

Future Trends Report
Based on Analysis of the Future Scene in Mid-Term and Final Evaluation

STEP 1. Identify Challenges

Read the Future Scene carefully and generate ideas for challenges, concerns, and possible related problems. Choose the 5 most important challenges and write them in the space provided. Include applicable research with appropriate in-text citations.

Challenge #1: (Most Original)

In the futuristic scenario, Mdm Lee never left her house nor did she exercise. This could be problematic because if this trend persists, elderly might exercise less, potentially leading to a generation of elderly who are physically unfit.

- According to John Hopkins Medicine Health Library, poor physical health can add to feelings of anxiety and depression.
- Research has also shows that poor physical health can lead to a greater risk of high blood pressure and increase the risk of certain cancers.

Challenge #2: (Most Researched)

From the futuristic scenario, the elderly do not need to physically interact with others as almost everything has been replaced by their automated counterparts. This could be problematic because if this trend persists, elderly might become more withdrawn from the society, potentially leading to a generation of elderly who are lonely and do not have anyone supporting them.

- According to JAMA Psychiatry, the Journal of the American Medical Association, loneliness doubles the risk of Alzheimer's disease in the elderly.
- According to the US National Library of Medicine, antisocial behaviour can lead to drug abuse and much more.

Challenge #3:

From the futuristic scenario, the government is showing less and less concern for the elderly, and instead cares more for youths. This could be problematic because if this trend persists, the welfare of the elderly might be totally abandoned, leading to a generation of elderly whose physical and mental state are disregarded.

- According to the Star Online, about a third of the people sent to live in Malaysia's Welfare Department's old folks home are there as they were abandoned by their children.
- According to The News Minute, half the elderly surveyed in India are physically abused by their children and in-laws.

Challenge #4:

From the futuristic scenario, technology is taking over the jobs of humans. This could be problematic because if this trend persists, the unemployed population would not be able to pay taxes, causing them to possibly leave the country, leading to an even smaller workforce and an overall weaker economy due to less investors in the market who are not able to fill their manpower needs.

- According to gov.sg, a weaker economy can lead to unsustainable social and welfare problems as the government no longer has enough money to provide these services.

Challenge #5:

From the futuristic scenario, younger people are having a harder time to deal with increasing taxes and other expenses. This could be problematic because if this trend persists, younger citizens might not be able to afford their expenses in the future and thus, might not be able to support their families. This could potentially lead to a snowball effect where the government might have to increase healthcare expenditure in order to support families financially, leading to higher tax rates...

Furthermore, according to the Tax Policy Center, increasing tax will cause businesses to invest less which would weaken the economy.

STEP 2. Select a Fundamental Problem

Using the challenges listed in Step 1, identify a problem of major importance to the Future Scene situation. Write your Underlying Problem making sure your question clearly explains the action that will be taken and the desired results/goal of that action.

Incorporating Challenge(s) # 1, 2, 3 and 5

Underlying Problem:

From our inference, the elderly in 2030 are likely to suffer from poor physical health due to chronic disorders and a sedentary lifestyle. This could create a large burden on the cost of healthcare. Given this, what can we do to improve the physical fitness of the elderly so as to ensure their wellbeing and prevent healthcare costs from skyrocketing in the year 2030 and beyond?

STEP 3. Produce Solution Ideas

Generate solution ideas to the Underlying Problem in Step 2. Choose the 5 most effective solutions and write the elaborated ideas in the space provided. . Include applicable research with appropriate in-text citations.

Solution #1: (Most Researched)

We, the Elderly Fitness promotion board, will work with SMRT, SBS Transit, Facebook, Instagram and other social media platforms to ensure that the advertisements put on buses and the MRT train, and advertisements on social media will be used to promote physical fitness. This will ensure that the elderly are aware of the benefits of good physical fitness, thus allowing the elderly to be more inclined to exercise. This policy will be enforced island-wide and will be tabled for Parliamentary discussion by 2030.

- Eisend & Tarrahi (2016) by conducting a meta-meta analysis, found an adequate effect size, showing that advertising is effective.
- According to Social Media Examiner, Content Marketing Institute (with MarketingProfs) found out that most social media advertisements are effective.
- According to The Content Factory, 90% of all marketers say social media marketing has increased their business exposure.

Solution #2: (Most Original)

We, the Elderly Fitness promotion board, will work with the Ministry of Education to give free talks to schools and the public about the methods and benefits of keeping fit. This will ensure that both students and members of the public are equipped with the knowledge of the usefulness of exercise. So, when they grow-up, they will have a good perception of staying fit. These talks will be available island-wide and will be tabled for parliamentary discussion by 2030.

