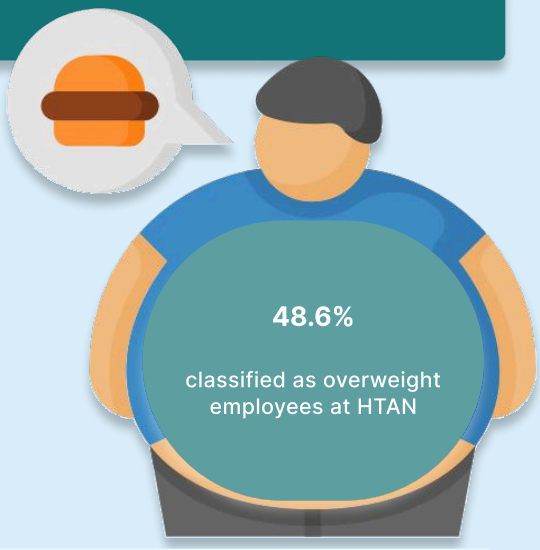
PROMOTING PHYSICAL ACTIVITY PARTICIPATION AMONG HOSPITAL EMPLOYEES



Background

Physical activity is key to health but often limited at work due to time, sedentary roles and limited facilities.

Issue

At Hospital Tuanku Ampuan Najihah (HTAN) Kuala Pilah, participation in physical activity sessions is very low (<10%) despite promotion being carried out. Data from KOSPEN WOW indicates 48.6% of the employees are classified overweight.

Objective

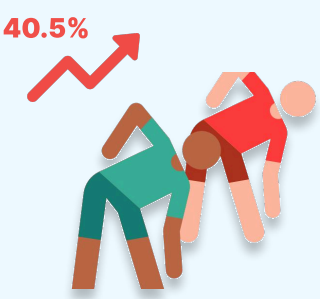
To increase participation among HTAN employees in physical activity session > 30%.

Strategies

- Sports & fitness carnival
- Social influence
- Director's Trophy
- Modified space for sports activities
- Sports facilities

Results

By the end of November 2023, the participation was 466 per session, or 40.5% of the employees.



Conclusion

Applying the behavioural insights approach demonstrated a positive outcome in effort to encourage physical activity participation among the HTAN employees.

A project by the Health Education Unit Hospital Tuanku Ampuan Najihah and the Behavioural Insights Unit, Institute for Health Behavioural Research (IHBR)