



Marketing Deck

For: Adaptive Kickboxing Program

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From Kickboxing Federation of Singapore

Document developed on assignment from WAKO



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Why Parkinson's disease should not prevent patients from staying active | Video

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Introduction to Adaptive Kickboxing Program



The Adaptive Kickboxing Program (“AKP”) is a modified kickboxing program, tailored to the needs for People with Parkinson’s Disease (“PwP”).



It is a fitness program that PwPs can enjoy, experiencing a whole new way to exercise, which is fun, exciting and exhilarating.



There are 2 levels to the program:

- Level 1: Seated Adaptive Kickboxing Program
- Level 2: Standing Adaptive Kickboxing Program

Why Adaptive Kickboxing Program?



Improve

Overall fitness

- Helps improve fitness levels, allowing PwPs to pursue lifelong ambitions. (marathons, hiking mountains, etc.)

Improve

Confidence in walking

- Helps combat the fear of “freezing” while walking.

Improve

Balance and stability

- Helps combat the fear of “falling” while standing still or moving.

Improve

Functions in Activities of Daily Life (“ADL”)

- Helps PwPs lead a higher quality of life.

Build

Cohesive community, forging strong friendships.

- Develop strong social support system, which is vital for seniors.

How Adaptive Kickboxing Program can Benefit



Physical Wellbeing

With exercise, the participant's physical fitness will improve.
Better physical wellbeing can lead to higher quality of life and longer lifespan.

Psychological Wellbeing

Sports and exercise have been proven to improve psychological wellbeing.

Citation

Calderon Jr, Raul. (2019). Exercise and Sports, Positive Psychology, and the Well-being of Students.
10.13140/RG.2.2.27038.08008. ([Link](#))

Social Wellbeing

Experiencing the program with other PwPs help foster unity and promote social cohesion.

PwPs generally tend to be seniors, aged 50 and above. This demographic of people tend to have a smaller social circle and social support system.

Success in Singapore

- Kickboxing Federation of Singapore implemented the Adaptive Kickboxing Program (“AKP”) successfully in 2016.’
- It has since successfully reached over **100 People with Parkinson’s** (“PwPs”).
- The program has since expanded to 3 classes weekly, training 30 PwPs on a regular basis.
- The adaptive kickboxers have seen tremendous physical improvement in their fitness, stability but most importantly, friendships lasting a lifetime.





Testimonial – Lawrence

- At first, I was very sceptical about Kickboxing. I thought it would be dangerous. Because Muhammad Ali is a boxer and with Parkinson's disease.
- So now we are with Parkinson's Disease trying to learn kickboxing. I felt it was a bit of a risk.
- Surprisingly, kickboxing is good for cardio. I find it very good for my balance and strength in my upper body.
- Kickboxing definitely compliments what I am doing now. I do tai chi as well, so it is a great compliment for me. As well as normal movements along the road it helps a lot in the balancing.

- Testimonial from Lawrence





Testimonial – Mary Margaret

- I was a bit apprehensive because people said it was quite dangerous. So, I was quite wary but give it a try. See for myself how dangerous it is.
- Kickboxing has helped me. It is also a very interesting exercise.
- It has helped me to improve my strength, arm strength especially
- Physically, it helped me improve my stamina, letting me have the energy to strive on. I enjoy the class very much.
- I will definitely continue kickboxing because it helped me a lot
- Testimonial from Mary Margaret

Testimonial – Sow Keng

- I joined Kickboxing because I felt that this would help improve my movements.
 - After going through the Kickboxing class, it helped me a lot in terms of improving my hip mobility and faster hand movements.
 - One of the symptoms of Parkinson’s Disease is feeling sleepy all the time, so this is one of the few classes that does not make me feel sleepy in the class!
 - I would definitely continue kickboxing classes.
- Testimonial from Sow Keng



Testimonial - Annie

- Before joining Kickboxing class, I was quite afraid because my balancing is quite poor and was very scared of falling.
- After joining the Kickboxing class, it has helped me to improve my balance and fitness.
- Overall, the class is very enjoyable and fun!
- Testimonial from Annie



Testimonial from Parkinson Society Singapore (“PSS”)



Parkinson Society Singapore
新加坡帕金森协会

5 November 2020

Active Red
Member of Kickboxing Federation of Singapore

Dear Joel and Valencia

ACTIVE KICKBOXING CLASSES AT PARKINSON SOCIETY SINGAPORE

2020 has been a challenging year with the global COVID-19 pandemic affecting everyone in many areas of our lives. We have had to make a lot of adjustments, including suspension of classes at Parkinson Society Singapore during the Circuit Breaker phase between April to June 2020, as well as in the scheduling and formats of our respective group exercise classes to accommodate safe measures placed on day rehabilitation centres like ours by the Ministry of Health to safeguard our beneficiaries - People with Parkinson, staff, physiotherapists, instructors and volunteers alike.

