiwan's international sports rights and raising its international profile. This year,

188 keen trainees took part, with 45 trainees already completed internships at various major international sports events in Taiwan to obtain practical experience. Also, to equip more university student with international sports knowledge and skills, 10 related lectures and two exchange meetings with senior figures in



sports affairs have been planned to expand the scope of influence of the Program. To date, campus lectures have been held at National Chiayi University, National Chi Nan University, National Taipei University of Education and National Changhua University of Education.

The Sports Administration stated that Taiwan is often suppressed when it attempts to expand its space for international sports events. To continue to effectively further the rights and raise the profile of various Taiwanese sports organizations internationally, the Program places emphasis on nurturing trainees' ability to understand international trends and enhancing their international sport affairs related knowledge and skills. To date, the Program has nurtured almost 1,000 people and has a talent bank of almost 500 people. Through training, follow up training, and recurrent training, students in non-sports related majors have also been able to enter the field of sports. The trainees have increased their enthusiasm for sports and, on the basis of experience gained under the Program, some have gone on to study for a Master's degree in Sports Management in Europe and North America.

This year, trainees have assisted in various international sports events held by the sports organizations, including the 2019 Taiwan Athletics Open, 2019 International Soccer Friendly Match (Chinese Taipei vs Nepal), and 2019 Taiwan Cup Track International Classic etc. In addition, many outstanding international sports affairs talents have also assisted Taiwan's



single sport associations such as tennis, rugby, weightlifting, wrestling and shooting, to send athletes to places around the world to compete, offering them with language interpretations and other assistances so that they can compete overseas without worry; they have also assisted Taiwanese sports organizations attend international meetings

to build international relations and protect the rights and interests of Taiwan's athletes.

The Sports Administration hopes to continue to hold this Program to nurture international sports affairs talent for Taiwan. In September this year, two exchange meetings with senior sports affairs figures will be held, with the aim of sharing their experience of participating in the affairs of international sports federations to encourage more youngsters to become involved in international sports affairs work.

#### Get Moving, Be Happy



Director Wang Han-Chung ( $3^{rd}$  from left,  $3^{rd}$  row) of Sports Administration's School Physical Education Division, Director Yeh Ya-Hsing of the John Tung Foundation ( $3^{rd}$  from right,  $2^{nd}$  row,) and special guest Jian Man-Shu ( $4^{th}$  from right,  $2^{nd}$  row) took a group picture at the press conference.

In cooperation with the John Tung Foundation and local governments, the Sports Administration is promoting a variety of sports activities, inviting students across Taiwan to enjoy the fun of exercise. Through the peer-to-peer effect, exercise is being made popular on campus to facilitate student fitness and health and build the habit of regular exercise.

To encourage students to exercise, 20 schools across Taiwan held weekly sports meetings in which students are able to engage in fun sports activities, such as three-legged races, Castle Siege and 5-Moves for stress reduction, that make exercising fun and also increase the time students spend doing exercise.



Chen Yu-Chen, Section Chief of the Physical Education and Health Section of Santan Elementary School in Changhua County, said that the weekly sports meeting of Santan Elementary School has a different activity each time and is more like a game for the students than just running around the track. Castle Siege, for example, is a team activity that makes students think of ways to let their team win as well as increasing the interaction between students. As a result, students really look forward to the weekly sports meetings and even those who had no interest in exercise before are now keen to take part.

Yeh Ya-Hsing, Director of John Tung Mental Health Center, said that a survey last year of the connection between exercise and depression involving 3,478 junior and senior high school students in the six special municipalities showed that 83% of students who regularly use exercise for stress reduction feel that their mood improves after exercise. The survey results showed that 62% of adolescents have the habit of regular exercise (for more than 30 minutes,



more than three times a week). Those who do regular exercise had relatively high emotional stability. 21.8% of subjects often do exercise when they are feeling low and 82.9% of these feel better afterwards. A relatively high proportion of those who never use exercise for stress reduction need to seek professional assistance for depression. She emphasized that the proportion of adolescents choosing to do regular exercise to reduce stress

when feeling down has increased from 17.3% in 2011 to 21.8% and shows that exercise is an effective way of promoting mental health. She suggests that children find a form of exercise they like and increase their fitness by trying while also transferring or reducing the effect of a negative experience.

## Taiwan Sports Lottery Adds Volleyball to Inject Funds to Nurture Taiwan's Volleyball Players



Group photo taken at the press conference to mark the addition of volleyball to the sports covered by the Taiwan Sports Lottery.

