

School Health Promotion- a Successful Alliance Between a Hospital and a School

Theresa Wu, Yuan-Yuan Lin, Yi-Hsuan Chiang, Yi-Chu Yang, Fang-Chun Wei,
Huei-Rong Lee, Kun-Long Hung, Fong-Kun Lee
Cathay General Hospital, Taipei, Taiwan

Introduction

A HPH hospital in Taipei, Taiwan allies with an elementary school. Two organizations from different fields join efforts to promote the health of the students. This alliance stimulated sparks and ideas for both. These approaches the alliance created together successfully strengthen students' attention and knowledge and their health behavior was proven to be improved.

Purpose/Method

Our goal is to help students internalize/ obtain healthy living skills, therefore lead a healthier life. Several principles we follow to promote health in school.

The dietitian from the hospital scripted a comic play. Student actors played in the video clips, drew lots of attention among schoolmates. The healthy diet video clips were played during lunch and daily raffle was held for right answer. Drawing/poster contests were held for the topic of healthy diet, so that younger kids have chances to participate.

Strategies to Draw Attention



taking online Survey in the Computer lab



student actors perform in the video clips



watching video clip during lunch hour

Daily Raffle Game



daily question on the bulletin board



students eagerly turn in their answer



2,283 replies collected

Health Awareness Art Contests



healthy diet contest poster announcement



students present creativity & healthy diet concept in their artworks



award ceremony

Result

Participation and knowledge are improved. The average pre-test score of healthy diet knowledge is 69, and the average pro-test score is 77. The score improved by 11.6%. 2,283 students participate in the daily raffle game, and 44 pieces of artwork were turned in for the drawing/poster contest, which is pretty good for a non-mandatory school activity. 10 winning pieces are exhibited at gallery in school hallway.

Conclusion

The key to a successful health promotion plan is to provide "right topic" to the "right audience" with intriguing approaches. With the consensus from both organizations, we made the health promotion plan a hit. Through the alliance, we share the resource and exchange the ideas on health promotion, and made health promotion efficient and effective than we did individually in the past.