- Stewart & Mitchell (2003) showed that it is estimated that more than 60% of American adults are not regularly active and 25% of the adult population is completely sedentary and this trend of inactivity may begin in adolescence.
- According to Entrepreneur, promotions will be able to “always lure potential buyers” and promotions have a chance of turning into a huge success if done correctly.
- According to ThriveHive, having promotions is one of the best ways to promote a product or service

Solution #3:

We, the Elderly Fitness promotion board, will work with the Health Promotion Board to educate the elderly on how to use fitness facilities through courses / guides. These courses, along with gym memberships and sports equipment, will have subsidized fees. This will not only ensure that these facilities are easily accessible by the elderly and safe for them to use, removing a barrier that prevents them from exercising, but also encourage exercising and doing sports activities among the elderly. This will be available at all mainstream gyms, community centres and online and will be tabled for discussion by 2030.

Chow (2013) showed that outdoor fitness equipment appear to meet the health needs of seniors, but improved management is necessary to ensure safety.

- According to Entrepreneur, Promotions will be able to “always lure potential buyers” and promotions have a chance of turning into a huge success if done correctly
- According to ThriveHive, having promotions is one of the best ways to promote a product or service

Solution #4:

We, the Elderly Fitness promotion board, will work with the Health Promotion Board and community centre to introduce a free mass exercise programme, including occasional friendly competitions, for the elderly to exercise together every week. This will ensure that the elderly exercise more and help keep them fit. This programme will be available island-wide and will be tabled for discussion by 2030.

- According to the Ministry of Health, mass fitness classes can promote healthy living.

Solution #5:

We, the Elderly Fitness promotion board, will work with the Housing Development Board to ensure that more public fitness facilities are set up in residential areas. This will ensure that the elderly have convenient access to these facilities, allowing them to exercise anywhere and anytime they want. This policy will be enforced in all areas with public housing and will be tabled for parliamentary discussion by 2030.

- Kravitz, L. (2010) showed that good facilities can allow for a better workout

STEP 4a. Select Criteria

Generate criteria to determine which solution idea does the best job of solving your Underlying Problem and/or addressing the Future Scene situation. Select the 3 most important criteria for measuring solution ideas and write them in the spaces provided.

Criterion #1:

Which solution will be the **quickest to implement** for the **Elderly Fitness Promotion Board** so that **the problem of the elderly being unfit and leading sedentary lifestyles can be resolved as soon as possible?**

Criterion #2:

Which solution will be able to **create the most awareness** among the **public** so that **their help can be enlisted to solve the problem of the elderly being uninformed of the reasons of keeping fit?**

Criterion #3:

Which solution will **use the least amount of resources** for the **Government of Singapore** so that **the problem of the elderly being unfit and leading sedentary lifestyles can be resolved more easily as it would more easily get approved?**

STEP 4b. Apply Criteria

List the solution ideas from Step 3 on the grid. Use each criterion to rank the solutions on a scale from 1 (poorest) to 5 (best). The weighting for one important criterion may be doubled if necessary.

Step 3 Sol'n #	Solution Idea	Criteria			Total
		1	2	3	
# 1	Use advertisements to promote physical fitness	3	3	4	10
# 2	Give talks to schools / public about keeping fit	4	3	3	10
# 3	Allowing island-wide promotions in gyms and sports stores and lessons for exercising like yoga	3	5	3	11
# 4	Introduce mass exercise programme for elderly	5	2	3	10
# 5	Set up more public fitness facilities in all public residential areas	3	4	1	8

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Develop your top-scoring solution idea into an Action Plan. Thoroughly explain how the Underlying Problem is solved, how the plan will be implemented, and how the Future Scene will be affected. Explain how this Action Plan is feasible with research consulted.

Writing on the reverse side or in margins will not be scored.

Action Plan derived from Solution #3:

Solution that we are adopting: Discount in gyms and sports stores

How we are going to do it aka action plan:

The Elderly Fitness Promotion Board shall work with the government, mainstream gyms and sports stores like Adidas or Nike

Problem

- Gym memberships and sports equipment are too expensive
- Public fitness classes are also expensive as they require specialised trainers
 - Currently, they are getting cheaper as more people are attending these classes
 - However, since there is a trend of a more sedentary and introvert lifestyle among elderly due to there being lesser of a need to leave the house
 - We think that this can be prevented by giving incentives to go for these classes as they can be a way of socialising with others, whilst staying fit
- Gym equipment may also pose a hazard to the elderly if used incorre
- Gyms / Sports equipment stores may need an incentive to upgrade their sports equipment to keep up with technology
- It is too troublesome for people to have to go all the way to a certain place just to by gym equipments

(Action Plan Continued)**Solution**

The Elderly Fitness Promotion Board will encourage the government to subsidize gym memberships, sports equipment and public fitness classes. However, things that aren't directly encouraging sports like shirts and shoes will not be discounted (with the exception of tights and sports encourage people to buy tights, not the other way round). We will also ask the government to create a tax incentive to upgrade equipment / technologies used by gyms / sports stores. As a result, fitness classes will encourage people to exercise together, allowing them to interact socially with others, mitigating the problem of elderly getting socially isolated. These classes will also teach the elderly how to use sports equipment properly, ensuring the elderly, armed with the knowledge of how to use them, will be able to do so without posing a risk to themselves. Gyms / Sports equipment stores will also be encouraged to use more technologically advanced equipments. For Example: the weights of the bench press can be changed with just a press of a button, and when buying the equipment, it can also be more technologically advanced like using an online platform to find exactly what the user wants before going to the shop itself. Another examples is the se of drones to deliver sports equipment to the homes of people who bought them. This will help as in the future sports equipment will become more technologically advanced and expensive, the elderly may become socially isolated due to not having a reason to leave the house as technology prevails and danger due to misuse of equipment, a barrier that may deter them from using sports equipment, is eliminated

Bibliography

Cite the resources you consulted using the APA format.

