

# Examination of improvements in exercise performance and motivation in Tungs' Taichung Metroharbor Hospital employees by using nudge theory to organise brisk walking competitions

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# CONTENT

Background and objective

Methods/intervention

Results

Conclusions/lessons learned

Relevance to health promoting hospitals and health services



# 1. Background and objective

Hidden worries about working in the medical industry

Too busy

Insufficient exercise

Sedentary hazards

Health promotion activities &  
Supportive environment

office aerobics

corporate walk

stair health slogan

Use **nudge** to  
encourage sports

Appropriate incentives

encouragement,  
reminders

behavioral development



Richard Thaler





## 2. Methods/intervention

Period:6 months

Walking,Running,Bycycling

Excercising habit→Bobyfat loss

Individual or Group

Daily record in google form

Create a LINE group

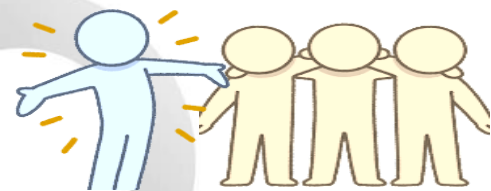
112年運動每日回報表單 (個人+團體組)

檔案 編輯 查看 插入 格式 資料 工具 擴充功能 說明

100% | NTS %

	A	B	D	E
1		運動項目	5/3	5/4
2	Name	走路 (步數)	6145	6681
3		慢跑 (公里)		
4		騎腳踏車 (公里)		
5	Name	走路 (步數)	6948	7742
6		慢跑 (公里)		
7		騎腳踏車 (公里)	14	10.94
8	Name	走路 (步數)	4435	10503
9		慢跑 (公里)		
10		騎腳踏車 (公里)		

- Walking (steps)
- Running (kilometers)
- Bicycling (kilometers)





MITSUI OUTLET MALL  
near Taichung Port

Wu Chi Culture  
Police Office

Tungs' Taichung  
Metroharbor Hospital

健  
行  
路  
線



台中港三井 OUTLET



港區公園

Kang Chu  
Sports park



梧棲文化出張所

Wu Chi elementary  
school



梧棲國小



梧棲運動公園

Wu Chi  
Sports park



7-11 港埠路門市

7-11-  
Kang Pu road



臺綜合醫院梧棲院區



Take a picture with attractions



Bonus  
points

MITSUI OUTLET MALL  
near Taichung Port

Wu Chi Culture  
Police Office

Tungs' Taichung  
Metroharbor Hospital

Wu Chi elementary  
school

Wu Chi  
Sports park





# 3. Results / 4. Conclusions lessons learned

## Walking competition in 2022

- Completion rate: 85%
- Activity cumulative steps: 90,182,373



## Sports fat loss competition in 2023

- **expected result**
- completion rate: >90%
- Activity cumulative steps: >100,000,000
- Activity cumulative kilometers (running+bicycling): >10,000,000km



1. This event is in progress...
2. The expected completion rate will be **higher than last year**



1. Increase employee engagement with nudge
2. Employees are **more willing** to exercise

### \* Focus targets :

1. **BMI  $\geq 24$**
2. **Male: Bodyfat  $\geq 15$**   
**Female: Bodyfat  $\geq 20$**





# Relevance to health promoting hospitals and health services

HPH- care for people  
holistic health



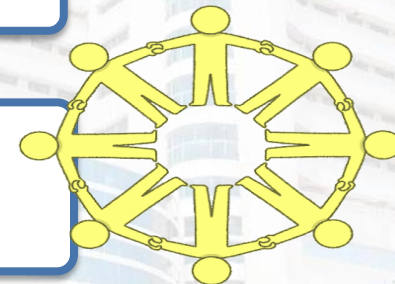
Use nudge theory get into the habit of exercising



Employee Health Promotion



Improving the quality of care for  
patients, patients' families, and communities







# THANK YOU FOR YOUR ATTENTION



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