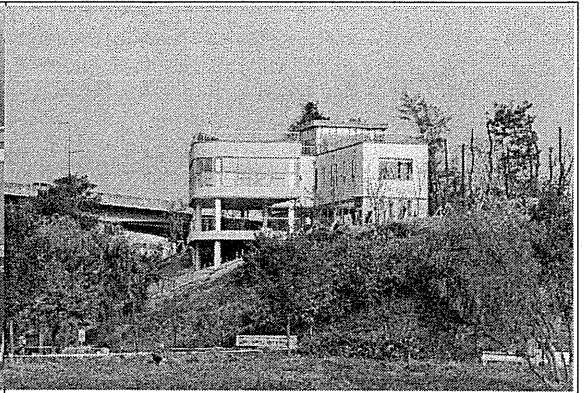




< Nonhyeon-2-dong >



<Outside View >

Offline Services



<Measuring blood Cholesterol>



<Consulting with health professionals 1 >



<Measuring blood pressure >

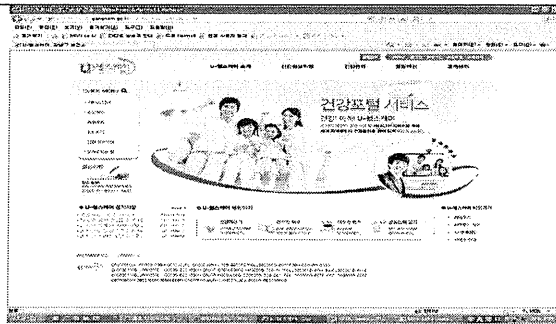


<Consulting with health professionals 2 >

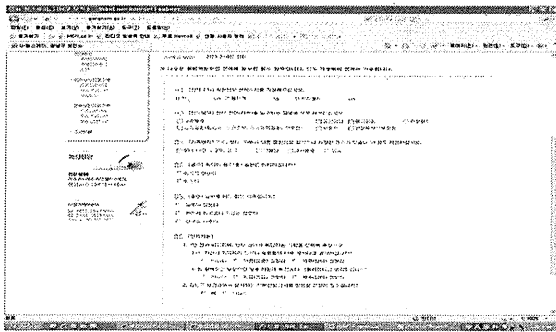


<U-Healthpark activities >

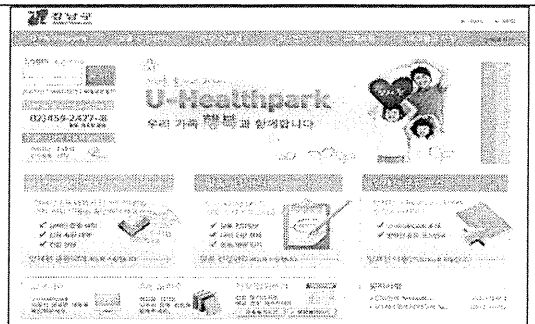
Online Service



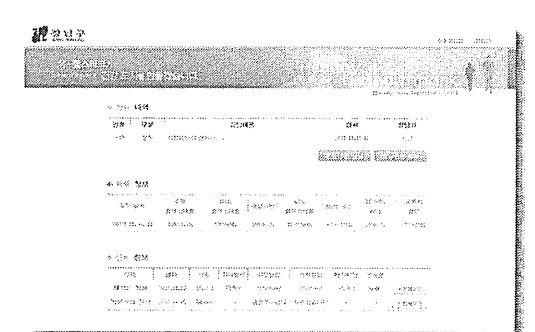
<Homepage>



<Health consulting section>

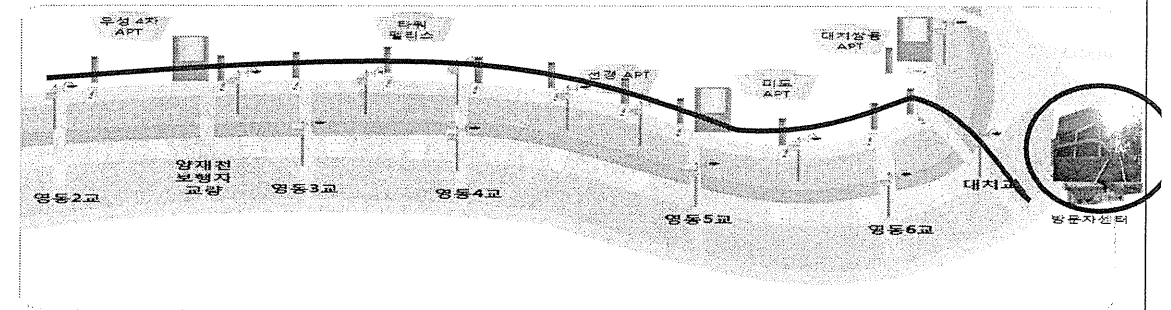


<Homepage>

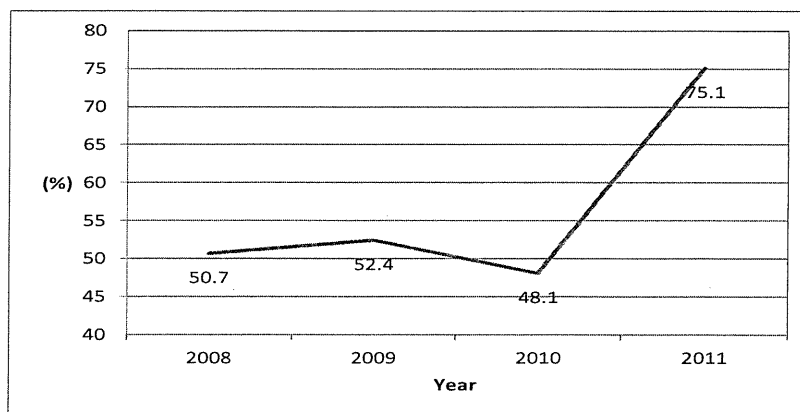


<Exercise results>

Yangjaechun U-Healthpark Map



< Figure 2. The Trend of Walking Rate >



Because of the 2011 official opening of the U-Healthpark, the prevalence of walking participation among Gangnam adults⁸ seems to be significantly increased. All age groups have the prevalence of walking participation at least 65%, except the elderly (+70 years old). In addition, men

⁸ 19 years and older

tend to have higher walking participation rates than women, but the thirties. This project has been running only for a year, so the sudden increment on the 2011 prevalence of walking participation may be suspicious. However, the increment of the walking participation rate seems to be a synergistic effect between social change and U-Project. For instances, changes in public awareness on walking participation, increased emphasis on chronic illnesses significance and prevention of diseases through exercises. When the project outcome is published in early 2013, Gangnam U-Project could have solid evaluation, which shows their effect on walking participation rate.

2. Data from Gangnam U-Project process and outcome indicators

MS management program of the U-healthcare center was not included in the assessment of the U-Project prior to 2012, because it was only started in 2012. The detailed programs in 2011 were allocated to the appropriate process evaluation in order to allow them to have direct comparison with outcomes in 2012. In the output evaluation criteria, 1) whether the committee was reappointed to host the meeting; 2) whether the project was released in media including KBS⁹, Chosun newspaper, ChoongAng newspaper, and other major media at least 30 times; 3) whether Yangjaechun U-Healthpark was actively run (3178 RFID cards issued). In the results evaluation criteria, 1) whether many programs had partnerships with internal/external Gangnam Office, as well as professional organizations, in order to mature Gangnam U-Project further; 2) whether visitors' satisfaction survey was also conducted, which yielded positive feedback from participants? The internal evaluation indicators gave a score of 87, indicating excellent outcome (Table 2). In the 2012 project evaluation, MS management program will be included, which will further enhance the self-evaluation scores.