List of References:

- Problem 1:
 - The Johns Hopkins University. (n.d.). Risks of Physical Inactivity. Retrieved July 10, 2018, from https://www.hopkinsmedicine.org/healthlibrary/conditions/cardiovascular_diseases/risks_of_physical_inactivity_85,P00218
 - DoctorNDTV. (2017, June 16). 7 Dangerous Effects Of Being Physically Inactive. Retrieved July 10, 2018, from <https://doctor.ndtv.com/living-healthy/heres-why-you-should-avoid-being-physically-inactive-1713076>
- Problem 2:
 - Epstein, L., M.D., Mills, C., B.S., & Simon, A., M.D. (1970). Antisocial behavior of the elderly. *Comprehensive Psychiatry*, 11(1), 36-42. doi:10.1016/0010-440x(70)90202-6
 - Holzer, K. J., & Vaughn, M. G. (2017). Antisocial Personality Disorder in Older Adults: A Critical Review. *Journal of Geriatric Psychiatry and Neurology*, 30(6), 291-302. doi:10.1177/0891988717732155
 - University of Cambridge. (2014, January 24). Generation blame: How age affects our views of anti-social behaviour. Retrieved July 10, 2018, from <http://www.cam.ac.uk/research/news/generation-blame-how-age-affects-our-views-of-anti-social-behaviour>
 - (Secondary Source)
 - Shepherd, J., & Farrington, D. (2003). The impact of antisocial lifestyle on health. *BMJ*, 326(7394), 834-835. doi:10.1136/bmj.326.7394.834
- Problem 3:
 - Das, M. (2017, March 23). Abused, abandoned, neglected: A law protects senior citizens in India, but not many know of it. Retrieved July 10, 2018, from <https://www.thenewsminute.com/article/abused-abandoned-neglected-law-protects-senior-citizens-india-not-many-know-it-59099>
- Problem 4:
 - Government of Singapore. (2012, October 29). How does the shrinking local workforce affect Singapore's economy? Retrieved July 10, 2018, from <https://www.gov.sg/factually/content/how-does-the-shrinking-local-workforce-affect-singapores-economy>
- Problem 5:
 - Urban Institute, Brookings Institution, and individual authors. (2016). How do taxes affect the economy in the short run? Retrieved July 10, 2018, from <https://taxpolicycenter.org/briefing-book/how-do-taxes-affect-economy-short-run>

More References:

- Solution 1:
 - DePhillips, K. (2018, July 09). 16 Reasons Why Social Media Marketing Is Important For Any Business. Retrieved July 11, 2018, from <https://www.contentfac.com/9-reasons-social-media-marketing-should-top-your-to-do-list/>
 - Delzio, S. (2016, April 05). New Research Reveals Paid Social Media Effectiveness. Retrieved July 11, 2018, from <https://socialmediaexaminer.com/new-research-reveals-paid-social-media-effectiveness/>
 - Eisend, M., & Tarrahi, F. (2016). The Effectiveness of Advertising: A Meta-Meta-Analysis of Advertising Inputs and Outcomes. *Journal of Advertising*, 45(4), 519-531. doi:10.1080/00913367.2016.1185981
- Solution 2:
 - Stewart, S., & Mitchell, M. (2003). Chapter 4: Instructional Variables and Student Knowledge and Conceptions of Fitness. *Journal of Teaching in Physical Education*, 22(5), 533-551. doi:10.1123/jtpe.22.5.533
- Solution 3:
 - Schenck, B. F. (2010, February 01). Three Steps to Effective Sales Promotions. Retrieved July 11, 2018, from <https://entrepreneur.com/article/204860>
 - Weisberg, E. (2017, November 05). 9 Ways to Promote a New Product or Service. Retrieved July 11, 2018, from <https://thrivehive.com/9-ways-to-promote-a-new-product-or-service/>
- Solution 4:
 - CNA. (2016, April 13). More mass fitness classes to promote healthy living: MOH. Retrieved August 16, 2018, from <https://www.channelnewsasia.com/news/singapore/more-mass-fitness-classes-to-promote-healthy-living-moh-8110622>
- Solution 5:
 - Kravitz, L., Ph. (2010, December 8). What Motivates People to Exercise? Retrieved from <http://www.ideafit.com/fitness-library/what-motivates-people-to-exercise>