With the aim of increasing sales, Taiwan Sports Lottery has successively introduced different sports to bet on and ways to bet to expand the lottery ticket consumer group and make buying lottery tickets more fun while at the same time, injecting funds into the Sports Development Fund to nurture more national-level players. At the 2018 Jakarta Asian Games, Taiwan's volleyball teams performed superbly with the men claiming bronze once again after many years, sparking a wave of interest in volleyball in Taiwan. On June 4 2019, Taiwan Sports



Lottery added volleyball as one of the sports that can be bet on. The press conference, marking this development on June 21, was attended by national volleyball team members Liu Hung-Min and Liu Hong-Jie who hopes that the people of Taiwan could pay more attention and support volleyball in Taiwan by buying lottery tickets.

The wining of a bronze by the men's volleyball team at the 2018 Asian Games brought national attention to volleyball once again. Volleyball is fast-paced, and smashes are as exciting as in badminton or tennis. To attract more attention to volleyball and boost the sales of lottery tickets, Taiwan Sports Lottery will allow bets to be placed on four major international competitions and five major leagues, namely the Volleyball World Cup, Continental Olympic Qualification Tournaments, Volleyball Challenger Cup and Volleyball Nations League and the Japan, South Korea, Brazil, Poland and Italy volleyball leagues. The seven items that can be bet on for volleyball include match winner, spread, totals, totals of a game, game winner, correct score, champion and specials. Bets can be placed before or during a match.

The Sports Administration stated that due to the continuing gap between sports funding in Taiwan and in advanced countries, and taking into account other countries' funding data and experience, the issuing of sports lottery tickets is actively promoted to allow funds to be injected into the Sports Development Fund. The Fund is used mainly to revitalize sports and discover, nurture and take care of sports talent, to facilitate the development of sports in Taiwan and train more outstanding athletes.

The Sports Administration's Efforts to Improve the Local Sports Leisure Environment Continues as the Groundbreaking Ceremony for Lienchang County Multi-function Sports Center Held on June 18, 2019



Groundbreaking ceremony held for Lienchiang County Multi-function Sports Center construction project on June 18, 2019. Minister of Education Pan Wen-Chung (5<sup>th</sup> from left) and Lienchiang County Magistrate Liu Tseng-ying (6<sup>th</sup> from left) and others were in attendance

Furthering its efforts to promote sports participation of citizens and improve the sports leisure environment, the Sports Administration has provided financial assistance to Lienchiang County Government for the building of a multi-function sports center; the center will have badminton courts, table tennis court, tennis courts, gymnastics classroom, spinning classroom, fitness center, seniors' hydrotherapy leisure center and a wrestling training center. The groundbreaking ceremony for the center was held on June 18, 2019. After completion, the center will provide county residents with a high-quality low-cost sports venue, enhancing the development of key sports in the county and support the hosting of related sports events.

# Introduction to Spin Accelerator Taiwan's 1<sup>st</sup> Training Cycle Teams - Body Breakthrough & JoiiUp





A Body Breakthrough fitness class (left) / JoiiUp product display (right)

In 2018, the Sports Administration commissioned National Chiao Tung University's Center of Industry Accelerator and Patent Strategy (IAPS) and HYPE Sports Innovation (HYPE) to jointly establish SPIN Accelerator Taiwan. The aim was to utilize the technology network of IAPS and its experience of nurturing almost 100 startup teams to help the teams taking part in this project to carry out technological integration spanning technology, manufacturing and service industries and take advantage of HYPE's international sports innovation resources to quickly enter the international market and offer more possibilities to Taiwan's sports innovation. Ten outstanding Taiwanese sports startup teams with potential participated in the 1st training cycle of this project and graduated on March 2019. Eight sports startups teams, Tromin, Wusa, Velodash, 17FIT, Rema, GoMore, Fuelstation and J-MEX have been introduced in previous issues of the Newsletter. In this issue, Body Breakthrough and JoiiUp will be introduced:

#### **Body Breakthrough**

Body Breakthrough is a fitness company that focuses on health, weight loss, and getting in shape, with the objective of helping those who live in modern cities achieve greater health, happiness and



success. When we exercise, our brains secrete endorphins that encourage positivism and create a sense of pleasure. The company seeks to use this biological mechanism to create a happier and healthier world as people exercise. In future, as Body Breakthrough works to expand its customer base and starts to sell fitness equipment, we hope to help more people embrace regular exercise and together create a happier and healthier planet."

