

益动生活

Activity Guide



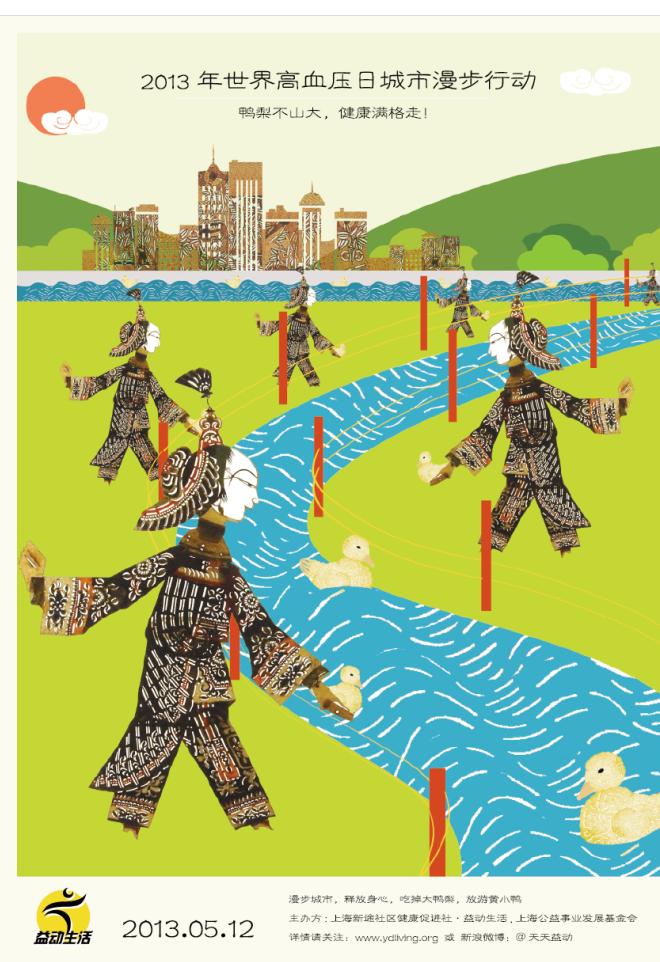
Xintu Center for Community Health Promotion, Shanghai



Walking Against Hypertension

2013 World Hypertension Day

For releasing the pressure
We walk around the city
With a healthier life style
Get away from hypertension



Background

Hypertension is the main disease threatening human health, which harms lots of people in the world. Currently, every country has a rate 10%-20% with hypertension. It causes headache, dizziness, chest distress and other uncomfortable symptoms, impacting study, work and life. The most important is that hypertension would lead to pathological changes of brain, heart, vessels and kidney, as well as disability and death.

In order to raise attention to hypertension, initiate healthier life style to prevent hypertension and emphases on the importance of hypertension treatment, World Hypertension League set May 17th as the World Hypertension Day starting from 2005. Increasing evidence shows that more exercises can prevent hypertension and control the symptoms of hypertension. Therefore we carry out the activity to raise attention to hypertension during World Hypertension Day.

Slogan

Walk to release pressure!

Time

May 12th, 2013 (Sunday)

Activities

Choose a route by yourselves, walk around the city, release the pressure, eating pears and putting rubber ducks over waters.

Objective

Advocate the prevention and treatment of hypertension; raise funds for Xintu's chronic disease prevention program.

Registration fee

69 RMB (activity package includes T-shirt, postcard, badge, bracelet, backpack , leaflet and rubber duck)

Registration deadline

April 12th, 2013



How to participate

1. Choose a team leader, participate as a group, and register in advance.

Registration form: <http://yidong.wufoo.com/forms/aeceeee/>

2. Pay registration fee and receive package.

Registration fee: <http://www.lianquan.org.cn/main.php?ac=myDonate>

3. Organize your team activity.

Event details and instructions should be presented to team members.

4. Share your story, and win award.

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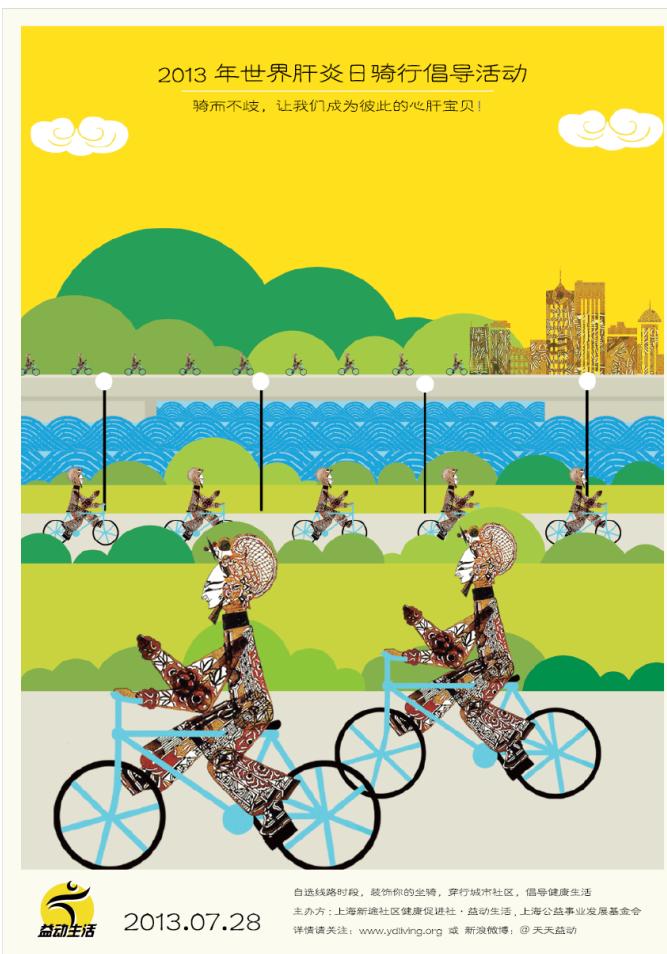
Activity Agreements

