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):