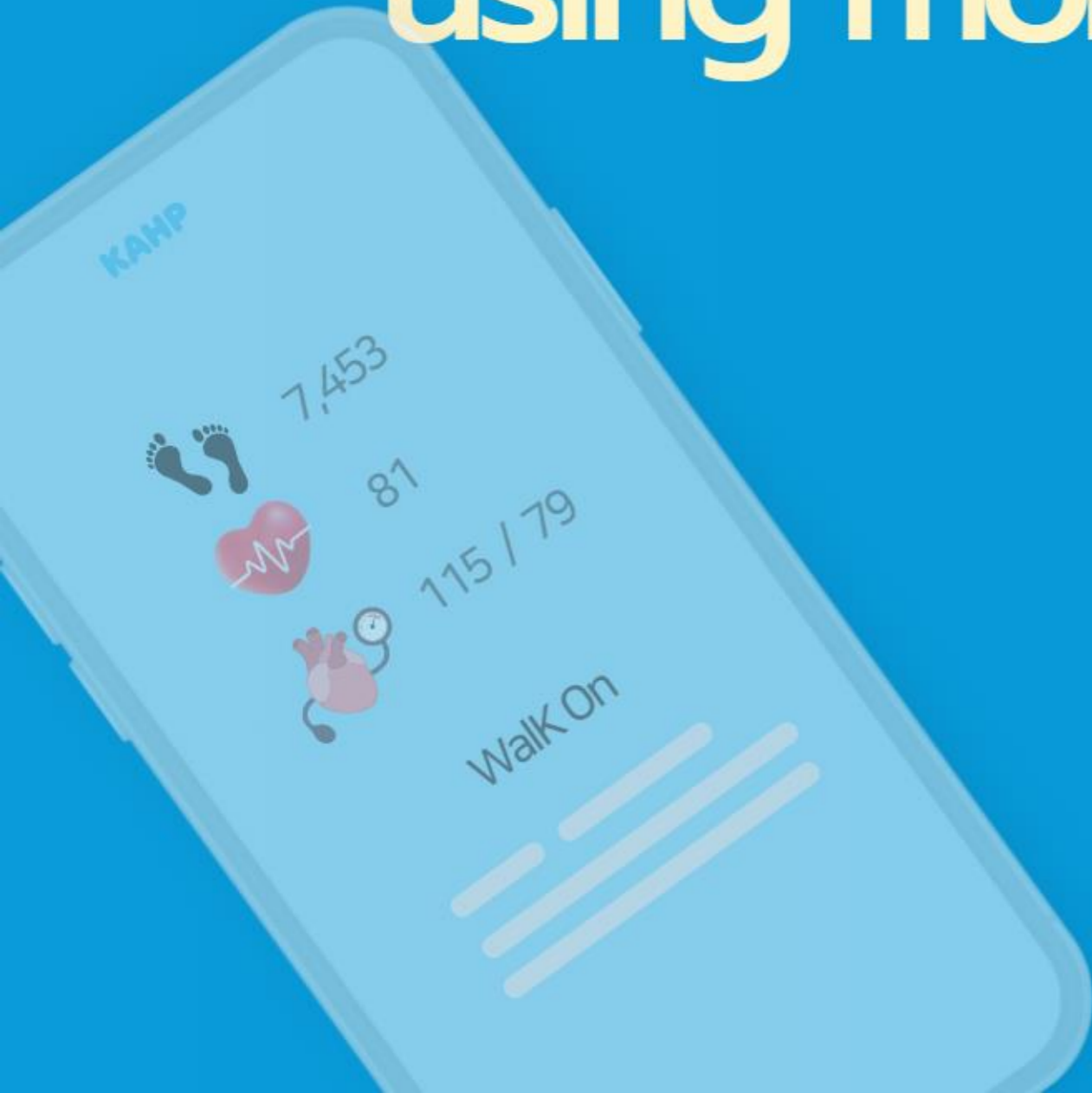


Employee health promotion case using mobile walking application



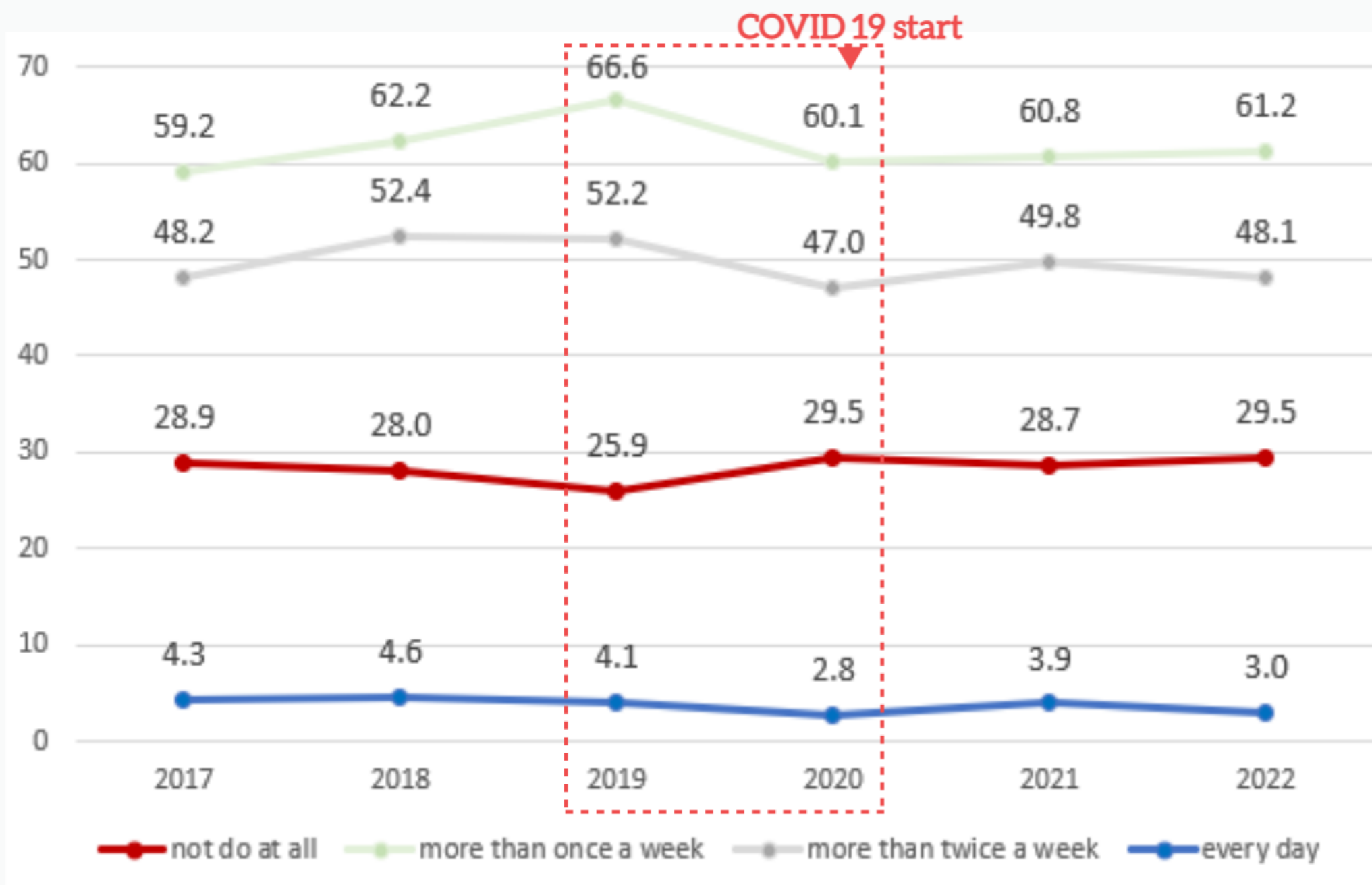
Korea Association of Health Promotion

Hannah, Kim

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Introduction

Do you exercise regularly?



✓ According to [National Sports Survey], in 2020, at the outbreak of COVID-19, employees who said “do not exercise” increased by **3.6%** compared to the previous year, and who said “exercise everyday” decreased by **1.3%**.

[National Sports Survey]

Purpose

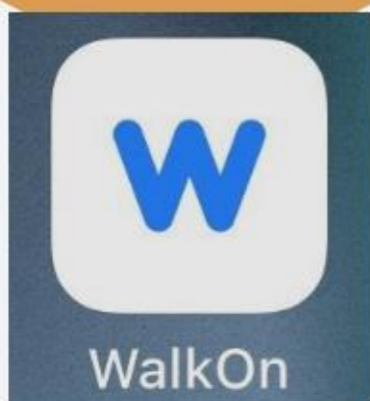
Improve the walking rate using the waking mobile applications

- ✓ Participants walk an average of 1,000 more steps per day than usual.
- ✓ More than 15% of the participants reached 300,000 steps.
- ✓ You will recognize your average number of steps per day.
- ✓ They feel a sense of belonging and identity through the group awards.

Material & Method

1

Install
[Walk on]
application



2

Sign in to
community



3

Apply for
challenge



4

Rewards
according to
your
achievement



Material & Method