Other significant events were the installation of Yangjaechun U-Healthpark booth in the 4th Affiliated for Healthy Cities (AFHC) Global Conferences at Gangnam 2010, which promoted Yangjaechun U-Healthpark to the international academics, professors, public officers, and local doctors. The event also included a field trip to Yangjaechun U-Healthpark, which allowed visitors to experience facilities, and feedbacks from the events were very positive. In addition, there have been increased requests on Yangjaechun U-Healthpark benchmarking from international organizations, and many visitors have visiting Yangjaechun U-Healthpark at least twice a month. The Gangnam U-Project is a unique project, developed under the theme of the Ubiquitous Healthy Cities, Gangnam, and made a strong impression on health professionals around the world.

< Table 2. Gangnam U-Project Internal Evaluation Results in 2011 >

Category	Indicator	Indicator Explanation	Evaluation Criteria	Base Points	Time	
Input (20 Points)	Budget Expenditure Rate	Expenditure /Budget	<input type="checkbox"/> ≥90% <input type="checkbox"/> 80~89% <input type="checkbox"/> <80%	10 8 6	B, C	
	Personnel Input Rate	Used Personnel/Planned Personnel	<input type="checkbox"/> ≥ 90% <input type="checkbox"/> 80~89% ③ <80%	10 8 6	B, C	
Output (40 Points)	Mandatory	1. Local Analysis Sincerity	Local Analysis Sincerity (Qualitative Evaluation)	<input type="checkbox"/> ≥90% <input type="checkbox"/> 80~89% <input type="checkbox"/> < 80%	3 2 1	A
		2. Partnership Consensus on selecting healthy environments	Partnership Consensus	<input type="checkbox"/> Yes <input type="checkbox"/> Selected <input type="checkbox"/> Not selected	5 3 0	B
		3. Healthy City Steering Committing	Composing & Running the committee	<input type="checkbox"/> Both <input type="checkbox"/> Composing <input type="checkbox"/> None	5 3 0	B
		4. Implementing Steering Committee Results	Running Steering Committee or not	<input type="checkbox"/> Yes ② No	5 0	B
		5. Advertising	Number of Press release	<input type="checkbox"/> ≥3 times <input type="checkbox"/> 1~2 times <input type="checkbox"/> 0	5 3 0	B, C
		6. Making efforts on improving mayor and community interests (cross-disciplinary, aligned with other	Effort Sincerity (Qualitative Evaluation)	<input type="checkbox"/> Very <input type="checkbox"/> Neutral <input type="checkbox"/> None	2 1 0	B, C

⁹ Korean Broadcasting System (KBS)

		organizations)				
		7. Health Forum	Actual/Objectives	<input type="checkbox"/> ≥90% <input type="checkbox"/> <90%	2 1	B, C
	Specialized	8. Cardiopulmonary Resuscitation (CPR) Lecture	Actual/Objectives	<input type="checkbox"/> ≥90% <input type="checkbox"/> 80~89% <input type="checkbox"/> <80%	3 2 1	B, C
	Specialized	9. Yangjaechun U-Healthpark	Actual/Objectives	<input type="checkbox"/> ≥90% <input type="checkbox"/> 80~89% <input type="checkbox"/> <80%	10 8 6	B, C
Results (40Points)	Maintaining local community partnership Running community consulting body & linked with tailored health service (partial cooperation)	Partnership with other departments (All included)	<input type="checkbox"/> ≥5 <input type="checkbox"/> 3~4 <input type="checkbox"/> 1~2 <input type="checkbox"/> 0	5 3 2 0	B, C	
		Partnership with other departments beyond Community Health Center (extra-point)	<input type="checkbox"/> ≥3 <input type="checkbox"/> 1~2 <input type="checkbox"/> 0	5 3 0	B, C	
		Establishing partnership with experts or local community - Universities, hospitals within Gangnam	<input type="checkbox"/> ≥2 <input type="checkbox"/> 1 <input type="checkbox"/> 0	5 3 0	B, C	
	Sustainability Community consulting body sustainability in 2012	Sustainability	<input type="checkbox"/> Sustaining <input type="checkbox"/> Terminating	5 0	C	
	Positive media report on Healthy Cities Projects - Two-way communication process - Community consulting body activities - Overall Healthy Cities Projects activities	Actual number of media (TV, local newspapers etc)	<input type="checkbox"/> ≥5 times <input type="checkbox"/> 2~4 times <input type="checkbox"/> 1 time	5 3 1	B, C	
		Gangnam official press release Number of articles	<input type="checkbox"/> ≥2 times <input type="checkbox"/> 1 time <input type="checkbox"/> 0	5 3 0	B, C	
	Visitors satisfaction survey	Satisfaction rate (%)	<input type="checkbox"/> ≥90% <input type="checkbox"/> 80~89% <input type="checkbox"/> <80%	10 8 6	B, C	
Total 85 Points						

Beneficiaries of the Gangnam U-Project are Gangnam residents, Yangjaechun U-Healthpark visitors, and general public. Prevention program of the Gangnam U-Project is based on the MS prevention and management, especially focused on increasing physical activity (i.e. walking). So, beneficiaries would not be geographically limited to Gangnam area, but also expand to the whole nation.

The effect of the U-Project on health was shown in the 2011 Gangnam CHS data. The prevalence of walking activity was significantly increased by 75.1% and this trend has been gradually increasing since 2008. It should be noted that this trend has been seen in both sexes. While the participation in walking activities can be an indicator for increased physical activity, a direct and scientific method for revealing its impact on health will be reduction on the prevalence of MS and its risk factors among high-risk groups. Additionally, accumulated effect of the exercises will result in changing body composition (i.e. increasing in muscle mass, decreasing body fat) and it could be shown in data from 2015 and beyond, which will provide more accurate and objective evaluation for this project. Furthermore, Gangnam U-Project could do benefit for the general public through decreasing in social and economical burden, associated with medical costs in the aging society.

U-Project budget comes from governments, such as City Council and Gangnam office. The City fund is given as supporting funds for "Making Healthy Seoul" project. Budget in the 2012 Gangnam U-Project is estimated to be over 2.85 million Korean Won, which is 158% increment from the year 2011. The increased budget can improve sustainability of the funds, while also increases in the number detail programs (for example, U-healthcare centers' MS prevention management program). Budget composition reveals that this project is primarily run by Gangnam (Table 3).

