

“CEO: Let’s Move”-- Using Multimedia to promote Exercise

Authors: Yen Ang (DrPH, MSc, RD), Ellena Chong (BN, RN, CIDC), Chun Teik Lan (SRN), Ch’ng Keat Hui (BSc), See Wee Dee



INTRODUCTION

One of the most common excuses people give for not engaging in a regular exercise is “I’m busy” or “I have no time”. However, research shows the most effective way to promote exercise is for a person to decide to make time for exercise. “I’m too busy to exercise” is a mental block. As a health promoting hospital, we wanted to show our employees that a) no one is too busy to exercise, and b) there are creative ways to incorporate physical activity into one’s work life.

PURPOSE/METHOD

Therefore the purpose is to educate our staff that however busy we may be, we must find time to exercise. We wanted to show that even the president of the hospital, the physicians and surgeons are not too busy to be physically active and that they are committed to incorporating physical activity into their work life.

To convey this message to our employees and our patients, we produced a short and fun video showing the CEO/president and the VP Medical Administrator taking a break from their busy schedule to run up and down the stairs of a six-storey building at the hospital. Several doctors and surgeons were seen choosing to take the flight of stairs instead of elevators while working in the hospital.

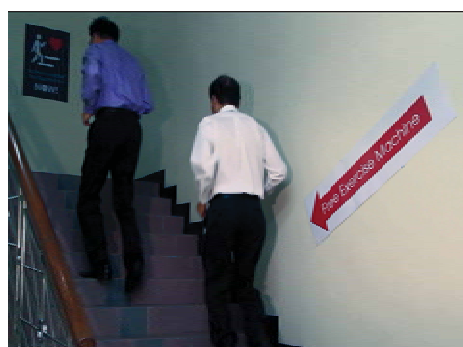
FINDINGS

The 5-minute video clip was uploaded in the hospital’s internal home webpage for all employees to view. In the 2 week period, we monitored the number of viewership. The video received 1600 hits, from 49 out of 57 departments (86%) in the hospital. We thought the number was pretty impressive, given the fact that not all employees in all departments have access to a computer terminal.

A short survey was conducted after the 2 week viewing period, and 89% of employees said they had watched it, and 71% said they have started taking the stairs after they watched the video clip.

CONCLUSION

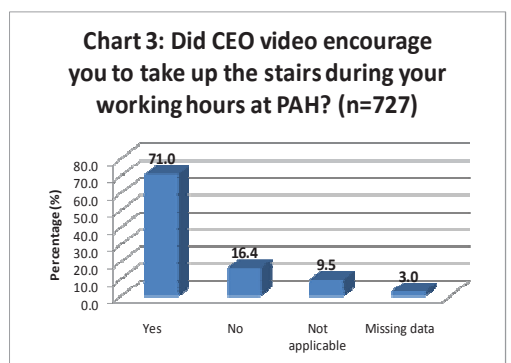
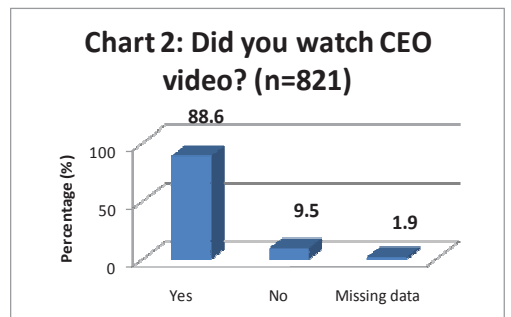
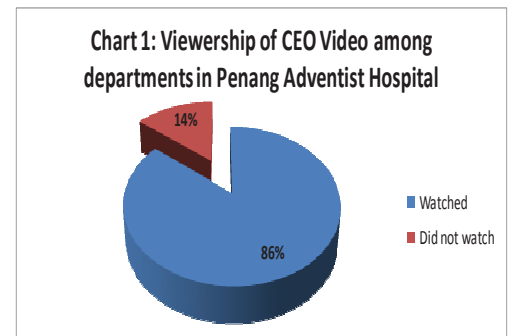
To cultivate a culture that places emphasis on health and fitness, it is important to have leadership by examples. The video showcasing top leadership of the hospital was watched by large majority of the 1100 employees of the hospital and today it is being viewed even by patients as the video is screened periodically in the LCD in the patient waiting area.



CEO and Assistant VP Medical Administration are seen climbing up the stairs

COMMENT

Multimedia, such as video, is an effective means of communication to the masses. Though video-making is time consuming, the impact is more far-reaching than paper and pen. A picture is worth a thousand words. The making of this video also allowed us to engage our physicians and senior leaders of the hospital and such support is critical to building a corporate culture of health promotion within the organization.



The video starts with a call from CEO secretary to CEO reminding him it’s time to exercise.

PENANG ADVENTIST HOSPITAL

Operated by Adventist Hospital & Clinic Services (M) (255697-M)

465, Jalan Burma, 10350 Penang, Malaysia

Tel: (+604) 2227200

E-mail: enquiry@pah.com.my

LoCall: 1-300-88-4325

Website: www.pah.com.my

Fax: (+604)2280443

Facebook: fb.com/pahpg