The project for employees of Korea Association of Health Promotion, 2022

All employees, Walk on!

Period: '22. 10. 20. ~ 11. 19.(30days)

Objects	Any employees who want to participant
Reward	★ 150,000 steps - Coffee coupon
	★★ 300,000 steps - Movie tickets

* Application to max 15,000 steps per day

Healthy Life ON!

Stress OUT!

Health Promotion ON!

한국건강관리협회

Challenge Overview

- ✓ Participants: 1,823 employees
- ✓ Period: '22. 10. 20. ~ 11. 19.(30 days)
- ✓ Maximum of 12,000 steps per day
- ✓ Personal rewards
 - 150,000 steps: Coffee coupons
 - 300,000 steps: Movie tickets
- ✓ Group rewards
 - Selected branch hospital with the highest number of participants and achieving the challenge

Provided various health inpormations



[Correct walking posture]

일상생활 속 걷기 실천 TIP

- 버스 정류장** : 버스 이용 직장인은 출퇴근 시 두 정거장(약 0.6km~1km) 미리 내려서 걷는다.
- 지하철 역** : 지하철 이용 직장인은 출퇴근 시 한 정거장(약 1km) 미리 내려서 걷는다, 에스컬레이터 보다는 계단을 이용한다.
- 아파트** : 엘리베이터 보다는 계단을 이용한다.
- 장 보기** : 장 보기 정도의 30분 이내의 걷는 거리는 가능한 걸어서 이동한다.
- 걷기 친구 만들기** : 보건소에서 운영하고 있는 걷기 동호회나 기타 걷기 동호회에 가입한다. 함께 걸으면 지루하지 않고 중단 없이 장기간 걸을 수 있다.
- 산책로 걷기** : 주 1~2회 주변의 산책로를 걸거나 가까운 산을 오른다.