< Table 3. Gangnam U-Health Promotion Project Budget, 2011~2012 >

Year	Budget Status (1,000 KRW) ¹⁰		
	Total	From Seoul	From Gangnam
2011	110,425	20,000	90,425
2012	285,359	20,000	265,359

Sustainability of this project could be examined in different perspectives. First, it is a part of the National Health Promotion Project and legally protected by the Health Promotion Act and the Gangnam Public Health Act. In addition, this project is a part of the Korean Ministry of Health and Welfare programs, so its sustainability can be more secured. Second, Gangnam U-Project is rooted in “Making Healthy Seoul” project, so financial support has been received from Seoul Metro Government. Since this project is both legally and financially secured, it could be said that the project is quite sustainable. Lastly, the program is operated by local residents’ voluntary participation. The civic representative committee members have been participating in the test runs for the Yangjaechun U-Healthpark, walking activities, as well as volunteering in the 4th AFHC Global Conference, health promotion officers and partners; performing a wide range of different roles. They are also participating in the project as a monitor who watches over environments biodiversity.

In summary, Gangnam U-Project is operated by a cooperative participation in diverse people from many areas, such as officers, private sectors, and residents. In addition, the U-Project has been run both on- and off-line. The Seoul MS management program, Ministry of Health and Welfare’s chronic disease prevention program, and their data are brought into this project. There have been made efforts to run joint research with researchers from KyungHee University, Department of Sports Science in order to add scientific evidence to this project. In conclusion, Gangnam U-Program consists of the residents’ participation at all levels; by residents, and for residents themselves. Therefore, no other project will have a greater sustainability than Gangnam U-Project, We believe.

4. Highlight the learning points

Gangnam U- Project is preventative health promotional programs, aimed at decreasing the prevalence of MS in Gangnam through improving physical activity. There are four characteristics, which make Gangnam U-Project outstanding from others and lessons that Gangnam learned from the project. First, it is unique and creative. Yangjaechun U-Healthpark is the representative of U-City, Gangnam and created as the first functional health promotional park in Korea. Similar U-parks have been built in Wonjusi and Soosunggu, but their costs are 3 times greater than Gangnam’s. Its awareness and utilization has also the highest among all U-parks (i.e. ≥ 400 visitors /month, $\geq 90\%$ awareness rate).

In addition, the project was developed by continuing joint efforts across departments from beginning, which is the ideal and most efficient work process. Even though it was not easy to operate the project across departments, Gangnam U-Project may not be even started yet, without the operation. Additionally, community-voice has been inputted in every part of this project. Gangnam has been received community feedbacks continuously, tried to implement them into the project, and further developed it based on Gangnam’s needs and demands. In short, Gangnam U-Project is the product of joint efforts among officers and communities, which make it more special than any others.

Second, Gangnam U-Project could be connected with private sectors, local economy and U-healthcare industry key players. For instance, LG U-Plus Smart Health Team, other U-healthcare team. In near future, wireless communication will be used for expanding the service (i.e. smart phones). Third, U-health promotional programs would be well suitable for advancing community medical services and social welfare programs, such as tailored medical-care service, elderly/social welfare projects.

One of the reasons that Gangnam U-Project has been successful is that its feasibility. Based on most updated and currently applicable technology, it attracts related private sectors, not just limited to public health prevention project. Also, it could be further developed as the technology has been improved. It well demonstrates the importance of practicality in the project. Regardless of area, projects need to have feasibility in order to make it known to the public.

Lastly, it has been served as a role model of U-healthcare project locally and internationally. Many local governments have been benchmarking Gangnam U-Project and many requests have been made on its business plans. If this program could be systematically run by central government, it will be the most efficient preventative public health project, for sure.

¹⁰ 1 USD = 1,000 KRW

Active-living City, Tainan City

I. Introduction and background to the situation

As the time has changed, so that modern people eat well but move less, leading to increasingly spiked chronic diseases, and affect people's health and quality of life. According to the report of the United State Department of Health and Human Services, regular physical activities can improve heart and lung functions, prevent obesity, hypertension, diabetes, cardiovascular diseases, reduce depressive symptoms, and thus enhance quality of life. Therefore, increasing physical activities and creating active-living environment can bring a far-reaching influence.

According to the 2001 national survey performed by Department of Health in Taiwan 61% of the adult's age over 30 years did not have exercise habits. In 2003, a survey hosted by Tainan Healthy City project shows that over half of participation didn't exercises regularly (50.3%) (Lin, Tsai, 2004). In lack of physical activities, the residents of Tainan city will suffer fitness loss and weight gain. Hence, how to increase residents' physical activities to make them healthier and stay away from chronic diseases has become an important issue, and creating an active-living environment is the key to the solution.

II. Baseline analysis

Prior to the merger with Tainan County, Tainan City was a metropolis divided into six administrative regions (East, South, North, Midwest, Annan and Anping Districts). By the end of 2008, the total population was 768,453, among which there were 262,728 over 40 years of age, and 71,681 over the age of 65, which took 34.18% and 9.32% respectively of the total population.

The residents are from all social sectors, and mostly in residential areas. There are two categories of people in the residential areas – one is the office workers, and the other is the elderly. For office workers, they are pretty much tied up with to-and-from offices day and evening, with less, irregular physical activities, if any. As for the elderly, they stay at home most of the time, thus do not do much exercise neither.

Among the 10 utmost death causes of Tainan City are the chronic diseases of malignant tumors, cerebrovascular disease, heart disease, diabetes, hypertension, which are closely related to the lack of physical activities. Regular physical activities would be good to everybody, and the higher the physical activity, the more the health benefits. For the health and longevity of the residents, creating an active-living environment to increase physical activities is the urgent thing must be done without delay.

III. Details of the plans and activities

In Tainan City, "Exercise 30 minutes every day, healthy vividness all the time" is set forth to promote exercise anytime and anywhere. In order to enhance the convenience and willingness of people to regular exercise, we promote many physical activity strategies into daily life as follows.

(A) Hardware construction

1. Develop parks and green spaces

The City Government took the initiative in 2003 by enacting the "Tainan City open space and vacant residence management autonomy regulations", which encourages private adoption of state-owned idle open space and public parks, and promotes healthy environment and space, through which community strategic alliance programs are created to exploit additional Cape of Good Hope green areas, to beautify the landscape, and ultimately to create a living environment convenient for exercises and leisure.

2. Reuse open space

To reuse the public open space and vacant residence efficiently, the City Government in 2003 enacted the "Tainan City owned public open space adoption and maintenance regulations" to make the idle open space and vacant residence adopted and rebuilt into four types of venues – green parks, temporary car parks, play and exercise grounds, and simple arts and cultural activity plazas. Aside from the above, many additional community sports venues and green spaces are built for community residents to sport and stroll.

3. Create friendly environment for bike-riding

In its great effort, the City Government opens up many bike routes, which are biker-oriented,

propriety biking lanes. Hardware equipment and software facilities are set and activities are hosted, all for the making of a better environment for leisure, recreation and sports, so as to multiply the population of sports and exercises. The total length of the bike routes were extended from 1.2km in 2001 up to 60.6km in 2009.

4. Map out exercise walking routes, and set up the route signposts

Plans and programs are made to support a healthy environment of active-living that is purposed to catalyze the community residents' regular exercises, making them sustainable through convenient facilities. In pursuance of this, the exercise walking routes had been expanded from 4 in 2006 up to 31 in 2010.

