

Title of Intervention and Website: Comparison of health promotion and deterrent prompts in increasing use of stairs over escalators

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To compare the effect on activity change of a health promotion sign compared to a deterrent sign

Population: Adults at the airport

Setting: Midwest regional airport; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: A health promotion sign or a deterrent sign was placed midway between the stairs and the escalator at eye level. The health promotion sign read "Save time, keep your heart healthy, use the stairs" and had a graphic of a fit looking heart caricature. The deterrent sign read "Please limit escalator use to staff and those individuals unable to use the stairs" with a graphic of a businessman using the stairs.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: not mentioned
- Training: observer was trained for two weeks prior to data collection learning to categorize individuals
- Technology: not mentioned
- Space: inconspicuous location for observer to carry out observations
- Budget: not mentioned
- Intervention: signs
- Evaluation: observers

Evaluation:

- Design: observational/convenience
- Methods and Measures: observation of individuals during baseline, health promotion sign, sign removal, deterrent sign and sign removal phases according to activity choice, age (over 40/under 40) and gender; five-hour increments, 2 days of the week for five weeks

Outcomes:

- Short term Impact: Both interventions had a significant overall effect on increasing stair use over no signs, however, there were no significant differences between the two signs in increased stair use.
- Long Term Impact: not measured

Maintenance: Not mentioned

Lessons Learned: Results indicate that both health promotion and deterrent point-of-decision prompts may be somewhat effective and low-cost methods in promoting short-term lifestyle physical activity patterns in a wide age-range of sedentary populations. Future studies should examine longer prompt comparisons and whether training staff and establishing a social and environmental climate would create stronger effects for a sedentary deterrent sign.

Citation(s):

Russell, W. D. and J. Hutchinson (2000). "Comparison of health promotion and deterrent prompts in increasing use of stairs over escalators." *Percept Mot Skills* 91(1): 55-61.