

Title of Intervention and Website: Stair Use Campaign

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To determine the effect of a sign designed to increase activity on frequency of stair use

Population: Residents in Philadelphia

Setting: Shopping mall, train station, bus terminal; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: A sign was placed at the escalator/stair choice point at a mall, train station and bus terminal. The sign read: "Your heart needs exercise, here's your chance" and included cartoons of an unhealthy heart on the escalator and a healthy heart bounding up the stairs.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: not mentioned
- Training: inter-rater reliability for correct age, sex, race and weight (obese/non-obese)
- Technology: not mentioned
- Space: inconspicuous space at foot of stairs and escalator to record observations
- Budget: not mentioned
- Intervention: poster
- Evaluation: observers

Evaluation:

- Design: observational/ convenience sample, ABAB experimental design
- Methods and Measures: observations were made by 6 undergraduates and the authors; at each site, 4 observers were located inconspicuously at the foot of the stairs/escalator recording age (over 30/under 30), race (black/white), sex (male/female) and weight (obese/non-obese)

Outcomes:

- Short term Impact: Significant increase in stair use among men, women, blacks, whites, persons over and under age 30 and non-obese persons.
 - Non-obese person showed significantly greater response than obese persons
 - Men were significantly more likely to choose the stairs than women
 - Women's stair use returned to pre-intervention levels more rapidly than did men's stair use
 - Whites and blacks responded equally to the sign
 - Subjects under age 30 used the stairs significantly more than subjects over age 30, but age groups did not respond differently to the interventionStair use remained elevated for 15 consecutive days, decreased during a 1-month period and returned to baseline after 3 months
- Long Term Impact: not measured

Maintenance: Not mentioned

Lessons Learned: A simple sign can increase use of the stairs but the maintenance of these changes is a critical issue.

Citation(s):

Brownell, K. D., A. J. Stunkard, et al. (1980). "Evaluation and modification of exercise patterns in the natural environment." *Am J Psychiatry* 137(12): 1540-5.