5. Walking in healthy campuses

To open school campuses to the public, projects are initiated to extensively dismantle the unnecessary walls and fences of school campuses so people can see through the campus grounds, making the space more friendly and approachable. So, there comes the community landscape transformation where the campus green spaces are opened for public health leisure and sports activities. Community roads and bike lanes to school are created for safe and secure commuting. Thus the willingness of parent-child walking to school is improved, and the population of leisure exercise and biking has also grown. That's the fulfillment all for the physical and mental health of the public.

6. Re-energize stadium facilities, and provide pervasive and convenient leisure grounds

It is the nation's first to outsource the operations of the Tainan Water Stadium, an illustration of re-energizing the stadiums and their facilities in joint ventures with private sports groups to promote physical activities. Subsidies are granted to districts and neighborhoods for setting up "concise sports grounds". So far, there have been 68 concise sports grounds, large and small, erected through the past 8 years, providing the residents more pervasive, more versatile and more convenient sports leisure grounds and venues, which are highly popular among the residents.

7. Establish neighborhood activity centers

Tainan City is Taiwan's pioneer in setting forth the policy of "an activity center in every neighborhood", with which the public's quality of life and awareness of democracy can be enhanced throughout the activity centers where residents can enjoy the welfares of exercises, leisure, and learning under the guidance of policies and fulfill the idea of "healthy communities". In between 2002 and 2010, there had been 192 activity centers established, and the "an activity center in every neighborhood" policy performance reached a rate of 96%, making Tainan City the nation's top performer.

(B) Software construction

1. Establish the physical fitness database

- (1) Publish "Physical Fitness Guide": This manual integrates community resources for a collaboration of strategic intervention in the health and physical fitness of community residents, encouraging them to take part in the health and physical activities.
- (2) Establish a conventional model for the adolescent health and physical fitness checks: Tainan City is the first city setting up students' physical fitness online registration and management. Starting from 2004, annual health and physical fitness checks have been given to students of primary schools and junior high schools, and the records are filed for online queries and tracking. Such a conventional model allows monitoring of students' health and physical fitness at any time, and provides guidelines on school physical education and sports and leisure education.
- (3) Physical fitness checks for the elderly with the help of senior citizens who organized volunteer teams to finish the tasks. Between April and June, 2011, there were 1340 individuals taking part in the activities. And such activities of health and physical fitness checks for the elderly will be continued.

2. Promote community sports groups

Use the created community health to set forth community physical fitness and assist communities to set up sports groups such as the hammer team, Tai-chi martial art society, Yuanchi dance society, yoga society, exercise walking team, basketball team, modern dance society, and so on. All the sports groups

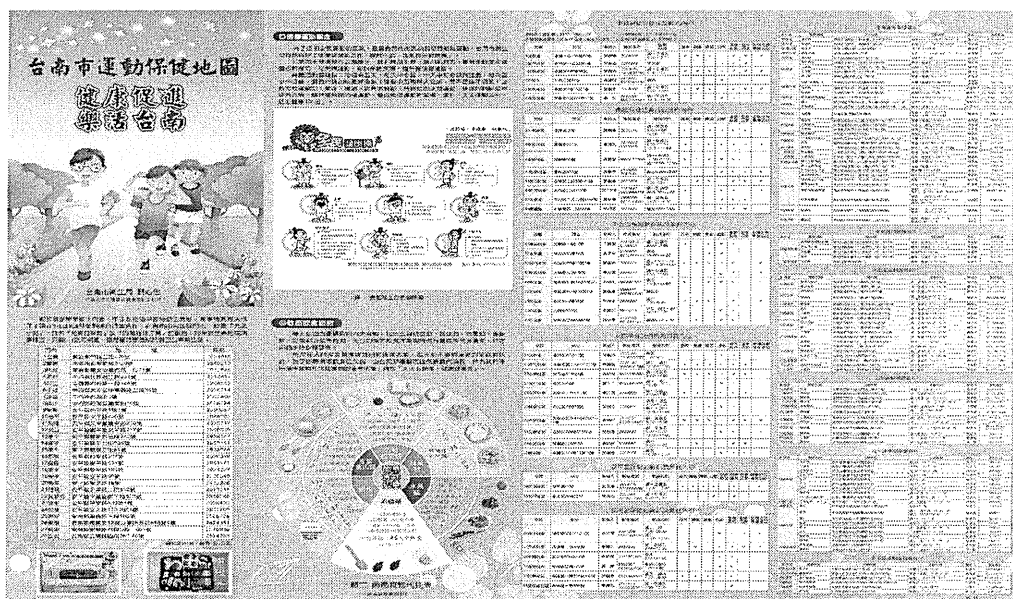
are invited to participate in the City's Great Convention.

3. Make sports maps

In 2004, Tainan became the first city in Taiwan to produce community sports maps. In 2010, the portable handbook of "Tainan City Sports and Health Map" was produced to further facilitate the citizens to acquire nearby sports information.

To make it more comprehensive and integral, joint forces of the City Government's global information network platform, the Education Department's website, and the Education Network Center's information website are combined to set up the "Citizens Sports Map" that provides online maps of sports, health and leisure activities in a integrated guidance, so that all the relevant information of sports, health, leisure, and exercises can be easily grasped at a glance.

The online sports and health maps contain 41 health corners, where people can measure their height, weight, waist circumference, and blood pressure, and find professional assistance in health services, health activities, and health counseling. The maps also show the bike routes arranged by the City Government's Transportation Department, as well as the information of Merida bike air-bump and easy maintenance station at 7-11 stores near you – there are 20 spots of the bike's "free air-pump" and "easy maintenance tools" (as shown in the following maps.)



Tainan City's sports and health maps of 2010

4. Publish the handbook of "Tainan health bank - health passbook"

Use the concept of health passbook to encourage people to develop the habits of regular exercise, including exercise walking skills, and write down their records of daily exercises and times. Also, brochures of exercise walking are produced to teach people how to do the exercise correctly.

5. Set up exercise walking signposts and facilities

To promote the exercise walking, between 2005 and 2010, the walking routes and movement signposts were gradually set up, showing people the right way of doing the exercise and its calorie consumption, so that citizens can feel comfortable and safe doing the exercise.

6. Promote workplace gymnastic exercises

Since 2005, the 30-minute morning gymnastic exercises have been promoted and persisted. The exercises can help relax muscles and boost morale, so that employees can be full of energy at work. Most important, using spare time to do exercise can cultivate the habit of regular exercising.

7. Broaden community involvement

i. One thousand people coming to dance on World Health Day

In 2010, the most popular pop songs of “You are my flower”, “Nobody”, “Sorry-Sorry”, and “Electronic Music Prince” were played to call up the rhythm of the citizens’ health steps and mobilize the exercise movement, and people enjoyed the versatility and fun of the exercises. Teaching CDs were produced and offered to the communities for the promotion and teaching of the exercises.

ii. Medical Personnel and Community Convention

To promote regular exercise and establish localized community healthcare networks, the Health Bureau in 2010 erected the bridge of friendship between the residents and the community physicians and pharmacists and built a decent doctor-patient relationship. Through the Convention, local groups became closer to each other and interaction among medical facilities, medical personnel and the communities became more often and more intimate.

iii. Community physical fitness volunteer workers

In 2005, the City Government made a pioneer move by calling for university assistance in helping the government and communities to set up the volunteer manpower website, convening leaders and core cadres of activity groups to become sports volunteers for the active-living community. These elites trained seeds of volunteer workers for the community sports, and drove up regular exercises in communities.