#### JoiiUp

JoiiUp is focused on the establishment of a health promotion and preventative medicine social platform. This uses clinical evidence-based medicine and big data analysis to provide effective individually customized health promotion and exercise guides. Based on its management



philosophy of "empathy, connecting people and working towards improvement" and a value outlook of "encourage people who don't exercise to be more active," JoiiUp combines medicine, social networking and information technology to create a platform that enables users to stay in touch and encourage each other to exercise and be healthy. This approach offers a solution to the perennial problem that most people do not attach great importance to health, do not enjoy exercise and find it difficult to exercise regularly, thereby boosting mental and physical wellbeing. JoiiUp is not profit-oriented, but rather seeks to provide people with a digitized, life-oriented, eco-based, customized, precise, health promotion platform in the hope of greatly reducing the proportion of people classified as subhealth who fall ill. This will reduce medical costs in later life, improve quality of life in later years and facilitate the more effective and proper application of society's finite medical resources.

































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#### 臺菲攜手於馬尼拉辦理 APEC 體育政策網絡會議

教育部體育署於 6 月 3 日與菲律賓體育委員會(Philippine Sports Commission)合作辦理「2019 APEC 國際運動賽會與地方經濟發展研討會」(2019 APEC Workshop on International Sports Events and Local Economic Development),邀請 9 個 APEC 會員體、15 名產官學代表齊聚菲律賓馬尼拉,共同關注舉辦國際運動賽會對地方經濟發展帶來的影響。

教育部體育署高俊雄署長於開幕致詞表示,體育署在2016年倡議成立「APEC運動政策網絡」(APEC Sports Policy Network, ASPN),每年舉辦 2 場國際會議並發行 3 期體育電子報,為 APEC 經濟體之運動產官學搭建政策交換及資訊共享的平台,獲各經濟體高度肯定與重視。本會議是 ASPN 第 3 次於海外辦理,感謝菲律賓體育委員會及各 ASPN 成員的支持。

隨著 2019 東南亞運動會的來臨,本次活動除了解菲律賓當局的規劃措施,亦有來自日本、泰國、馬來西亞、印尼、新加坡、越南及我國的 7 名資深官員,共同參與「運動政策對話」場次,探討各經濟體如何藉由舉辦國際運動賽會帶動及活化地方經濟發展。此外,會議特別邀請來自 Sportcal Events 市場研究主管 Krzysztof Kropielnicki,以「體育賽事影響力評估」為題進行專題演講;下午場次國立交通大學產業加速器暨專利開發策略中心(以下簡稱交大加速器)主任黃經堯、澳洲昆士蘭大學 ilab 加速器經理 Joan Norton,以及菲律賓 QBO 創新中心總監 Rene Meily 等資深創業育成專家學者,分享臺灣、澳洲及菲律賓的運動創新經驗,配合 2019 年 APEC 主題「連結眾人,共築未來」搭上數位經濟的熱潮,關注運動創新領域的脈動。

去(107)年透過 ASPN 網絡,交大加速器與全球運動創新推手 HYPE Sports Innovation(HYPE) 簽訂合約,成為 HYPE 在亞洲第一個推動運動創新加速器據點,本次會議更首次結合「運動創新加速器」主題,由鋭馬、悦動聯網與沛司科技等從今年 3 月臺灣運動創新加速器培訓計畫中脱穎而出的 3 個創新團隊,以及菲律賓的創新團隊進行成果發表,連結國際運動創新網絡,並帶領現場與會者以情境模擬方式體驗投資運動新創公司及商品,替會議增加互動趣味性。

本次研討會在眾多 APEC 經濟體支持下圓滿落幕,ASPN 成員並於 6 月 4 日拜會菲律賓體育委員會、 2019 東南亞運動會組織委員會及菲律賓國家訓練中心,並參與聖多默大學與國立臺北教育大學的合球交流友誼賽,本次活動相關成果將透過今(108)年 8 月發行的第 8 期 APEC 體育電子報,發送予國內外專家學者,期藉資訊分享延續亞太地區對體育議題的重視。

#### 國際體育人才培育計畫邁入第9年 為我國注入體育新活水

「國際體育事務人才培育計畫」是由教育部體育署委由中華奧林匹克委員會協辦的重要計畫,希望藉由此計畫,累積國際體育事務人才,強化我國在國際體育權益及能見度。今(108)年共有 188 名熱血青年完成培訓,其中更有 45 位青年學子已在臺灣舉辦的各國際運動賽事實習體育工作事務,增加實戰經驗。

