



**China Medical University Hospital (CMUH) ,Taichung,Taiwan**

# **TACKLE YOUR OBESITY IMMEDIATELY -- A SUCCESSFUL HEALTH PROMOTION CAMPAIGN IN A MEDICAL CENTER**

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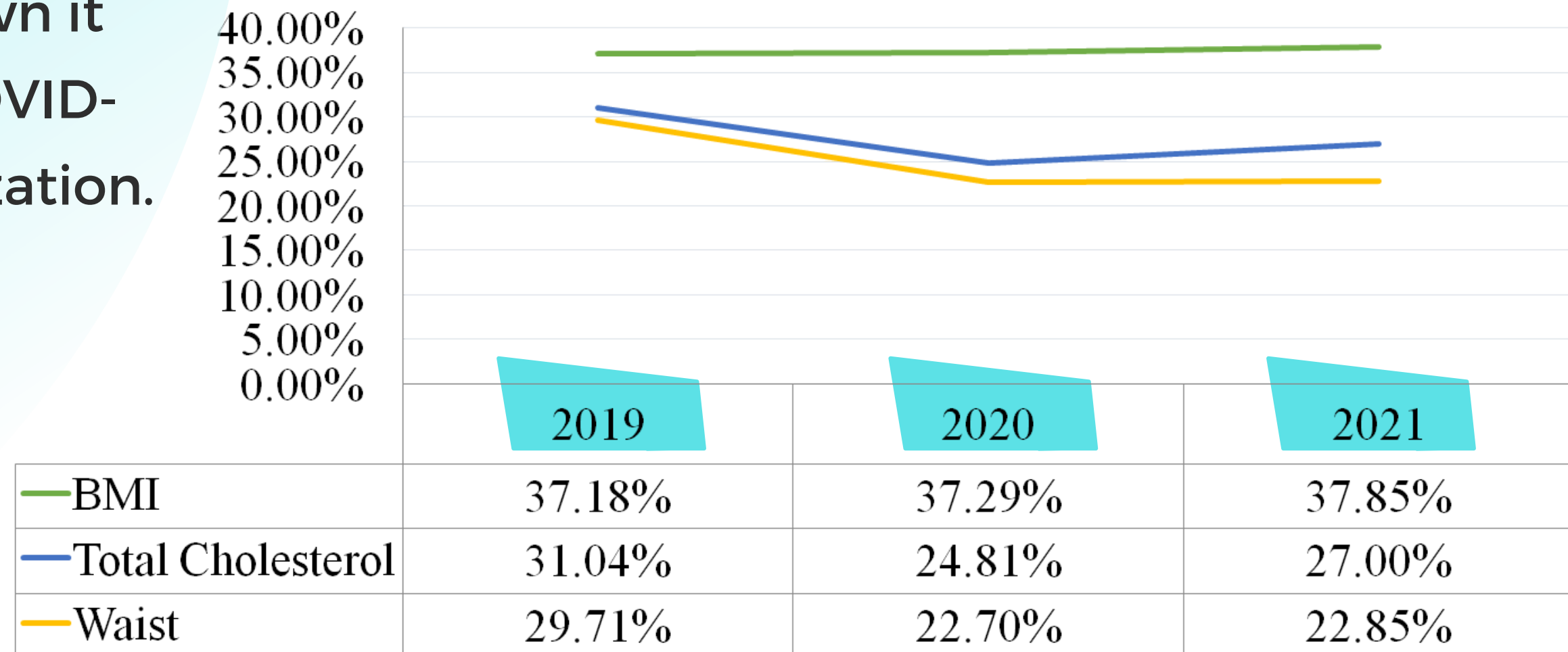


# BACKGROUND

Obesity is a chronic disease, that presents a risk to health. There is a relationship between obesity and eight of top ten causes of death in Taiwan.

Additionally, studies have shown it to be a risk factor for severe COVID-19 infection and easy hospitalization.

## The analysis of the hospital staff health examination





# OBJECTIVE



Therefore, our nurses in Occupational Safety & Health Office (OSH nurses) started this health promotion campaign for our hospital staff in 2022.