8. Host a series of leisure, sports and health activities, featured with local characteristics

i. The Ancient Capital marathon race

The City organized and hosted the Tainan Ancient Capital International Marathon, four years in a row. In 2010, the game attracted 186 foreign players from 20 countries, along with about 7,000 domestic runners. Such great events not only attracted athletic runners from outside of the town to the Ancient Capital to race and tour, but also stimulated the City’s residents to do jogging. In the event of the Fourth Tainan Ancient Capital International Marathon, the number of people coming to the on-site registration for the leisure group approached 10 thousands, and that is really something of an eyewitness on the greatness. Moreover, Tainan is famous for its tourist attractions, and each year on the Dragon Festival, the City hosts the dragon boat contest and Tainan Netherlands Cycling Day activities, to boost the population of leisure exercise.

ii. Holiday-leisure and family-fun activities

With the assistance from the stadium, and collaboration with individual sports committees, the City hosts and promotes various holiday sports, leisure and family activities. The Tainan City Family Education Center and Tainan City New Immigrant Education Center join forces to host holiday family games which are fun and versatile, and are very popular.

iii. gyms in parks

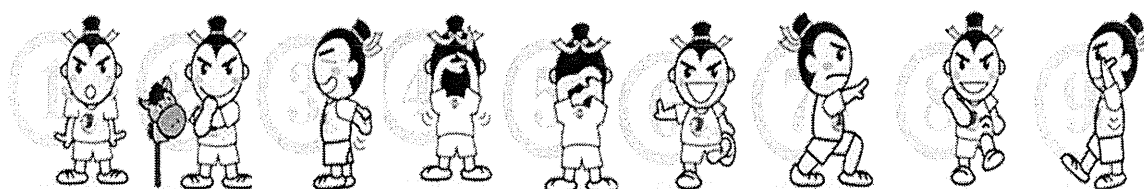
To promote community health and leisure for the elderly, in 2009 the Health Bureau joined forces with the City’s Department of Social Work to come up with an idea – used the Show Love Service Vehicles provided by the Department to design new activities, along with the pervasive sports equipment in community parks, and serve with a 30-minute fitness class, propagandized as “Free gym in the park, making you healthy”, to guide the community elder people to properly use the park sports equipment so as to stay away from any possible injuries.



The physiotherapist shows the elderly how to use park sports equipment

iv. Nine-step innovative Koxinga exercise

To promote the ethos of national exercise and find a way for the Tainan citizens to exercise at anytime, anywhere, the City created the “Nine-step innovative Koxinga exercise” and it came up with a recommendation of doing it 5 days a week, 30 minutes each day which can be divided into multiple sessions, but at least 10 minutes for each session in a day. Doing the exercise can train hands, feet and abdominal muscles to increase physical endurance, enhance flexibility and improve cardiovascular endurance. There are 9 actions as shown in the following illustration.

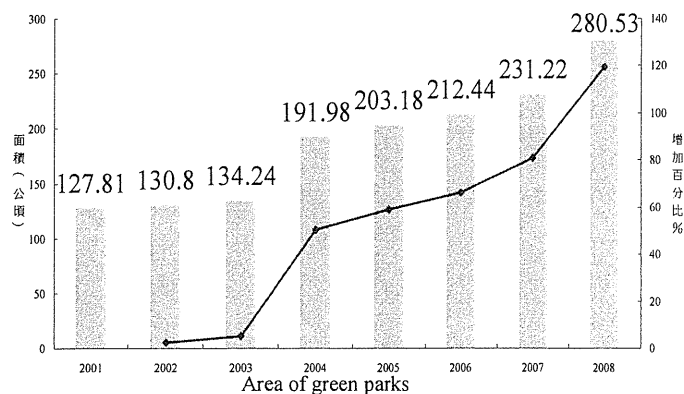
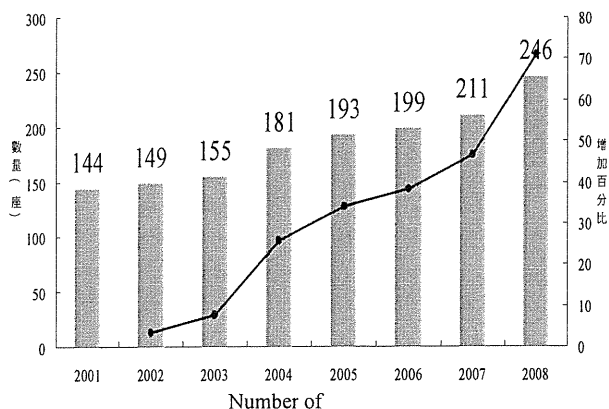


Nine-step innovative Koxinga exercise: 1)Shrug→2)forward stretch→3)backward stretch→4)up stretch 5)downward pull→6)leg stretching→7)Bow-step arm-flung→8)elbow touching knee →9)breathing

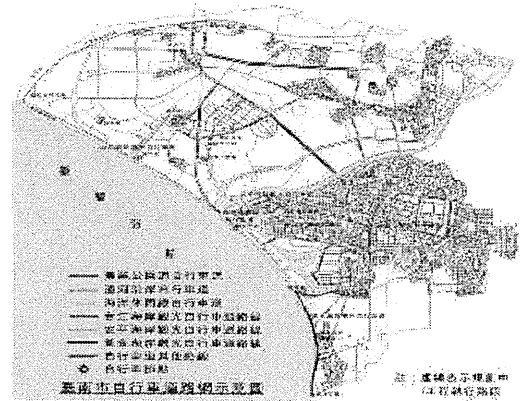
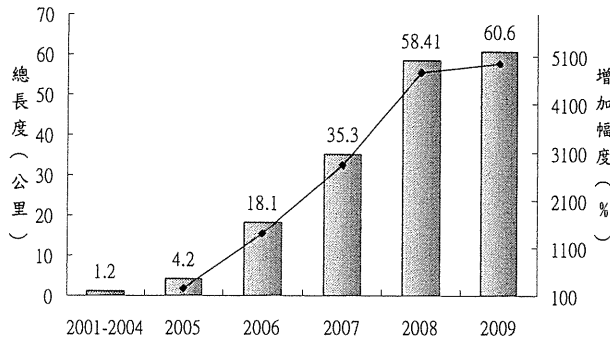
IV. Evaluation of the plans and activities

(A) Hardware construction

1. One park in a neighborhood: the number of green parks providing spaces for the residents to go for leisure and sports increased from 144 venues in 2001 up to 246 in 2008. And in the same period, the total area of parks increased from 127.81 hectares to 280.53 hectares.



- Reuse of open space: Under the open space and vacant residence adoption policies, the number of concise community parks has also been increased from 41 venues in 2003 up to 68 in 2008.
- Bike routes: The total length of the bike routes increased from 1.2km in 2001 up to 60.6km in 2009. With the joint venture with 7-11 stores, there are 28 air-pump spots for bikers, who can enjoy the leisure feeling from the proprietary bike lanes.



- Exercise walking routes: To make the regular exercises persistent and convenient for the community residents, the number of the community exercise walking routes was increased from 4 in 2006, 14 in 2007, 18 in 2008, 25 in 2009, and up to 31 in 2010.