[Tips for walking daily life]

걷기의 10대 효과

• 규칙적인 걷기(신체활동)의 10대 효과⁸⁾

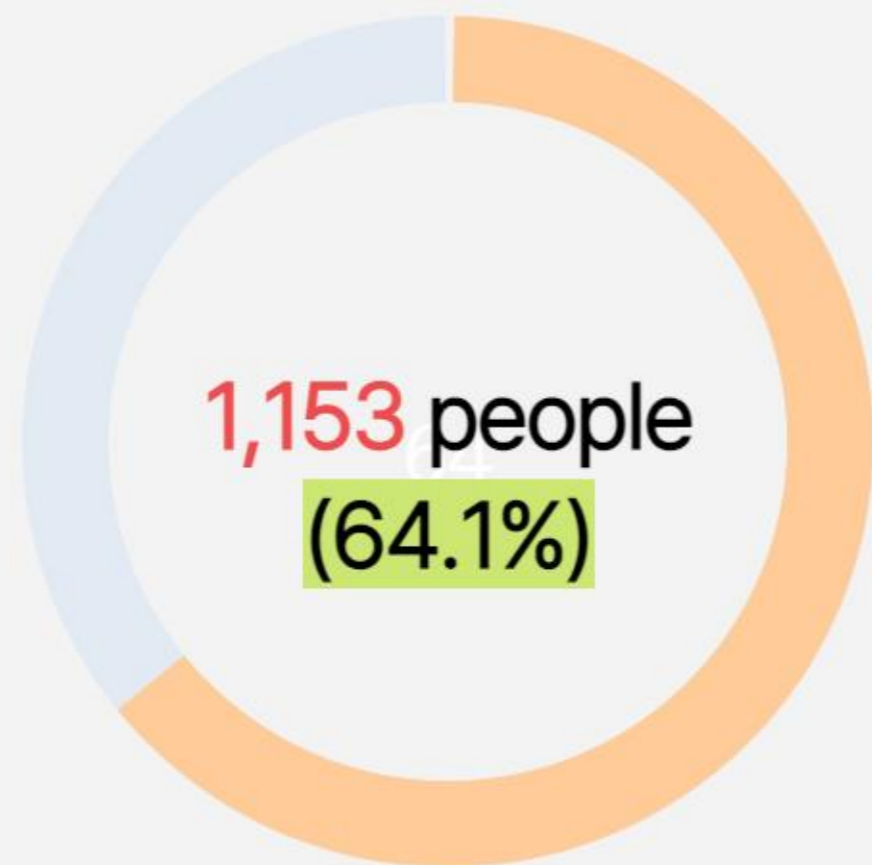
1 모든 사망위험 감소	2 심장병 및 뇌졸중 위험 감소	3 고혈압 위험 감소
4 제 2형 당뇨병 위험 감소	5 비만 위험 감소	6 우울증 위험 감소
7 치매위험 감소	8 인지기능 향상	
9 수면의 질 향상	10 8가지 암 위험 감소 (유방암, 대장암, 방광암, 자궁내막암, 식도암, 신장암, 폐암, 위암)	

[Positive outcomes for walking]