# OUR METHODS

## WEIGHT LOSS COMPETITION

- All participants needed to measure their weight, body fat percentage, and the circumference of the waist.
- Participants could use any method to lose weight in the competition for a duration of 8 weeks.
- All participants could get a 50% off discount on hospital healthy meals, which named “E-BOX” with 430-470 calories, during this competition.



# OUR INTERVENTION

## POINTS RACE

- Participants could get points when the following tasks were completed:
  1. Eat two healthy meals per week
  2. Reach the daily goal of 6,000 steps
  3. Take a photo with the healthy restaurants or the sport venues which were in our healthy google map four times a week
  4. Join various group lessons about health.
  5. Weekly “hidden quests”
- In addition, all participants could join in our official account on LINE.





# HIDDEN QUESTS

## 📷 12/22-24 隱藏挑戰任務



將於今日23:00預告，規則詳情於貼文  
隱藏任務期間為：  
12/22 00:00 - 24:00 **4分**



## 01/04 限時隱藏任務 【動作拍一拍】



即刻救圓，健康生活



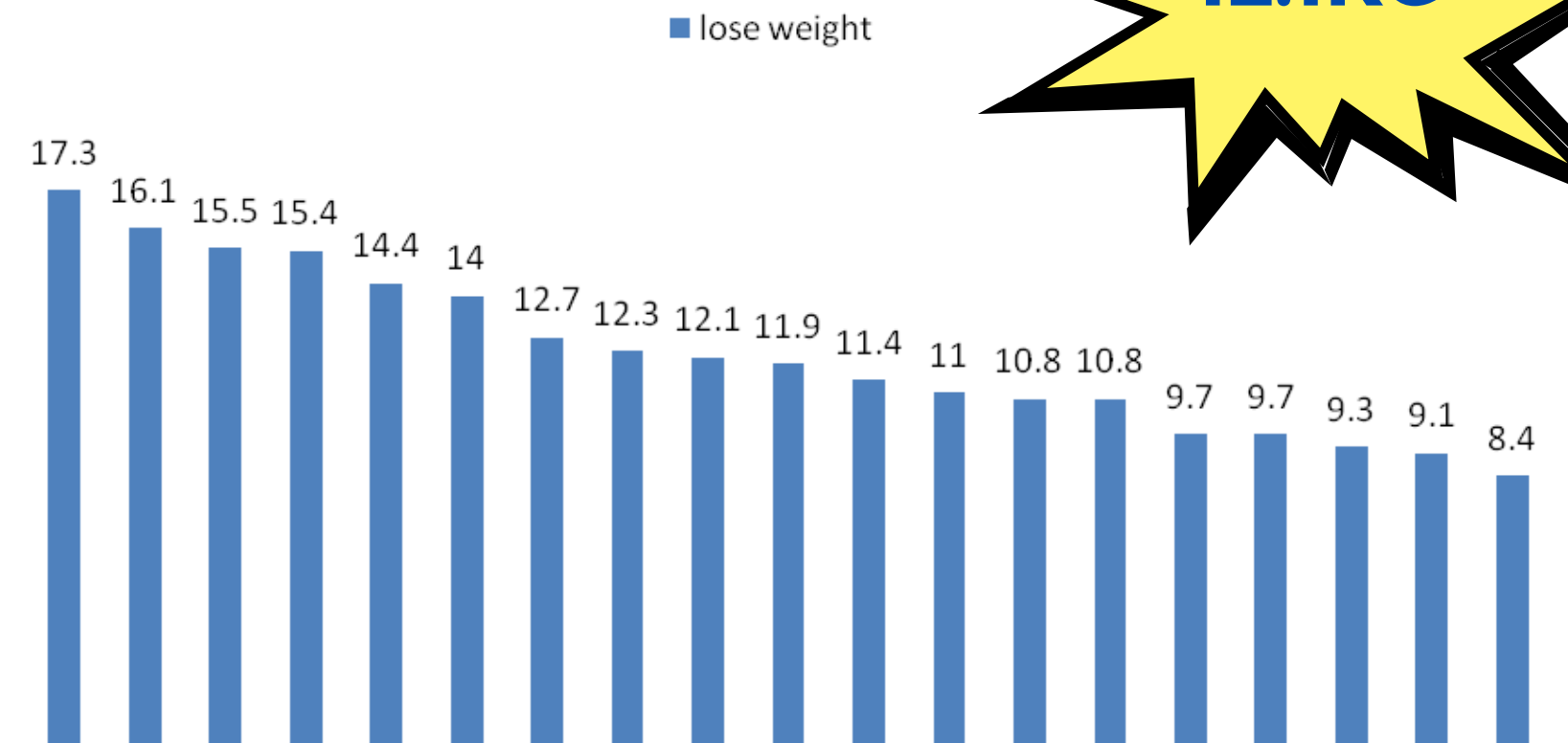
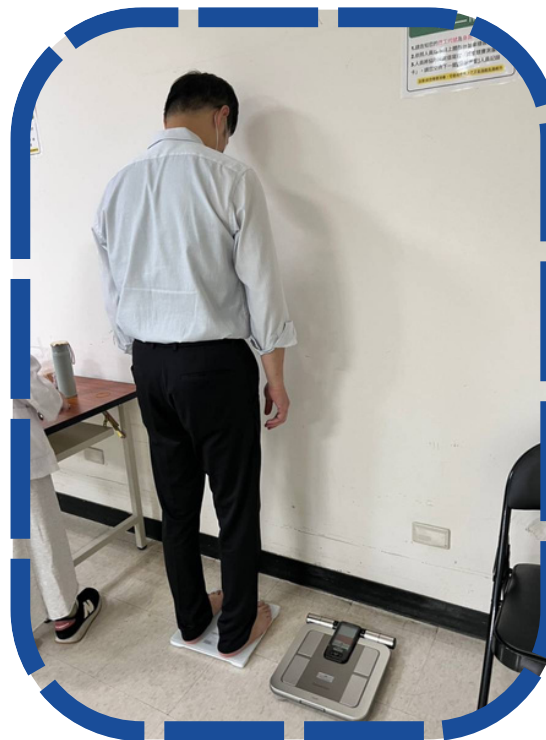
LINE

