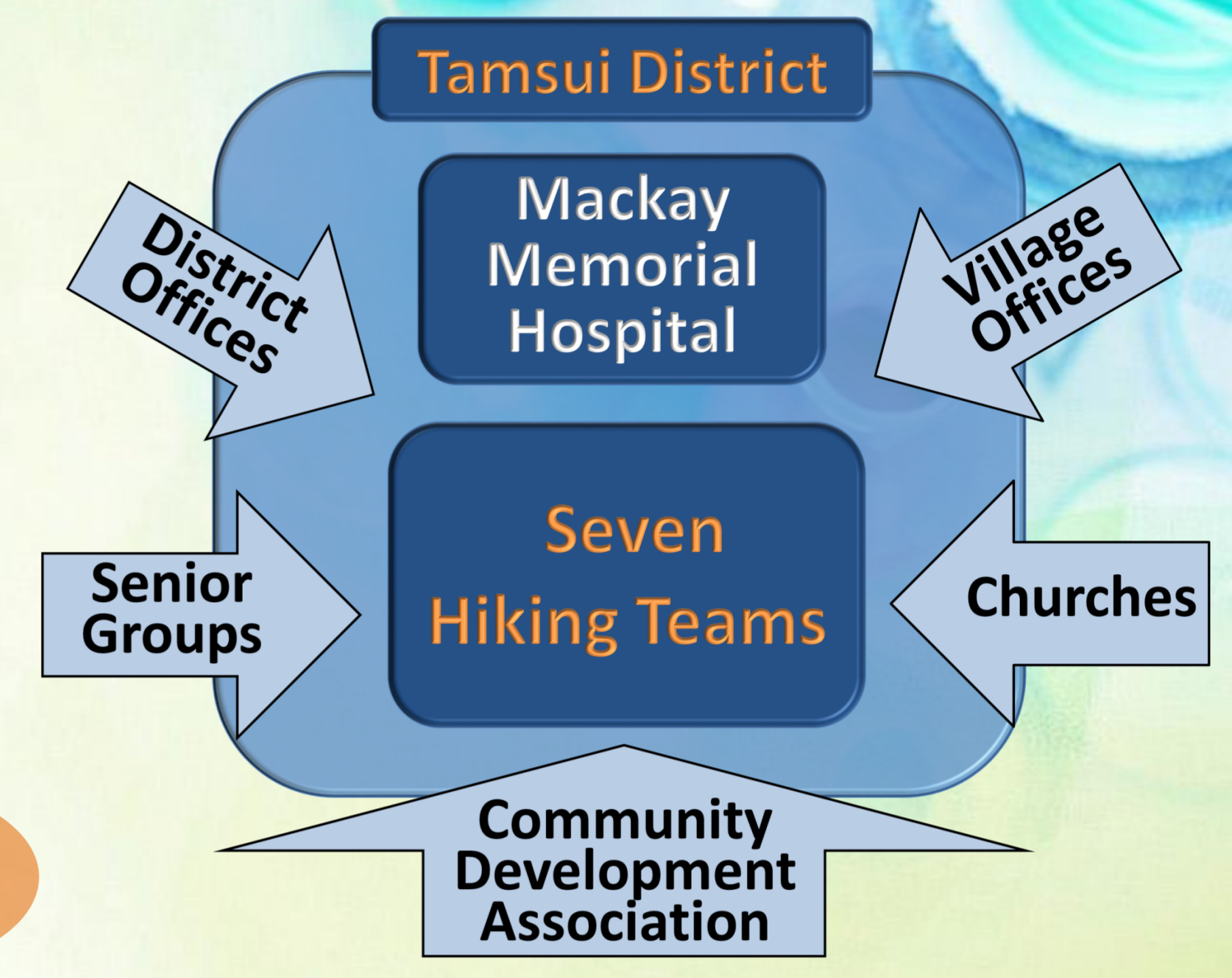


# “Go Hiking” - A Review of the Strategy and Effectiveness of the Promotion for Hiking as Exercise in the Community

Community Health Center, Mackay Memorial Hospital Tamsui Branch, New Taipei City, Taiwan  
Tsu-Hsueh Huang R.N. Ta-Chuan Hung M.D.

## Abstract introduction

In order to build up a community which would merge exercise into everyday's life, our hospital, with 12 community organizations, including Tamsui District Office, Churches and the Senior Groups, etc., jointly planned and promoted hiking trails and encouraged the members of the community organizations to form hiking teams. Through mutual encouragement and support between the team members, going hiking as a regular habit was developed in the community.



## Purpose/Methods promotion

Beginning in June 2014, relevant activities included: arranging sports experts to site survey potential hiking routes and provide guidance on hiking, devising Health Passbook, designing hiking posters and leaflets for broadly inviting community residents to join in hiking. We also invited community leaders and VIPs as our representatives. Besides we set up Facebook Fans page and encouraged participants to post and share photos, videos and fun stories



## Promotion



## Results

In 2014, “hiking teams” were formed by seven community organizations with 228 participants in total, with individual average hiking frequency of 2.5 times per week and hiking duration of 182.5 minutes. Besides, two safe and comfortable hiking trails were designed, with characteristics and map of the routes marked up alongside, and also with milestone marked up, and anticipated calories consumption illustrated; and finally, four hiking teams registered in the Facebook, and shared their photos and anecdotes.

## Conclusions

Through cooperation with the community organizations, hiking trails provide ease of approach and convenience for people; A target of going hiking for more than 150 minutes a week was achieved. Hiking is one of the best forms of exercise. If the people can merge hiking into their daily life, and they can practice it regularly as an every-day habit, with perseverance, metabolic syndrome can be kept far away.

## Awards Activity

After the Go Hiking project, Mackay Hospital held a ceremony for praising hiking members , respectively awarding individual and team .



## Go Hiking Project Executing Highlights



Forming Hiking Team

Making Vow and Warm up before Departure

Diverse and Various Hiking Routes