Results

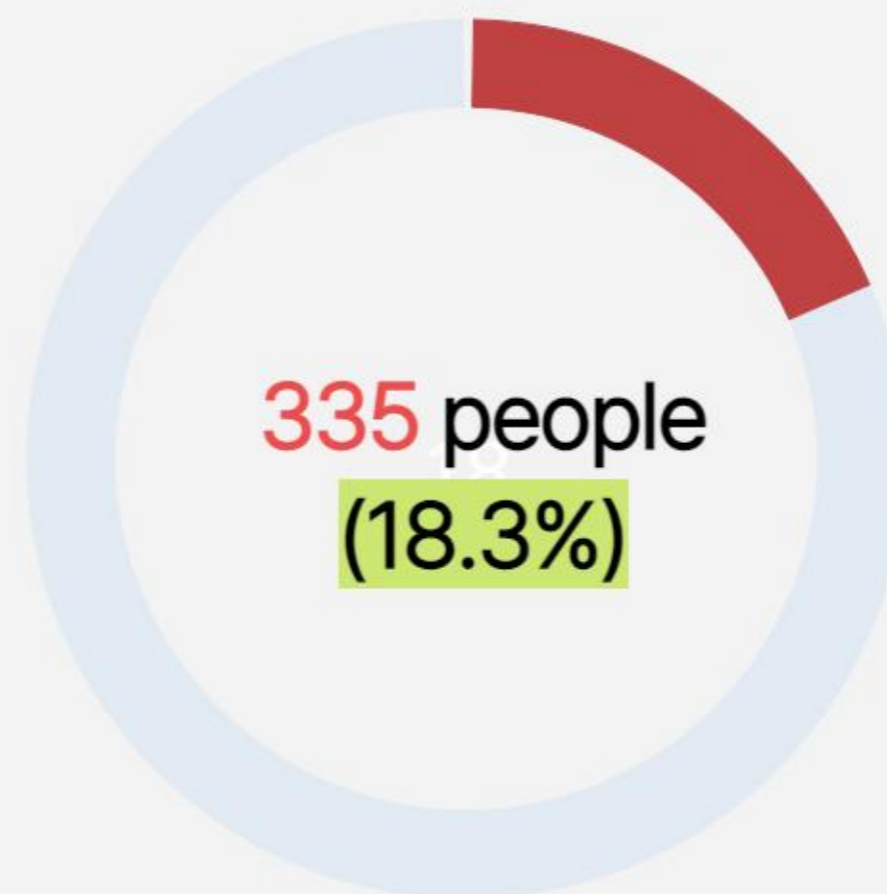
★ Personal awards

[150,000 steps]



Coffee Voucher

[300,000 steps]



