

**Title of Intervention and Website:** Stair Use Campaign

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To encourage inactive people to use the stairs

**Population:** Shopping mall visitors

**Setting:** Birmingham shopping mall; community-based

**Partners:** None mentioned

**Intervention Description:**

- Campaigns and Promotions: A poster was placed at the point of decision between the escalators and stairs.

**Theory:** Stages of change

**Resources Required:**

- Staff/Volunteers: not mentioned
- Training: not mentioned
- Technology: not mentioned
- Space: small space to conduct interviews
- Budget: not mentioned
- Intervention: posters
- Evaluation: interviewers

**Evaluation:**

- Design: observational/interviews
- Methods and Measures: stage of change for exercise and a modified 14 day physical activity recall were used to assess physical activity, participants were asked reasoning for stair use and whether they had seen the poster, gender and age were recorded

**Outcomes:**

- Short term Impact: significant increase in stair use during the intervention periods
- Long Term Impact: not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Poster prompts can encourage less active shoppers around lunchtime to use the stairs.

**Citation(s):**

Kerr, J., F. Eves, et al. (2000). "Posters can prompt less active people to use the stairs." J Epidemiol Community Health 54(12): 942.