

Title of Intervention and Website: Health promotion by encouraged use of stairs

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To encourage use of stairs with motivational signs

Population: Patrons of an underground station

Setting: Scotland, underground station; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: Signs were placed in a city center underground station where stairs and escalators were adjacent.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: not mentioned
- Training: not mentioned
- Technology: not mentioned
- Space: not mentioned
- Budget: not mentioned
- Intervention: signs saying "Stay Healthy, Save Time, Use the Stairs"
- Evaluation: observers

Evaluation:

- Design: observational/convenience
- Methods and Measures: baseline, intervention, post-intervention and post-post-intervention observations of activity choice (escalator or stairs), gender, week of study

Outcomes:

- Short term Impact: stair use increased from 8% at baseline to 15-17% during the three weeks when the sign was present; stair use declined following removal of the posters but remained significantly higher than baseline 12 weeks after removal of the posters
 - Men increased stair use significantly from 12% to 21%
 - Women increased stair use from 5% to 12%
- Long Term Impact: not measured

Maintenance: Not mentioned

Lessons Learned: The motivational sign positively influenced stair use in a safe and well lit venue. Further study is required to establish whether sedentary people or those who are already active respond to these cues.

Citation(s):

Blamey, A., N. Mutrie, et al. (1995). "Health promotion by encouraged use of stairs." *Bmj* 311(7000): 289-90.