movie ticket



* All participants : 1,823

★ Group awards



MEDICHECK LAB

- The highest number of participants -

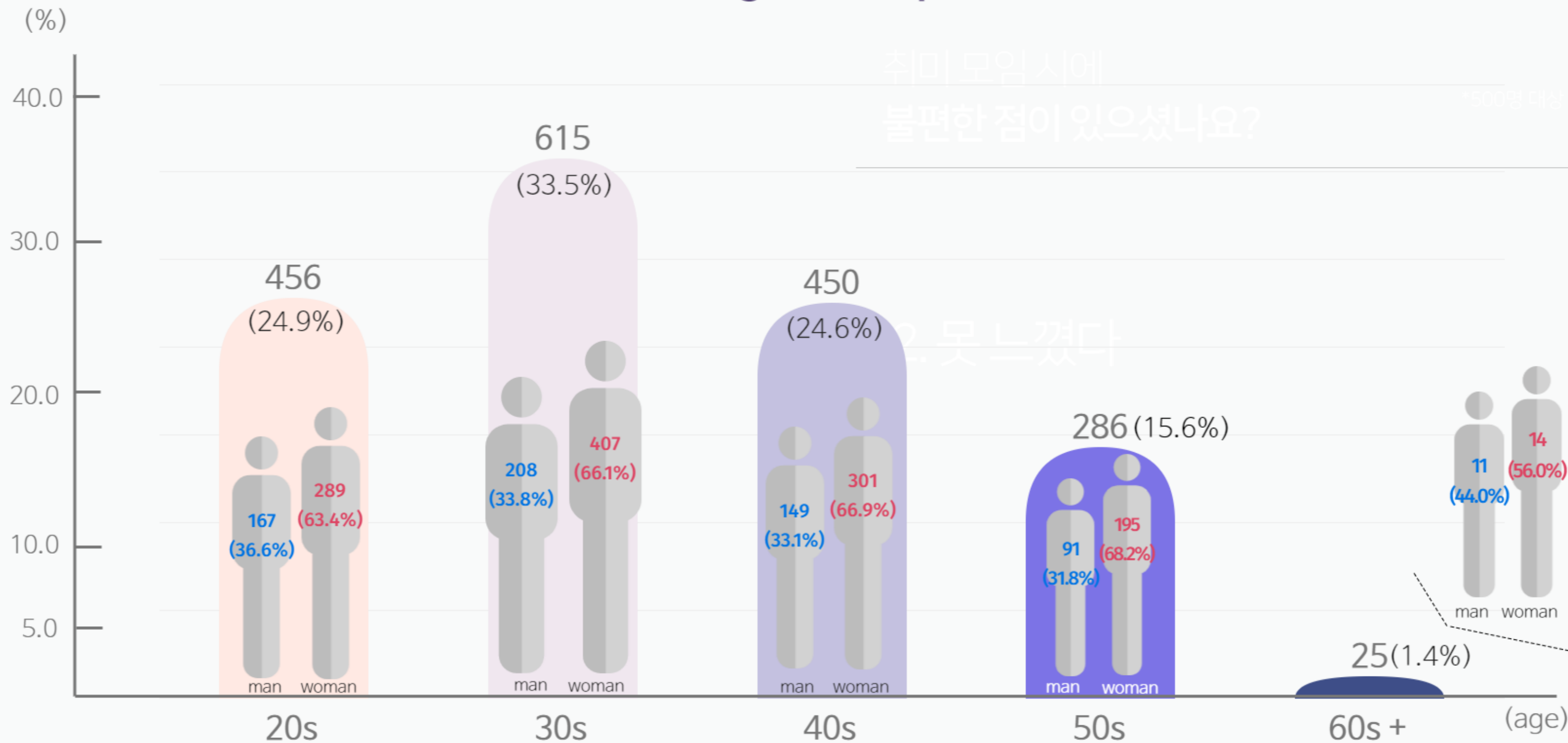


Western Seoul Branch

- The highest number of achieving challenge -

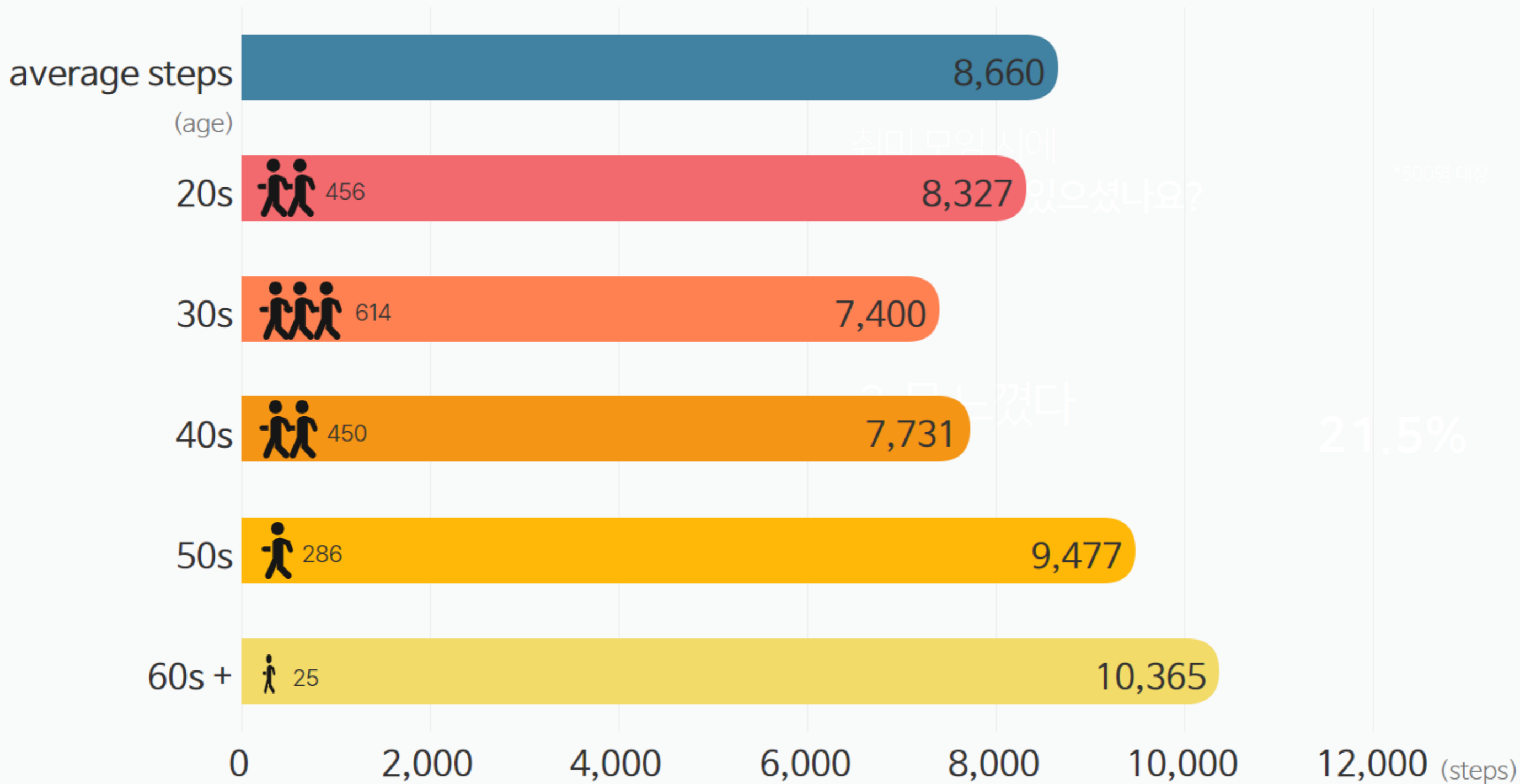
Results

[Age Groups]



Results

[Average Steps per day by Age Group]