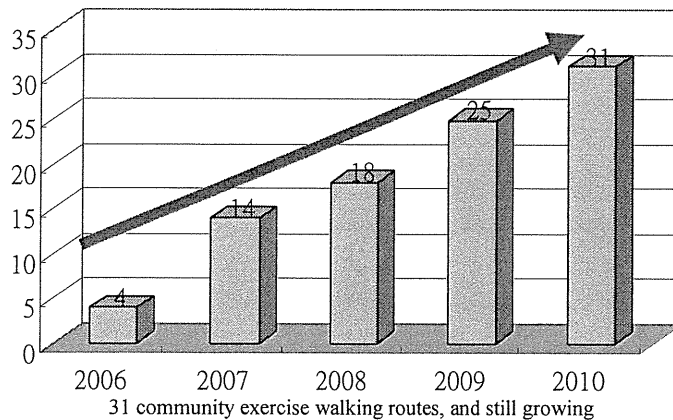


Table 1 : Tainan City’s recommended community exercise walking routes between 2006 and 2010

Years	Locations(Length in kilometers)
2006-	Annan District: Caohulaos (0.8)
2007	Anping District: Harbor Historical Park (0.8), Wealthy Golden Town (1.3), Fort Zeelandia (3) North District: Tainan Park (1.3), The court trails of the Evergreen Neighborhood’s public Apartments (1) 、Shenan Community Park (1.4) South District: Jinhua Community (0.9), Phoenix Neighborhood (1), Tainan Sports Park (3) East District: DongMen Neighborhood (2), National Cheng Kung University (3), Barkley Park (1.5)

2008	<p>Annan District: Salt River North Dike Trail, Creek Land Neighborhood, – Section 4 ~ 5, Fu-Ann Road (2.5)</p> <p>Anping District: The ancient canal green tunnel, (1.5)</p> <p>North District: Lien Ya-tang Memorial Par (0.5)</p> <p>Midwest District: Yunghua Neighborhood Cultural Asset Preservation Center and Confucius Temple Park (1.5)</p> <p>South District: Jiannan Park (0.5)</p> <p>East District: YuShen Neighborhood Park (1.8)</p>
2009	<p>Annan District: Section 6~7, Fu-Ann Road, Salt River South Dike Trail, Happiness Neighborhood (2.5)</p> <p>Anping District: Stone Gate Neighborhood, green belt walking trails, first phase (0.3)</p> <p>North District: ShienBei Neighborhood Cultural Activity Center, ShienLian Park (0.3)</p> <p>Midwest District: Tainan ancient canal (1.5)</p> <p>South District: Public Apartment Community, Minher Park (0.5)</p> <p>East District: GuanShen Neighborhood, Millennium Park (1)</p>
2010	<p>Annan District: Section 6, Juan-Ann Road (1.75)</p> <p>Anping District: green river view trail, Administration Park (4.6)</p> <p>North Park: Shiaoder Park (0.3)</p> <p>Midwest District: Imagery Cape of Good Hope, stretching from West Lake Park to the entrance of West Lake Neighborhood (3.3)</p> <p>South District: Surrounding of the Jiannan Park and the trails inside the park (0.5)</p> <p>East District: Xiaodong Neighborhood, Dongxing Park (1.1)</p>

- Reuse of the activity centers: Tainan City has a total of 233 neighborhoods, with 192 activity centers spread out through the region – 33 activity centers in East District, 28 in South District, 35 in North District, 30 in Midwest District, 45 in Annan District, and 21 in Anping District. There are 208 Neighborhoods use the activity centers, alone or in joint. In January 2007, the “Tainan Neighborhood and Community Activity Centers Website” officially went online, providing comprehensive information on the City’s sports and leisure activities.

(B) Software construction

- Deep into the communities to promote active-living and the sports volunteer workers group and license

In 2005, the City organized Taiwan’s first sports volunteer workers group, and provided physical fitness training programs to the members so that they could help boost regular exercises in the communities, lead the community exercise walking team and other sports groups. There were 200 volunteers trained in 2006, and 242 trained in 2007, 53 trained in 2008, 187 trained in 2009, and 1,031 trained in 2010.

To raise the service quality, there have been 292 members who received the full training programs and passed the certification test to obtain the sports volunteer worker certificates, which enable them to get into the communities to promote the health and physical fitness activities.

years	No.	Community propaganda activities	Community exercise walking activities	Large-scale exercise walking activities
2006	No. of activities	24	12	2
	No. of participants	1032	3200	1500
2007	No. of activities	56	98	3
	No. of participants	4709	12175	3200
2008	No. of activities	30	24	3
	No. of participants	2964	7110	5600
2009	No. of activities	87	40	7
	No. of participants	8507	6058	10750
2010	No. of activities	58	30	7
	No. of participants	13423	5997	4890

2. Establish the sports and health online map

In 2010, the Education Bureau held a seminar on the online sports map, to train staff from schools and the Health Bureau on how to set up their own online sports map information. So far, there have been 98 transactions of sports group information uploaded to the platform (the content of a single transaction is shown in the following figure). Before the 5th of each month, the Health Office physical fitness activity organizers will verify the uploaded data, which will then be handed over to the assistant sports instructors for maintenance and update, so that the public can always acquire the latest information.

3. Set up exercise walking signposts to improve the leisure sports facilities

To promote the exercise walking, approval from the Department of Development and Industry Management is first acquired for setting up the exercise walking routes and signposts in three areas, which are East District's Yushen Park, South District's Shuipinwen Park and North District's Xiaodong Park (as shown in the following pictures). The signposts contain information showing people the right way of doing the exercise walking as well as the calorie consumption, so that people can feel safe doing the exercise. The community volunteer workers in this project take the responsibility of maintaining the signposts and environment of the parks.

4. World Health Day with one thousand people coming to dance

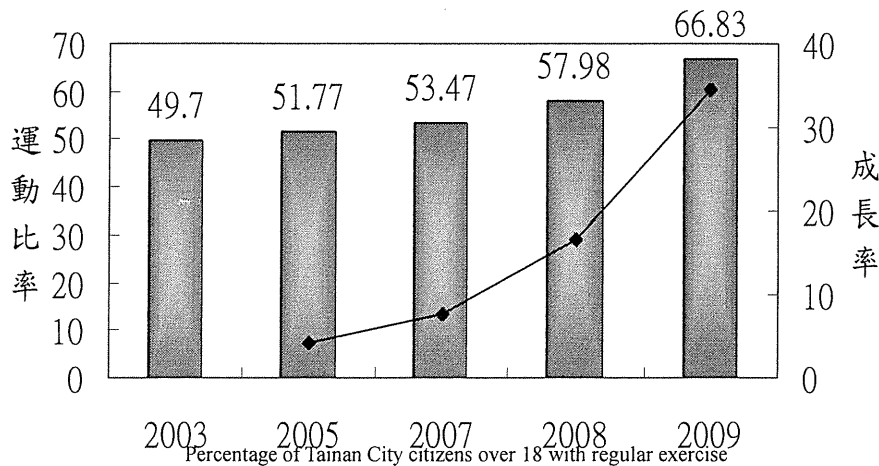
The fourth of July every year is the World Health Day set by the World Health Organization (WHO). Accordingly, the Health Bureau has initiated the "Cherish health for a vivid life" activity, for which a joint forces by the City Government's offices, Tainan City unions and civil groups are organized to collaboratively map out and promote a series of "World Health Day" activities. During the week of the World Health Day, a series of health propaganda activities are given to call up citizens' cognition and attention to health, and let them know regular exercise is the best way to have a good health and it can be easily done regardless of age, location and time – anytime, anywhere, with no cost – a best way to achieve wellness and fitness.

