

## Healthy lifestyles

# Competitive Reward Points Game- A New Strategy of Exercise Promotion in Community

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Key Word: **Exercise, Physical Fitness**

### **Introduction:**

In order to build up a healthy sport community and encourage people to establish a habit of regular exercise, we have developed a “**Health Physical Fitness Program**” contest in cooperation with forty-seven health service stations with volunteers service in five districts of New Taipei City in Taiwan. The volunteers at health service stations will promote this contest and encourage people to participate in this contest with the aim of achieving a regular exercise habit.

### **Methods:**

By participating in contest, people can earn reward points through three activities: fitness sports (walking, bicycling and dancing), vitality show contest (aerobics, Taiko, and sign language), and Health Day Program (lecture and mission games). The more you participate in, the more rewards points you earn. Besides, the extra reward points can be earned if you bring your friends to participate in the activities or win the top three places of vitality show. Maximum reward points team can win the prize.

### **Results:**

We hold a 6 months duration reward points game. There are 11 teams comprised of 154 participants participating in the walking contest which is the most popular activity, achieving the individual average walking time of 2.6 hours per week. There are 17 teams comprised of 249 seniors participating in vitality show contest. And a total of seven “Health Day” programs were held, with 196 people participating. We can increase the rate of regular exercise from 76.8% to 90.9% in participants.

### **Conclusion:**

By implementing this innovative “**Health Physical Fitness Program**” contest with reward points, we have successfully encouraged volunteers to lead residents in the community to participate in the contest. Because participants can choose the sport or fitness which interests him/her from various activities and earn reward points. The activite’s participation rate has significantly increased. We believe that this strategy in cooperation with the community organizations is an effective way to promote regular exercise habit and encourage people to maintain healthy lifestyle.