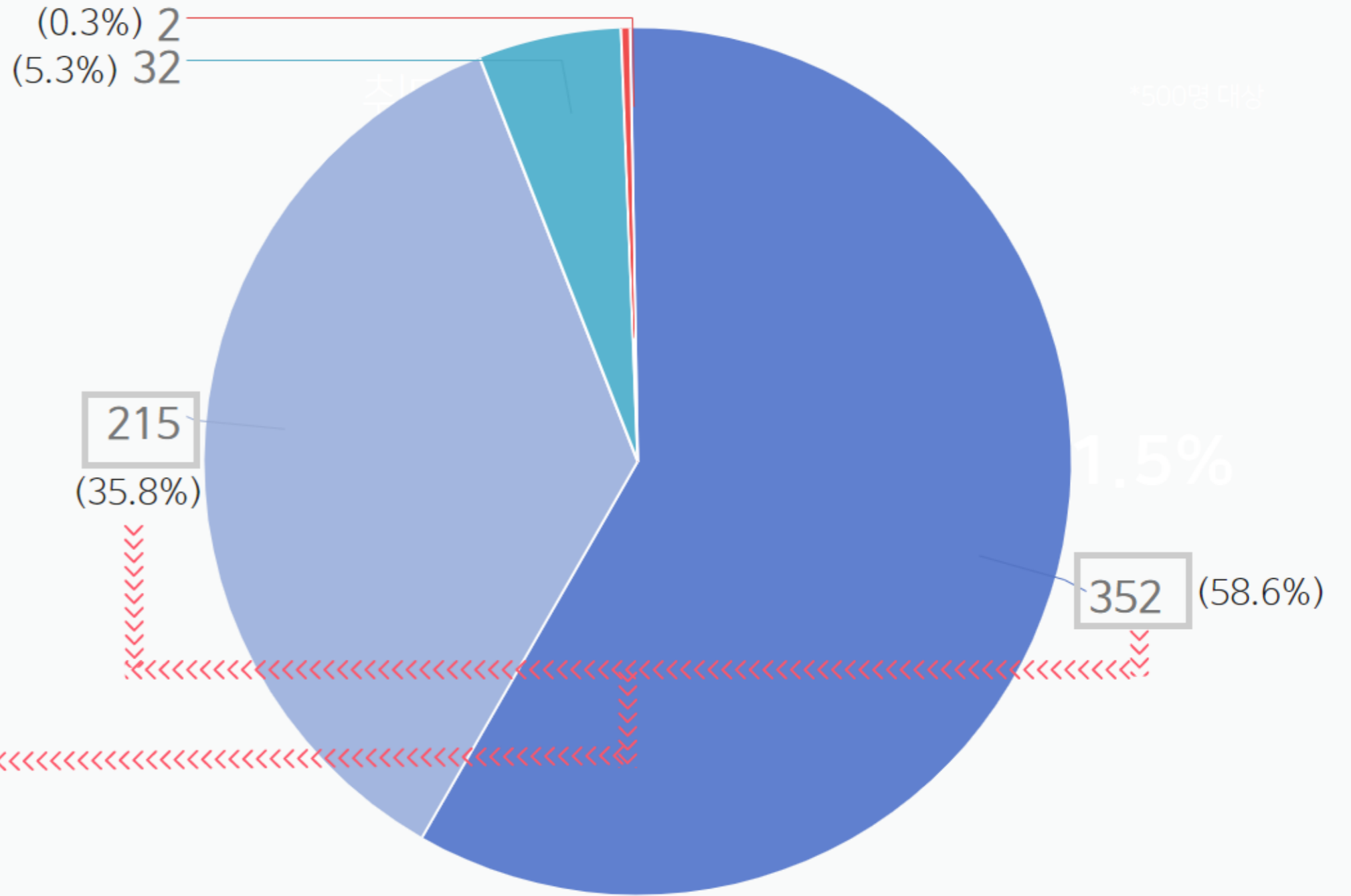


Results

[Satisfaction Survey Results (641 participants)]