另外,為推廣國際體育知能給更多大專院校青年學子,更規劃 10 場相關講座及 2 場資深體育人交流會, 拓展影響層面,截至目前已在嘉義大學、暨南大學、國北教大及彰師大等校完成 4 場次校園宣講。

體育署表示,我國在拓展國際體育活動空間時常受到壓縮,為持續有效強化我國各體育運動團體在國際間的權益及能見度,國際體育事務人才計畫積極著重在培育學員瞭解國際體育趨勢能力及增進國際事務相關知能,計畫執行至今已培育近千人,並已累積人才庫近500人,經過培訓、複訓、回流訓練等,更有非相關科系學子因為此計畫踏入體育圈,加深對體育的熱情,且藉由獲得的經驗遠赴歐美攻讀運動管理碩士。

今年學員也陸續協助體育運動團體辦理「2019臺灣田徑公開賽」、「2019國際足球友誼賽中華 VS 尼泊爾」、「2019臺灣盃國際自由車場地經典賽」等多場的國際賽事,除此之外,有許多優秀的國際體育事務人才亦協助我國多項運動團隊,例如網球、橄欖球、舉重、角力、射擊等代表隊選手前往世界各地征戰,提供選手語言上的協助與照料,確保我國參賽選手在國外比賽可以無後顧之憂,同時也協助我國運動團體參加國際會議,建立國際關係與維護我國權益。

體育署希望未來持續辦理國際體育事務人才計畫,培育我國體育事務專才,今年9月將辦理2場資深 體育人交流會,期透過資深國際體育人士分享參與國際組織事務經驗及心得,鼓勵更多青年踴躍投入國際 體育事務工作。

#### 提升運動力 快樂跟著來

教育部體育署與董氏基金會及各縣市政府合作,推動多元的運動活動,邀請全國學生一起享受運動樂趣,並藉由同儕間的影響力活絡校園運動風氣,促進學生身體健康,建立規律運動習慣。

為鼓勵學生運動,全台有 20 所學校在這學期安排「運動週會」,讓同學們在週會時間參與有趣運動項目,例如兩人三腳、跑攻城堡或跳樂動紓壓五招等,讓運動變得有趣、也增加了更多運動時間。

彰化縣三潭國小體衛組組長陳玉貞表示,該校運動週會每次安排不同的活動,與單純繞著操場跑步相 比,學生認為這樣的活動像在玩遊戲,例如跑攻城堡為團體分組的活動,會刺激學生動腦思考如何為隊伍 取得勝利,同時也增進同學間的互動。因此,校內學生都很期待運動週會時間,也看到原本可能對運動興 致缺缺的同學,開始對運動產生興趣。

董氏基金會心理衛生中心主任葉雅馨説明,去年六月針對 3,478 名六都國、高中職生,進行運動與憂鬱情緒相關性調查發現,常將運動作為紓壓方式者,近八成三受訪者覺得運動後心情有「變好」:調查資料顯示六成二青少年有固定運動習慣(運動超過 3 天以上、每次 30 分鐘以上)。有固定運動習慣者「情緒穩定度」較高。21.8%受訪者在心情不佳時,「常」用運動紓壓,且運動後有 82.9%受訪者覺得心情有變好。從來沒有將運動作為紓壓方式者,有明顯憂鬱情緒需求助專業協助比例較高。她強調,總是、經常

因心情不佳選擇運動紓壓的青少年比例,從 2011 年的 17.3%,上升至 21.8%,驗證運動是有效的心理健康促進方式。她建議兒童青少年找出符合興趣的運動,從嘗試中提升體能活躍性,轉移或降低負面的經驗。

#### 挹注運動發展基金 培育我國排球選手 台灣運彩新增排球項目

台灣運彩為提升銷售額,持續推出多元投注項目及玩法,以擴大購券者客群與提升購買運動彩券樂趣,並同時達到挹注國家運動發展基金目的,支持我國培訓出更多國家級運動選手。107年雅加達-巨港亞運,我國排球代表隊表現優異,我國男排更拿下睽違已久的銅牌,再次燃起國人對排球的熱情。台灣運彩於108年6月4日起,將排球納為新投注標的,21日記者會邀請排球國手-電眼雙胞胎劉鴻敏及劉鴻杰共同站台出席,希望透過排球運彩的銷售,讓國人一起關心並支持排球運動。