1. This activity is aiming to advocate the prevention and treatment of hypertension, to raise funds for Xintu's chronic disease prevention program. The voluntarily participation to the event is voluntary.
2. Before you register, please read the activity agreements carefully. Your participation will be considered as your agreement to the rules.
3. Activities are carry out as team play. Each group should have a team leader. Team members should obey the arrangements of the team leader, help each other and accomplish the goal of team.
4. Before the activity, team leader should fully consider traffic safety, weather conditions, distance goal, team members quality, rest places, food supply, speed control, emergency measurements, and garbage collection.
5. Before the activity, team members should check whether you have prepare proper sports and safety equipment, your health conditions are good enough for this activity.
6. During the activity, make sure every member is using a unified slogan and official packages.
7. As a participant, you should follow traffic rules during the activity. Any action, which may harm yourself or others, should be avoided. Please also protect our environment and take garbage away.
8. Comply with laws and regulations. Advocate our activities.
9. We suggest you have a voluntary photographer to record your activity and interact with us. After activity, we suggest you upload your photos and videos, share your feedback with people.
10. Organizers, web post initiator, coordinators, participants, and team leaders are not responsible for the safety of activities.

Riding Against Hepatitis

2013 World Hepatitis Day

Ride to be brave
Ride to be positive
Ride to open the door
Ride to break the wall
We are riding, not hiding
We are riding, get knowing
We are riding until being
Accepted!



Background

1.4 million new patients with hepatitis were reported globally every year. There are 2 billion people infected with hepatitis B and 1.3 million people with hepatitis C. Hepatitis has been the No.1 threat to people's health in China, especially hepatitis B. In average, one in every ten people carries hepatitis B. It not only harms people's health in body, also has negative impact on the health in mind, because of the discrimination in education and employment.

In order to commence the doctor, Baruch Bloomberg, who firstly discovered hepatitis B, World Health Organization set July 28th as the World Hepatitis Day to raise public awareness of hepatitis and other diseases it results to. Therefore, we carry out the activity to raise attention to hepatitis during World Hepatitis Day.

Slogan

Ride to be accepted!

Time

July 28th, 2013 (Sunday)

Activities

Choose a route by yourselves, decorate your bikes, ride around the city and advocate healthy living.

Objective

Advocate the prevention and treatment of hepatitis, raise funds for Xintu's chronic disease prevention program.

Registration fee

69 RMB (activity package includes T-shirt, postcard, badge, bracelet, backpack, leaflet and tags.)

Registration deadline

June 28th, 2013



How to participate

1. Choose a team leader, participate as a group, and register in advance.

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2. Pay registration fee and receive package.

Registration fee: <http://www.lianquan.org.cn/main.php?ac=myDonate>

3. Organize your team activity.

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4. Share your story, and win award.

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Running Against Breast Cancer