Other activities such as "Medical Personnel and Community Convention", "Evergreen Fun Convention", "Labor Convention", Gyms in parks, free and making you healthy – The City Government's Social Affairs Bureau uses the Show Love Service Vehicles to set forth the "30-minute Park Fitness Class", and "The initiative of the National Health Duke Exercise" to play individual dancing skills.

(C) Evaluation of the plans and activities

1. The percentage of population in regular exercise

The 2003 percentage of population in regular exercise is 49.7%, and since then the percentage has been gradually increased year after year, up to 66.83% in 2009. According to a nation-wide survey made in 2005 on the citizens' exercise behavior, Tainan City's most recent two weeks at that time had 51.77% of the population doing exercises, ranked No. 10 among the cities and counties of the country (from Bureau Health Promotion, Department of Health, Executive Yuan, 2006). In a 2007 survey, Tainan City's percentage was 53.47%, ranked No. 8 nation-wide (from the same institution, 2008). And finally, in a 2009 survey, the City had a percentage of 66.83%, surpassing the national average of 62.36% (from the same institution, 2010).



2. The Nation:

The tl...rsatility to the active building of health promotion communities in accordance with the community health requirement. Receiving the training and counseling from Executive Yuan Department of Health Tainan Hospital, Tainan City Hospital, New Floor Hospital and the City's Health Posts, there are 11 institutions, which are North District Office, East District Office and Anping District Office, North District Neighborhoods (Evergreen, Jonlo, Guoshin, Shinshen, Kaiyuan), East District communities (Donguan, Donmen) and Neighborhood (Yushen), and Anping District communities (Beach, Pingann, Guoping), having implemented the exercise healthy life campaign and passed the national health promotion community certification, awarded by Bureau Health Promotion, Department of Health, Executive Yuan.

3. The volunteer worker movement

In 2010, the Health Bureau worked with the District Offices to hold exercise volunteer seeds training for the City's 233 Neighborhoods, and there were 1031 participants receiving the training to promote the community health population of regular exercise. According to a 2010 survey with an integrated screening questionnaire on the Tainan City citizens between 30-70 years of age who do regular exercises 3-5 times a week, there were 4620 questionnaires effectively collected and the statistics showed 2106 persons who had regular exercises, 45.58% of the total population. Among the Districts, North District had a highest regular exercise percentage of 58.26%, followed by South District's 51.69%, and then Midwest District's 50.15% as the third. The City's Health Bureau hopes to use the figures to reward and encourage the government sectors and model communities, to start from spotty implementation to ultimately building a comprehensive community exercise web to boost the regular exercise population and make the idea of healthy living community come true.

4. Honored with various competition awards

In 2009, with the assistance from the Health Bureau and other City Offices, there were Neighborhoods of North District (Evergreen, Shinshen, Guoshin, Jonlo, Kaiyuan) which applied for community certification in the participation of the "Living is moving" activities, and were awarded community certification by Executive Yuan Department of Health Bureau Health Promotion.

In 2010, with the assistance from the Health Bureau and other City Offices, there were 1

Neighborhood and two communities from East District (Yushen, Donguan, Donmen) which applied for community certification in the participation of the “Living is moving” activities, and the published results containing 52 volunteer workers who participated in the weight loss programs between April and September, and their average waist circumference reduced 1.33cm, and their average weight reduced 1.2kg; Pingann District had 2 Neighborhoods and 1 community (Guoping, Pingann, Beach) participating in the activities and the results were 55 volunteer workers with the same programs in the same period, whose average waist circumference reduced 2.6cm, and their average weight reduced 1.1kg. All the participants were awarded the community certification by Executive Yuan Department of Health Bureau Health Promotion.

Tainan City was honorably invited to exhibit for the United Nations World Environment Day; Taiwan’s first city to join the WHO Western Pacific Region as a member of the Healthy Cities Alliance; the winner of the Innovation Award of WHO Western Pacific Region Healthy Cities Alliance; and the winner of the First Taiwan Healthy Cities Alliance Award. All the wards and honors confirm the efforts of the team works of the City of Tainan, and all the glory bestowed to the great citizens.

2010 “More Exercise Healthy Diet Happy Community Project” won the first prize of the National Characteristics Award. And the health care plan “Physical Fitness” won a Full Merit Achievement Award (equivalent to First Prize).The Ministry of the Interior 2007 first “National Landscape Style Transformation Awards”.

V. Highlight the learning points

1. Intersectoral Collaboration Mechanism

(1) Tainan City Government

Through the years, all the plans on creating an active-living environment have come with a mindset of fusing the City’s inter-department efforts into the community involvement. In addition to the industrial-economic group, health group, environmental group and social group which have all cooperated in annual events to deeply root the results, the City’s bureaus have also co-worked on themes of annual events by scheduling their own targets and cooperative itineraries in accordance with their own competent authorities. Experts from industries, public sectors and academic fields are invited to participate in joint forces to achieve the annual targets.

Table 2: Examples of intersectoral cooperation

Years	Projects and policies	Participant Units
2001-2009	Create a bicycle friendly environment	Transportation Department, Education Bureau, Police Department, Public Works Department
2002-2010	The policy of “one activity center in each mile”	District Offices, Neighborhood Offices, Civil Affairs Bureau, Civil Affairs Bureau, Department of Administration and Legal Affairs, Directorate of Budget, Health Bureau, Environmental Protection Agency
2003-2010	Develop green parks	Department of Development and Industry Management, Health Bureau, Civil Affairs Bureau, Environmental Protection Agency, Police Bureau, Education Bureau, Urban Development Bureau, District Offices.
2003-2008	Healthy fast strolls on school campuses	Education Bureau, Urban Development Bureau, Civil Affairs Bureau, Environmental Protection Agency, Public Works Bureau.
2004-2011	Physical fitness promotion plan	Education Bureau, National Cheng Kung University, Health Offices, District Offices, Community Colleges, Public Works Bureau, Community Nurturing Center.
2004-2011	Promotion on community sports groups	Education Bureau, Civil Affairs Bureau, Health Posts, District Offices, Community Colleges.