To this end, we would like to thank Active Red for your relentless support and swift reaction in adjusting the curriculum for our beneficiaries' classes accordingly, striking a great balance between keeping participants active/exercising and safe with the necessary measures as per advised by the Ministry.

As our Active Kickboxing partner since 2017, Active Red has not only rolled out a programme customised for People with Parkinson, but also motivated our participants to do their best in class as well as at the performances on stage at our annual community outreach events including “Move To Beat Parkinson”. 2019 also saw a first for Parkinson Society Singapore where we fielded a team of 9 Parkinson Warriors from our Active Kickboxing class to participate in the Standard Chartered Singapore Marathon 2019 (5km category). We are so proud of Team Parkinson for having completed the route well under the time limit stipulated by the organisers, each receiving their well-deserved Finisher's Medal.

Thank you, Joel and Valencia, for your care, support, dedication and encouragement towards the programme and our beneficiaries at our Centre. Active Kickboxing has become one of our most popular programmes, with an additional class opened in 2019 to meet the demand for this sport. We are glad we took the leap of faith to start a kickboxing programme for People with Parkinson in 2017, and are happy to continue working with Active Red on keeping our Parkinson Warriors active and creating positive impact on their lives, both physically and mentally!

Thank you for journeying with us for the local Parkinson community!

Sincerely,

TEH CHOON LING (Ms)

Centre Manager
Parkinson Society Singapore

"To promote awareness and understanding of Parkinson and related disorders by educating patients, caregivers and their communities, and by supporting them holistically in their journey with Parkinson."



Results

Data Collected from a 20-week program

- We conducted a 20-week Adaptive Active Kickboxing Program for the participants. Below are the results;

Assessment Results													
Date: 07/02/2018 to 27/06/2018													
S/N	Name	07/02/18	27/06/18 (20 weeks later)	IMPROVEMENT	07/02/18	27/06/18 (20 weeks later)	IMPROVEMENT	07/02/18	27/06/18 (20 weeks later)	IMPROVEMENT	07/02/18	27/06/18 (20 weeks later)	IMPROVEMENT
		1 minute JAB CROSS	1 minute JAB CROSS		1 minute SQUAT	1 minute SQUAT		1 minute LEG LIFT (R)	1 minute LEG LIFT (R)		1 minute LEG LIFT (L)	1 minute LEG LIFT (L)	
1	Participant M	144	156	↑ 8%	57	65	↑ 21%	60	63	↑ 5%	60	63	↑ 5%
2	Participant A	133	206	↑ 55%	58	61	↑ 5%	X	57	N/A	X	59	N/A
3	Participant T	220	248	↑ 13%	60	68	↑ 13%	62	67	↑ 8%	57	64	↑ 12%
4	Participant L	166	192	↑ 16%	45	58	↑ 29%	49	56	↑ 14%	42	52	↑ 24%
5	Participant ML	68	120	↑ 76%	45*	48*	↑ 6%	44	42	↓ 5%	41	46	↑ 12%
6	Participant P	172	216	↑ 26%	35	X	N/A	48	56	↑ 16%	50	62	↑ 24%
7	Participant AN	110	188	↑ 71%	74	77	↑ 4%	59	62	↑ 5%	57	60	↑ 5%
8	Participant C	132	202	↑ 53%	55	68	↑ 24%	50	54	↑ 8%	60	65	↑ 8%
9	Participant E	172	195	↑ 13%	58	66	↑ 14%	69	70	↑ 1%	65	66	↑ 1%
10	Participant D	183	212	↑ 14%	26	45	↑ 73%	49	55	↑ 12%	44	51	↑ 16%
11	Participant K	98	146	↑ 49%	55*	55*	0%	56	66	↑ 18%	48	57	↑ 19%

- *Participant did calf raises as an exercise modification as doctor advised them not to do squats.
- X: Indicated participant was not well and unable to execute the particular exercise.



S/N	Description
Finding 1	Substantial improvements were noted, with the participants committing 1-session per week to the Adaptive Active Kickboxing Program.
Finding 2	Kickboxing helps to improve upper body speed and endurance levels, as noted with the 34% average improvement in upper body endurance .
Finding 3	Kickboxing helps to improve lower body speed and strength, as noted with the 20% average improvement in lower body endurance .
Finding 4	Kickboxing helps to improve lower body stability through the Hip Abductors (gluteus medius and gluteus maximus), between 8% and 13% average improvement muscles associated with balance .
Finding 5	Kickboxing helps to improve the emotional and mental state of the participants, as they were generally observed to be happier, more alert and active.

Conclusion of Findings

END

