

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

營造生活化的運動社區-以集點獎勵行銷「健康體能套裝方案」之經驗

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Key Word: **Exercise,**

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. (74)

為營造生活化運動社區，鼓勵民眾養成規律運動的生活，本院結合新北市 5 個行政區 47 個有志工服務的健康服務站，共同規劃及推動「社區健康體能套裝方案」之競賽計畫。由服務站志工號召社區民眾揪團組隊參加各項健康體能活動，藉由參與活動使民眾全員動起來達到健康行為的改變。

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. (80)

本院以服務站志工號召民眾組隊參與社區健康體能套裝方案，**累積集點方式有三項**，包括健康體能團隊競賽(健走、登山、自行車及舞蹈)、健康活力秀(健康操、手語、太鼓)、馬偕健康日的衛教講座與闖關活動等。**凡參加每項活動次數可獲得點數，參加越多次得越多點數**，此外，若**攜伴(帶來民眾越多人)和表演得名次可額外再追加點數**，最高前三名團體可得獎勵。

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. (80)

本活動為期半年，由志工與民眾參與各項活動累計點數。各活動執行成果如下：「健康體能團隊競賽」：以健走隊最熱門，共計有 11 個隊伍參加，合計 154 人次參與，個人平均每週健走 2.6 小時，共得到 485 點數；「健康活力秀」：舉辦三場競賽共有 17 組團隊參加，合計 249 人次參與，共得到 195 點數；「馬偕健康日」：舉辦七場次，合計 196 人次參與；衛教講座得到 451 點數、闖關活動得到 674 點數。透過此競賽計畫，促使民眾養成每周規律運動三次以上者從 76.8% 提升到 90.9%。

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. (80)

創新規劃一系列健康體能方案，運用團體集點競賽活動鼓勵志工帶領社區民眾一同來參與活動，因活動多元性，民眾可選擇適合自己的運動，故參與活動人次、組隊人數都比預期高，期待經由與地方組織互助合作全面推廣規律運動，達到健康行為的改變，融入日常生活中。