2005-2010	Labor conventions	Labor Bureau, Tainan City General Union, Stadiums, Environmental Protection Agency, Health Bureau, Police Bureau, Education Bureau, all occupational unions.
2006-2010	Signposts on walking routes in the community parks	National Cheng Kung University, Department of Development and Industry Management, Civil Affairs Bureau, Neighborhood Offices.
2006-2010	Construct exercise walking routes	Health Bureau, District Offices, Neighborhood Offices, Community Development Association.
2009-2010	Capital-town health bank – health passbook	Professor Lin Lijuan of National Cheng Kung University, Yang Yi-Ching, director of Family Medicine of National Cheng Kung University Hospital, Hope Foundation.
2009-2010	Park gyms	Civil Affairs Bureau, Community Colleges, District Offices.
2009-2010	Certification of health promoted community	Tainan Hospital of Executive Yuan's Department of Health, New-Floor Hospital, Tainan City Hospital, North District Office, Anping District Office, East District Office, Health Posts.
2010-2011	National Health Duke Exercise	Education Bureau, National Cheng Kung University, Xu Shonder rehabilitation clinic.
2010	World Health Day with one thousand people coming to dance	Department of Human Affairs, Education Bureau, Social Affairs Bureau, Environmental Protection Agency, Civil Affairs Bureau, Health Posts, the big five hospitals, the Medical Association groups, Tainan City Women's Center, District Offices.
2010	Medical Personnel and Community Convention	The big five hospitals, 16 Medical Association groups, Health Posts, 9 communities.

(2) Civil Participation

The promotion of the physical fitness plans features a bottom-up civil participation, especially the boost of regular exercises which focuses on citizens' awareness and changing attitude toward sports and exercises, letting them know the importance of having a good health so that they'll be willing to do more exercise or change their exercise behaviors in their daily lives. Through the community autonomous planning on exercise environment suitable to each individual community, a healthy living environment can be created to encourage the residents to sport and exercise.

a. The spotty promotion

- 1) Give seminars on the plans at district offices, health posts and the Health Nurturing Center, providing implementation guidance and inducing community involvement for creating an active-living environment. And the year-end survey is also held to assess the results.
- 2) Organize seminars, inviting Neighborhood heads and community leaders to take part in the creation of an active-living environment for the communities.

b. Connection of spots into lines

- 1) Present professional training to healthcare volunteer workers, making them qualified for servicing the community sports.
- 2) Combine the efforts of the community Health Nurturing Center and district offices into joint forces to arrange communities to learn from each other and push forward all together on the subjects of an active-living environment. The community healthcare volunteer workers are recruited to nurture the atmosphere and sentiment for the creation of an active-living.

c. The scheme of weaving the lines into a comprehensive web

- 1) Set counseling mechanisms on the active-living creation: Combine the efforts of local experts and scholars to counsel on the active-living plans for the creation of a big community family. Monthly gatherings are given by organizing units to listen to the communities and help solve their problems.
- 2) Establish a community active-living network: Mobilize community enthusiastic people and related administrative units to form a community health organization, and in accordance with the expertise of the organization members, who may be a neighborhood chief, chair person, village chief, community college, community group, various sports resources can be provided to the community citizens.
- 3) Create a sustainability model for the communities: Help the volunteer workers to schedule their work, and give every participant a chance to undertake responsibility and learn, so that the community organizations can be consolidated into one with strong cohesion.

2. Persistent to connect the communities and schools to the resources of medical institutions and public sectors

The Great Tainan City after the merger of the original Tainan City and County will continue the efforts of bridging the communities and schools to the resources of the medical institutions and public sectors. The “New Datong Community Coalition” of the old Tainan County will be integrated into the partnership to share the overall resources and support other communities, for a common cause of “30-minute exercise every day, fully energized living all the time”, making the Great Tainan City a healthy and vivid place to live.

3. Persistent to execute the health policies

- 1) To continue the implementation of green parks and maintenance of a clean environment, the “Tainan City open space and vacant residence management autonomy regulations” and “Tainan City owned public open space adoption and maintenance regulations” are enacted.
- 2) To implement the projects of healthy fast strolls on school campuses and unimpeded walking and biking, the “Tainan City Urban Planning Guidelines on Setting Walls” and “Tainan City Urban Planning Guidelines on Pedestrian Space” are enacted.
- 3) The 2011 policy objective (White Paper: See the Future) of the first mayor of the post-merger Great Tainan City is Energized Great Tainan City, which will bring ever better, more comfortable exercise environment to citizens and push forward the all-citizens exercise ethos with all the healthy physical fitness programs, old and new.

4. The daily management and maintenance of the parks

The park adoptions can cultivate the spirit of an overall community creation sentiment, which can cohere with the efforts of the Neighborhoods and communities in the implementation of daily management and maintenance of the parks. Up to 2010, the City of Tainan had a total of 254 parks, and the number of adoptions has since been increased year after year – there were 145 parks adopted in 2006, growing to 181 adoptions by the end of March of 2010, as much as 70% of the parks were adopted. There is a adoption system that regulates the qualification of the adopters, and sets up a supervision and assessment team which consists of experts from the public and private sectors to comprehensively accommodate opinions from every corner of the society into the government’s policy making, and through their assessment and recommendations, the quality of adoption and maintenance of the parks can be perfected in an ongoing process.

5. The bike routes

Although the post-merger Great Tainan City has a vast area of land covering a variety of geographic contours of urban and suburban tracts, seas, mountains and plains, constructing bike routes has never been interrupted. Nevertheless, an overall planning is required to make the routes seamlessly connected into a web. Meanwhile, external hardware reinforcement is also needed, such as adding route navigation signposts, setting up bike parking space, offering public bike rental system, and allowing bikes to be carried on the railway system. The government offices are encouraged to hold biking activities and travel exhibitions. The District Offices come up with training local tour guides. The Transportation Bureau procures low-floor buses

to facilitate carrying bikes on the buses. Plus, many bike promotion platforms are set up to attract citizens to do biking. People all over the country are welcome to join the great experience of biking in the Great Tainan City to enjoy the happiness and healthy feeling.

In the making of future additional bike routes, tourist attractions will be taken into account. Along the existing routes coupled with new developed ones, the beautiful scenery and magnificent landscape of Tainan will be presented to the bikers all the way down the routes, so that they can enjoy the biking and observe the beauty of the City. There will be a brand new page of the Tainan leisure, exercise and sports environment up to the atmosphere.

6. Work with media for propaganda

Invite the press and television stations to make interviews with all the activities. Use electronic signboard or the City Government's electronic publications to propagandize the health concept of exercise.

VI. Conclusion

After the merger of the Tainan City and County, there comes the issue of how to increase the exercise population of the Great Tainan Metropolis by cultivating citizens' habit of regular exercise so as to promote the public health, improve the community vividness, relieve the government burden on health and medical expenses, and strengthen the citizens' physical fitness and the City's competitiveness.

To this end, the existing sports groups are reinforced, and the characteristic sports such as table tennis, baseball, soft tennis, sailing, boat rowing, weightlifting, archery, soccer, and football are being developed to cultivate talents. Schools teach students knowledge and skills of sports, and provide opportunities for students to participate in sports activities so as to increase their interests in participating and watching sports games, and extend the tendency to their families and communities. Such a nurtured atmosphere helps create an active-living in the communities and encourage the development of community societies, especially beneficial for the "elderly", "children", "female", "handicapped" and "disadvantaged" groups with versatile channels for them to take part in the health promotion activities. The communities can communicate with each other and everyone can benefit from the health activities.

As the result, the citizens of the Great Tainan City can have better physical fitness, sports skills, and an active-living climate. We hope to construct the Great Tainan City into a healthy and leisure metropolis that is cultural, delicate and comfortable where the citizens can enjoy promoted physical and mental health. Our goals are to establish "healthy Tainan and exercise city", to cultivate the citizens' "lifelong exercises" and to turn Tainan City into a cultural, high-quality and comfortable city