2013 Breast Cancer Awareness Month

Pink yourself, crazy up

Run, run, run

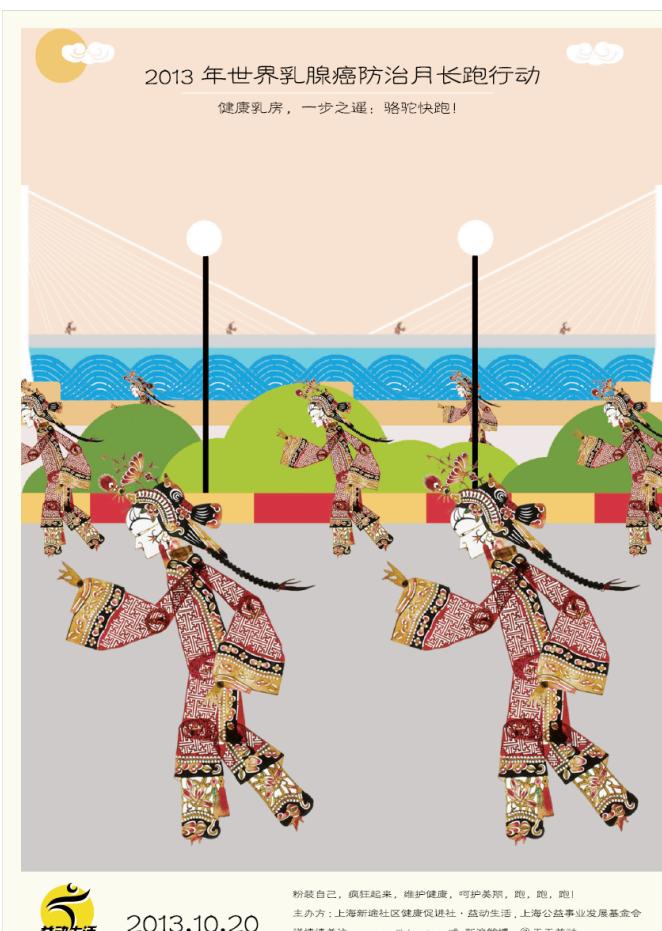
Beautiful breast could be fatal

Dear girl

Protect your weapon, don't let it go

beauty and health care

begin with breast



Background

Breast cancer has been ranked first women's killer in the world. Each year, over 1.2 million women suffered from the threat of breast cancer, in which 50 million of them were killed, and the ratio is growing rapidly. The destruction of the body curve brings much more harm to a woman's life and the mental health than death.

Every third Friday in October is the Pink Ribbon Care Day. October is defined as the 'Pink Ribbon Breast Cancer Awareness' month. More and more evidence shows that regular exercise can reduce the risk of breast cancer. In the meantime, we carry out the activity to raise public awareness of breast cancer.

Slogan

Run, leave behind breast cancer!

Time

October 20th, 2013 (Sunday)

Activities

Choose a route by yourselves, pink yourself, crazy up, care your beauty and health, run, run, run!

Objective

Advocate the prevention and treatment of breast cancer, raise funds for Xintu's chronic disease prevention program.

Registration fee

69 RMB (package includes T-shirt, postcard, badge, bracelet, backpack, leaflet and make-up.)

Registration deadline

September 20th, 2013



How to participate

1. Choose a team leader, participate as a group, and register in advance.

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2. Pay registration fee and receive package.

Registration fee: <http://www.lianquan.org.cn/main.php?ac=myDonate>

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Climbing Against Diabetes

2013 World Diabetes Day

Blue ladder

Blue care

Looking for the highest building in the city

Climb to the top

Touch the blue sky

Set off balloons with your dream

2013 年联合国糖尿病日登高行动

蓝色爬爬梯，健康上层楼！



2013.11.10

寻找最高楼层，登顶触摸蓝天，放飞梦想气球

主办方：上海新天地社区健康促进社·益动生活，上海公益事业发展基金会

详情请关注：www.yidiliving.org 或 新浪微博：@天天益动

Background

For over 50 years, diabetes has raised the global concern on its impact on people health, as well as social and economic development. Total number of diabetes patients is increasing 7 million every year. Diabetes is one of the most important causes to death, the number of people die from diabetes are similar with HIV / AIDS.

World Diabetes Day is to raise global awareness of diabetes – to the increasing of patients all over the world and how to prevent the disease. It is initiated in 1992 by the World Health Organization and the International Diabetes Federation, on November 14 of each year in order to commemorate the birth of Frederick Bunting. He and Charles Best discovered insulin (the therapy for curing diabetes patients' life) in 1922. In the meantime, we carry out the activity to raise public attention on initiating healthier life style to prevent diabetes.

Slogan

Climb to the top!

Time

November 10th, 2013 (Sunday)

Activities

Look for the highest building in the city, touch the blue sky, set off balloons with your dream.

Objective

Advocate about the prevention and treatment of diabetes, raise funds for Xintu's chronic disease prevention program.

Registration fee

69 RMB (package includes T-shirt, postcard, badge, bracelet, backpack, leaflet and balloon.)

Registration deadline

October 10th, 2013



How to Participate

1. Choose a team leader, participate as groups, and register in advance.

Registration form: <http://yidong.wufoo.com/forms/eccceee/>

2. Pay registration fee and receive package.

Registration fee: <http://www.lianquan.org.cn/main.php?ac=myDonate>

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Yidong Living aims to advocate and support public fundraising, organizing and participating sports oriented activities. It expects to promote healthy lifestyle, to raise public awareness on the chronic disease prevention and to enhance health self-management skill. Through public fundraising, it helps to support Xintu carrying out more health-promotion programs in the community.



Xintu Center for Community Health Promotion, Shanghai

Address: Room 201, Building A, 613 Eshan Rd, Shanghai

Postal code: 200127

Telephone: 021-58751368

Email: yidong@xintu.org

Website: www.ydliving.org

Sina weibo: @天天益动

Douban site: 益动生活

Make a Donation

Opening Bank: 交通银行上海浦东分行

Account name: 上海公益事业发展基金会新途健康促进专项基金

Account Number: 8800665800181026

Online Donation: <http://www.lianquan.org.cn/>