1. How much are you satisfied with the [All employees, Walk On!] Challenge?

Satisfied & Very satisfied
94.4%

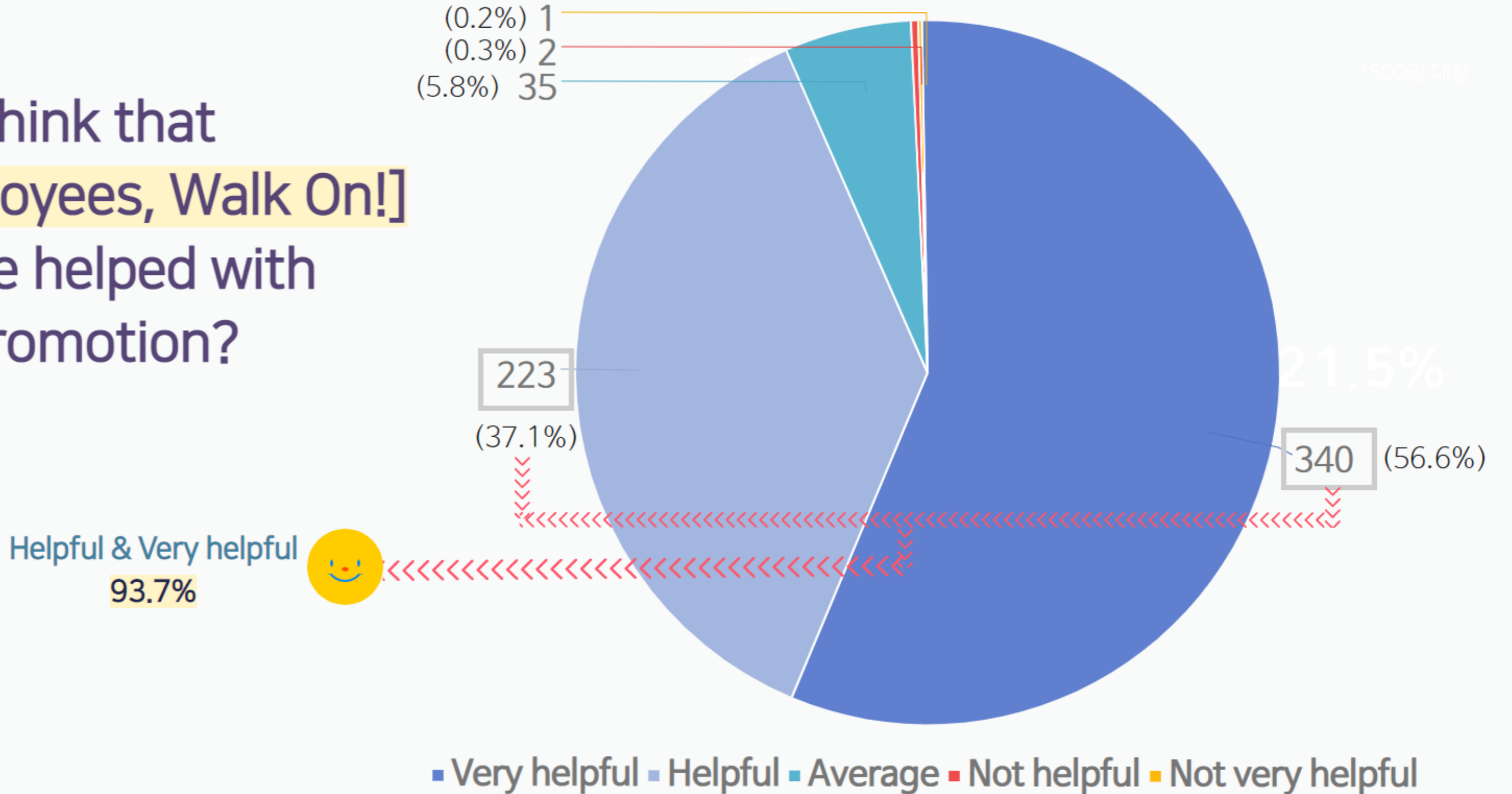


■ Very satisfied ■ Satisfied ■ Average ■ Not satisfied

Results

[Satisfaction Survey Results (641 participants)]

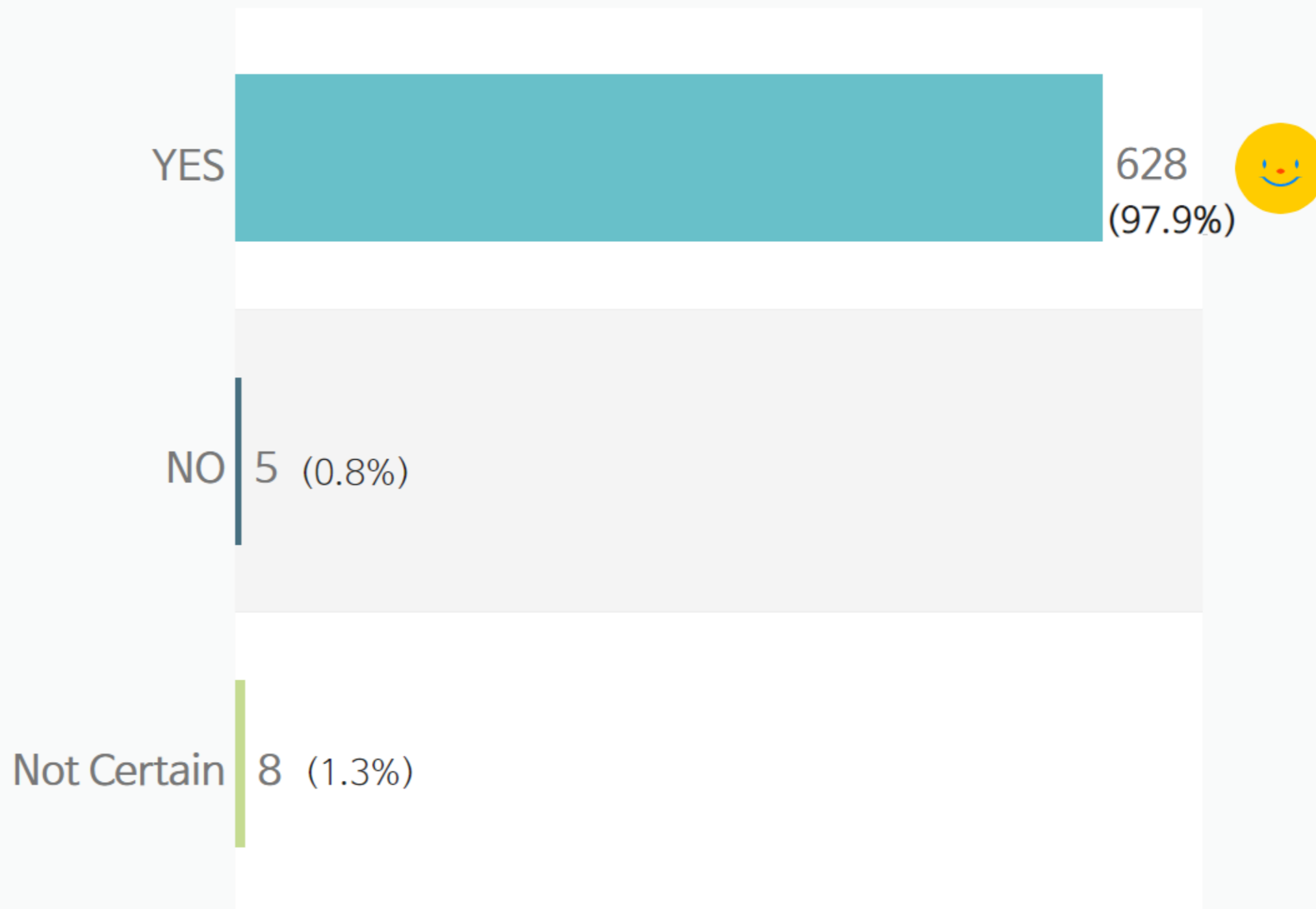
2. Do you think that [All employees, Walk On!] challenge helped with health promotion?



Results

[Satisfaction Survey Results (641 participants)]

3. Are you willing to participate again next year?



Results

[Satisfaction Survey Results]

*50명 대상

I didn't know how much I walked a day, but through this challenge I got to know about it.

Doing challenges with fellow employees gave a common topic, giving a sense of belonging and identity.

2. 못 느꼈다

21.5%

I could have more conversation with my family by walking nearby park after dinner.

