



# Development of the Taiwan Healthy Hospital Creativity Competition Plan

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Health promotion is a continuous practice which enables generation of different health topics at different stages. It can be challenging to promote health without interruption and to maintain people's health awareness. The Taiwan Health Promotion Administration of the Ministry of Health and Welfare has been conducting competitions for health hospital creativity plans since 2008. The competition aims to encourage and improve hospital health promotion management policies, to develop innovative projects, to maintain the hospital staff's enthusiasm for health promotion, and promote innovative ideas within related services to ultimately enable the staff, patients, family members, and community to be healthier. The winner is provided with a money award and a trophy for encouragement.

### Creativity combined with local performance: an uninterrupted health promotion

The creativity competition plan will follow the five action areas of The Ottawa Charter for Health Promotion, to strive for "health promotion" to become a part of hospital culture and put into effect a health promotional method that adapts to local conditions by combining local resources and cultures in hospitals of various regions. In addition, we will exemplify creative ideas with respect to a single health issue through a single project, with the aim to improve and to facilitate the health of staff, patients and their family members, and to allow for continuous progress of health promotion. We hope that it can be promoted to other

hospitals in the future and used in other extended healthcare service applications.

### Diversified development with unlimited creativity

Each hospital can exemplify innovation in different fields by utilizing the diverse categories of creative plans. From the smoking cessation promotion category in 2009, to the ecological sustainability category in 2013, and to the health affirmation category in 2014, etc., it has expanded to 11 categories in 2018, including the following categories: workplace health promotion, cigarettes/betel nuts/alcohol prevention, interdisciplinary cooperation, health literacy, low carbon and sustainability, community cooperation, regular exercise, healthy diet, age-friendly, diversified health information, and others such as gender-friendly, young-adults friendly. There are several fields attracting hundreds of competing projects every year, and the competition for the winning prize is very intense.

The creativity plan for each year is adjusted according to different developmental focuses with the primary purpose to incorporate the concept and value of "health promotion" into a hospital organization's culture and daily work to affect staff, patients, and family members, and further expand into the communities and societies. In coordination with the ever changing technology, the creative plans in 2017 and 2018 also added the diversified health information category, allowing for creativity to be stimulated by combining with information technology, for health to keep up with the times, and for easier health promotion. Table 1 shows the number of projects submitted for the competition within each category in the recent two years.



## Research and Best Practice

**Table 1.** 2017–2018 list of projects submitted for the health hospital creative plan competition

Category	Number of competing projects in 2017	Number of winning prizes in 2017	Selection ratio	Number of competing projects in 2018	Number of winning prizes in 2018	Selection ratio
Staff occupational health	22	11	50.0%	23	7	30.4%
Interdisciplinary cooperation	10	4	40.0%	8	4	50.0%
Community cooperation	11	2	18.2%	14	2	14.3%
Cigarette/betel nut/ alcohol prevention	14	7	50.0%	13	4	30.8%
Regular exercise	10	2	20.0%	9	4	44.4%
Healthy diet	8	4	50.0%	8	4	50.0%
Elderly friendly	13	4	30.8%	14	7	50.0%
Health literacy	3	0	0.0%	8	4	50.0%
Diversified health information	1	1	100%	–	–	–
Low carbon and sustainability	–	–	–	3	1	33.3%
Others	16	6	37.5%	17	8	47.1%
Total	108	41	38.0%	117	45	38.5%

### Project achievement and value

Since the initiation of the Health Promotion Creativity Plan Competition by the Health Promotion Administration, it has received enthusiastic and active participation from hospitals from all over the nation, including hospitals of different levels. Of the winning prizes from 2015–2018, those by medical centers accounted for 38%; regional hospitals accounted for 52%; local hospitals accounted for 5%, and others accounted for 4%. All institutions strived for health promotion. The creative ideas come from the various issues within the hospital and are intended to physically, mentally, and spiritually benefit the medical staff, administration staff, patients, and family members in the hospital environment. For example, the “Utilizing the human factors concept and medical sophistication to improve workplace safety and efficiency on duty” topic by the Kaohsiung Municipal Siaogang Hospital used “information technology improvement to decrease transmission error,” “education improvement to improve staff knowledge,” “facility improvement to improve delivery efficiency,” “policy improvement to improve delivery safety,” “staff encouragement

activities,” etc, to effectively decrease the duty load. It received support from the hospital for its creativity, overall evaluation, and good promotion ability.

Additional analysis of the categories in which the hospitals participated in revealed that the categories of age-friendly (13%), occupational health (11%), and cigarette/betel nut/alcohol prevention (11%) accounted for the majority of categories, followed by the categories of health affirmation (7%) and exercise (7%). It is evident that various hospitals are actively facing the challenges of aging society, and are producing all kinds of creative challenges in response. The Health Promotion Administration will continue to conduct creativity competitions in the future and will invite the winners to share their creativities in presentation conferences, to encourage more opportunities for their staff members to continue the efforts of health promotion in hospitals, and to make full use of the values of these creative plans. In addition, this will allow the hospitals to share and learn from each other through creative benchmarking to continuously refine and maintain the quality of health promotion.