107年亞運中華男子排球隊奮力拚博奪下睽違多年的銅牌好成績,再次博得國人關注排球運動。排球賽事節奏明快,扣殺精彩程度與羽球及網球不分軒輊。為吸引更多國人關注進而帶動運動彩券銷售,台灣運彩 108年提供 4 大國際賽及 5 大職業聯賽,包含世界盃、奧運洲際資格賽、挑戰者盃、國家排球聯賽,及日、韓、巴西、波蘭與義大利職業聯賽等。排球投注提供 7 項玩法包含不讓分、讓分、大小、單局大小、單局不讓分、正確比數、冠軍及特別項目,不僅可賽前投注也可場中投注。

體育署表示,有鑑於我國體育運動經費與世界各先進國家仍有差距,且參考世界各國體育經費數據及經驗,因此積極推動運動彩券發行,將挹注運動發展基金作為振興體育,並發掘、培育及照顧體育運動人才作為主要用途,促進國家體育運動發展,為我國培訓更多優秀運動選手。

#### 體育署完善地方運動休閒環境連江縣樂活多功能體育館 108 年 6 月 18 日舉辦動土典禮

為培養我國國民運動風氣及完善各地方政府完善運動休閒環境,教育部體育署補助連江縣政府興建連 江縣「樂活多功能體育館」(規劃包含綜合球場、羽球場、桌球場、網球場、韻律教室、飛輪教室、體適 能中心、銀髮族水療休閒中心及特色運動項目「角力訓練場」),於 108 年 6 月 18 日舉辦開工動土典禮, 完工後將為縣民增添一處優質、平價的運動場所,強化地方重點體育項目發展,並支援辦理相關賽事。

#### 臺灣運動創新加速器首期培訓團隊簡介: Body Breakthrough & JoiiUp

教育部體育署 107 年委託國立交通大學產業加速器暨專利開發策略中心(IAPS)與以色列國際運動創新加速器 HYPE Sports Innovation(簡稱 HYPE)共同創建的「臺灣運動創新加速器」(SPIN

Accelerator TAIWAN),目的在結合 IAPS 的科技網絡,以及培育近百個創新團隊的經驗,協助參與本計畫的運動創新團隊進行跨科技、製造與服務業的技術整合,加速鏈結 HYPE 所有的國際運動創新資源,及早進入國際市場,為我國運動創新帶來更多可能性。首期培訓專案共有 10 個優秀具潛力的臺灣運動創新團隊參與,並於 108 年 3 月正式結業。前期電子報已介紹了 Tromin、WUSA、Velodash、17FIT、Rema、GoMore、Fuelstation 及 J-MEX 等八家結業團隊,本期將繼續介紹 Body Breakthrough 及 JoiiUp兩家運動新創團隊:

#### Body Breakthrough 突破健身

Body Breakthrough 是一家跨足健康減重塑身的健身公司,目的在幫助現代都會男女在健康、幸福和成功的路上達到新的高度。人在運動時,腦部會分泌腦內啡,刺激人們產生正向情緒與愉悦感,而 Body Breakthrough 希望藉由這個生理機制,在幫助人們運動的同時,也創造一個更幸福、更健康的世界。未來 Body Breakthrough 將持續拓展用戶群,並開始販售健身器材,期望能夠進軍中國市場,幫助更多的人培養運動習慣,一起創造出更幸福、更健康的世界。

#### JoiiUp 虹映科技

虹映科技(JoiiUp)致力於健康促進與預防醫學社群平台的建構,以臨床實證醫學的基礎結合海量資料分析,提供有效的個人化健康促進與運動導引。本著「從心出發、由心連結、用心提升」的運營理念與讓「不運動的人持續動起來」的價值主張,結合醫學、社群平台及資通訊科技,設立社群平台讓使用者串連,彼此鼓勵與打氣推動運動養生,解決大部分民眾不重視健康、不愛運動、無法持續有效運動的問題,並提昇民眾的身心健康。JoiiUp不以營利為主導,致力為民眾提供數位化、生活化、生態化、個人化、精準化的健康促進平台,並期望能夠大幅減少亞健康族群往疾病發展的比例,降低生命後期照護的醫療成本及提升餘年生活品質,讓有限的社會醫療資源做更有效恰當的運用。

Sport Terms	運動詞彙
Southeast Asian Games	東南亞運動會
International Sports Affairs	國際體育事務
Spinning	飛輪運動