It was interesting looking at pictures of other employees

Sharing photos and posting a comment



걷기로 체력이 좋아지는게 너무 좋아요 ㅎㅎ 하루 목표 15000 걷기 위해 한강에 나왔습니다.

댓글(5)

건강증진본부 김현나 2022/11/03 07:08 사진만봐도 시원한 가을 바람이 느껴져 코 끝이 상쾌해지는 것 같습니다! 가슴이 탁 트이는 멋진 사진과 걷기 인증 감사합니다! 🥰

삭제

중앙검사본부 강영훈 2022/11/05 13:50 팀장님 화이팅~

삭제

부산동부지부 최미주 2022/11/05 18:04 이쁜 예선 안녕^^ 여전히 걷기를 즐기네..건강하게 잘지내♡♡♡

삭제

중앙검사본부 임지예 2022/11/05 19:23 체력이 부쩍 좋아지신 팀장님의 비결이 걸기였군요 - 한강 사진 예뻐요~

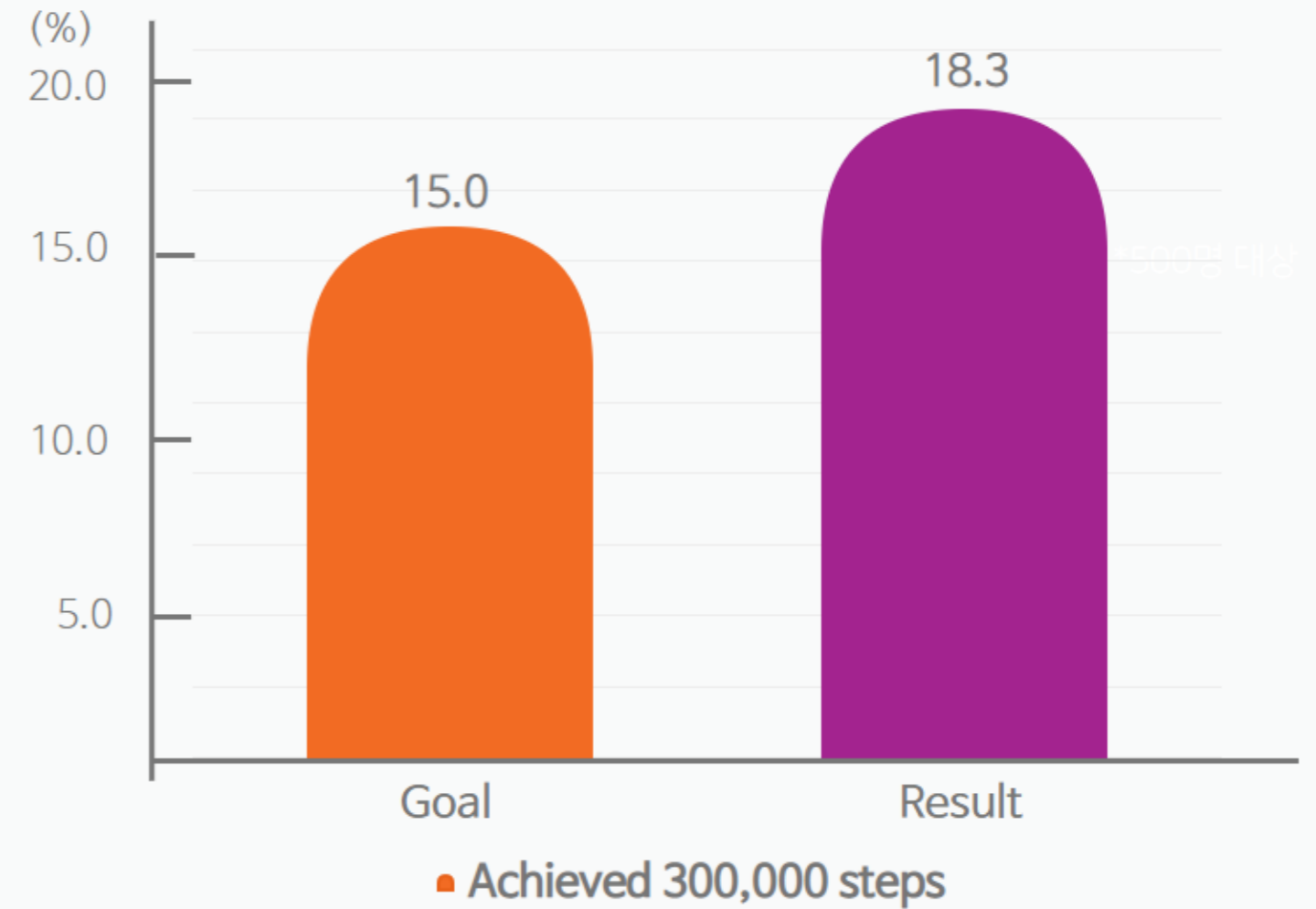
삭제

서울강남 김정숙 2022/11/08 16:24 와우 멋진 목표~

삭제

Conclusions

- ✓ 18.3% of employees achieved 300,000 steps, which is 3.3% higher than the goal of 15.0%



- ✓ As the HPH official member, KAHP will continue to provide **walking challenges to various groups**, reflecting the opinions of employees, and ultimately develop programs to induce an increase in physical activity.

Thank you

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