# RESULTS

The total number of participants in this campaign was 844 people. (180 people participated in “Weight Loss Competition”, 127 people participated in “Points Race”, and 537 people participated in both).

- BMI  $\geq 24$  participated in this campaign were accounted for 57.4% of all participants.

- The total of 839.7 kg was lost in this campaign



**12.1KG**



# THE TOP THREE

1



17.3KG

3



15.5KG

2



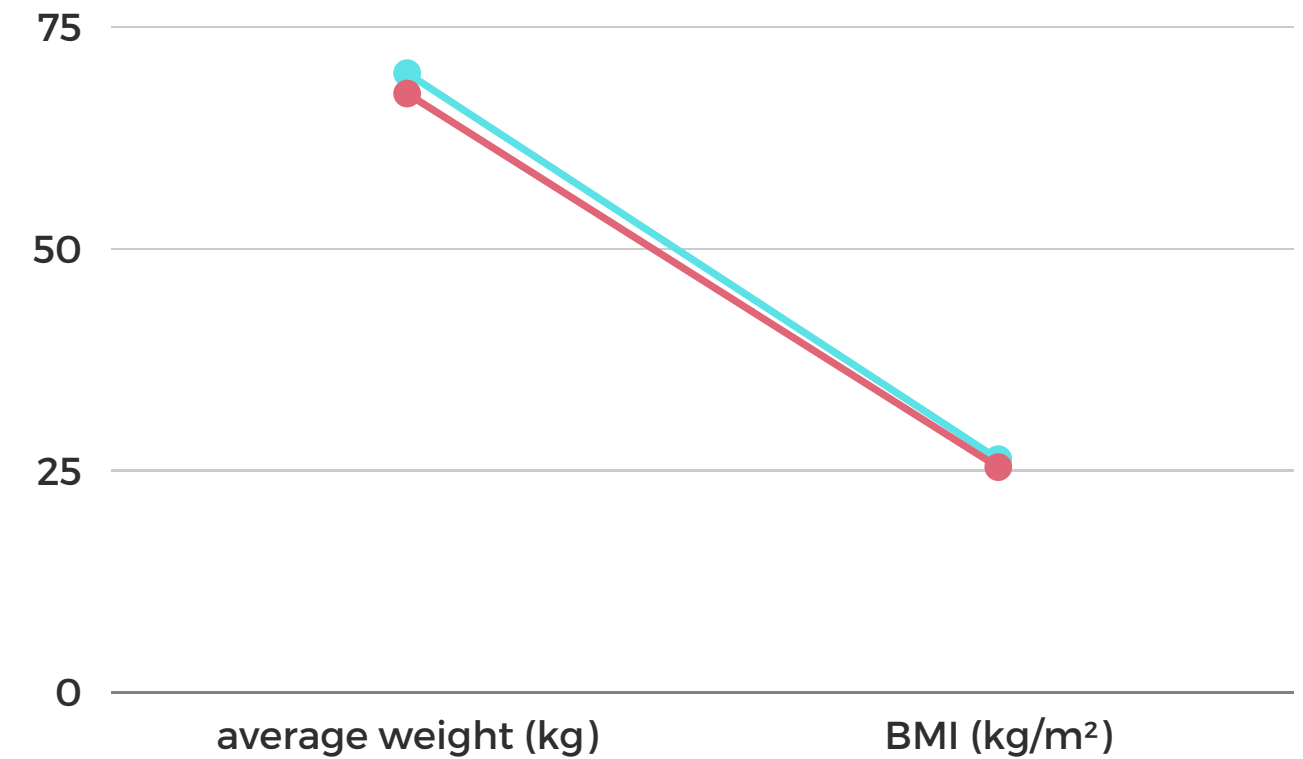
16.1KG



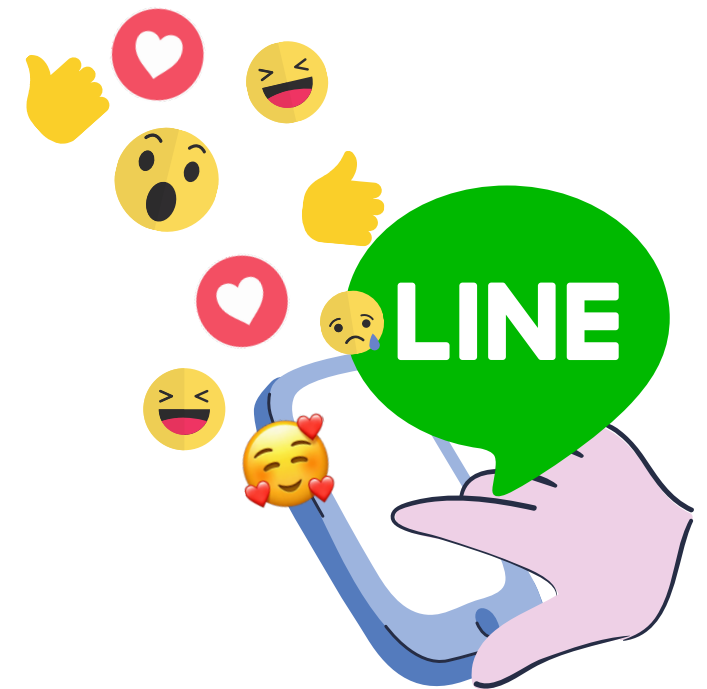


# RESULTS

- Both of average weight and BMI dropped compare than 8 weeks ago.
- A total of 6,427 “E-BOX” were sold during its launch.



- The LINE group for this campaign received a total of 36,130 replies.
- Employees were satisfied with the overall activity by 93%, and their satisfaction with each course was 99.5%.





# CONCLUSIONS

- The discount on E-BOXs helped participants continue eating healthy.
- The exclusive LINE group played a powerful role providing one-on-one assistance to the participants.
- The results of this event questionnaire showed that the satisfaction rate for whole event was 93%.







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**THANKS  
FOR YOUR  
LISTENING**





中國醫藥大學附設醫院  
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VALUE

**RESPECT PATIENT DIGNITY**

**VALUE EMPLOYEE CONTRIBUTION**

**BE PROUD OF THE HOSPITAL**

WE CARE



# LET'S CONNECT WITH US!



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