Healthy Campus Network

Take the Stairs!

The University of California Healthy Campus Network's
Systemwide Goal for the 2017 - 2018 Academic Year

Minimum Requirements:
- **Intervention:** On at least one elevator bank on your campus, place "point-of-decision" (POD) prompts, like these simple placards. Prompts should be placed on ALL elevator floors, not just the lobby/entry level, to have an impact. While we encourage the selection of a building that has high foot traffic and many floors, there is no minimum requirement for number of floors in your chosen building. Consult this implementation guide for more details.
- **Evaluation:** Purchase an electronic "people counter" to collect data pre- and post-intervention on stair usage. This should be installed on the first floor stairwell nearest to the elevator bank where you have chosen to install POD prompts. Consult this evaluation guide for specific instructions.
- **Staff:** Hire an HCN-funded Student Research Assistant to lead the data collection and promotion/marketing.
- **Branding:** All signage and marketing must include the HCN water mark. For campuses that have already implemented some version of this campaign, retroactive branding is not required. However, any signs installed as a result of this initiative should be properly branded with the HCN water mark.

Additional "Take the Stairs!" Strategies That Will Achieve Greater Impact:
- Install elevator wraps for a greater visual impact.
- Stairwell beautification:
    - Renovations: paint walls, update lighting fixtures, add other safety improvements (e.g., treads on stairs)
    - Install bulletin boards for community postings and healthy messaging
    - Install artwork (murals, hanging art, sculptures)
    - **Important Note:** Chief Architects, Fire Marshals, and Facilities must all be consulted before any modifications are made.
- Marketing/promotion of activated elevator banks/stairwells:
    - Emails to students, staff, and faculty that work or study in the building
    - A big launch event
    - Follow-up events, like group meet-ups for walking the stairs
    - Engage your campus newspaper to write an article to inform your community of all the thought and care that went into the design of the project. See this sample press release to help you connect with your campus media outlets.
- These are evidence based-strategies that have worked well to increase use of stairs. However, there is plenty of room for your team to be creative!

Additional Evaluation Options That Will Help Us Learn More:
- **Conduct interviews** with stairwell users post-intervention where participants can self-report if the intervention changed their stair usage. Additionally, this is a useful way to gather qualitative data, like participant's favorite part of the project. [Check out the survey UCLA designed to collect self-reported results.](#)
- **Collect elevator trip data**. Most facilities are able to track elevator usage data (number of rides per day). Some might be able to track electricity usage.

Required Budget Items:
- Each campus is required to purchase one [OmniCounter Pro Wireless People Counter](#). This battery operated wireless people counter will allow us to collect uniform data across all ten campuses.
- Signage for POD prompts. Placards cost between $20-50 depending on size. You have the freedom to design/create these in whatever format suits your campus. Number needed will vary depending on number of floors in the building. Some campuses have sign makers in-house. Campus Communications should be consulted prior to finalization of designs.
- We request that you use your HCN funded Student Research Assistant to facilitate data collection. See the [evaluation guide](#) for more details.
- See this [sample budget](#) from UCLA. (Please note that you are not required to purchase all of these items. This is just meant to give an idea of what different items cost and are specific to UCLA's implementation.)

Suggested Budget Items:
- Elevators wraps costs approximately $150- 350 each. For example, UCLA has worked with [AAA Flag and Banner](#) in Los Angeles, but you are free to partner with your preferred vendor.
- Cost of necessary renovations to stairwells (painting, lighting) will vary.
- We suggest reserving some of your budget for promotional purposes to make building users aware of the improved elevator banks/stairwells.

While we acknowledge that the funds provided by HCN are small, they are enough to launch a minimal version of this project (a people counter, several placards, a small promotion budget). However, since evidence suggests that signs are most effective when combined with additional activation strategies, we suggest that campuses invest additional funds towards this project.

The Evidence

A recent review article found that about 3/4 of published peer-reviewed studies showed a significant increase in stair use post-intervention. There is evidence for point-of-decision prompts, but they can be done strategically and are more effective if combined with additional stairwell enhancements/environmental strategies. "Among the examined intervention characteristics, the strongest support was found for studies that used a combination of text and images on their signage, used time- and fitness-based motivational messaging, included stair

banners when using a simple strategy, and used medium, large, or a variety of sign sizes. Health-based messages are the most frequently used message types; however, it appears that time- and fitness-based messages are more effective in producing behavior change" (Jennings et al. 2017).

Read more about the research evidence here.

Suggested Timeline:
Fall 2017:
- **Hire your Student Research Assistant.** Once hired, please provide Meghan (meghan.oconnell39@gmail.com) with their name and contact information.
- Purchase and install a wireless people counter to the identified stairwell before any modifications are made.
- Determine the elevator bank and stairwell(s) you will activate. You could use this survey created by UCR to identify potential stairwells, identify a building with heavy foot traffic, choose a building your campus leads work closely with and have relationships with building management, etc.
- **Engaging campus stakeholders early in the process is critical.** While stakeholders will vary by campus, our implementation guide includes suggestions of people/groups you should reach out to during your planning. The guide also contains useful insight on how to overcome potential challenges based on lessons learned from other campuses.
- Seek all necessary approvals before implementation.
- After consulting with relevant stakeholders, create a campus specific implementation plan to be submitted by your SRA to the HCN Co-Chairs. Review these available toolkits to help you create your plan.
- Decide on your messaging. See examples here.

Winter 2017:
- **Collect baseline data.** Consult our evaluation guide for specific instructions.
- Install POD placards to elevator banks and implement modifications to the stairwell.
- Promote the activated elevator bank/stairwell to relevant users.
- Collect post-intervention data.

Spring 2017:
- Collect second round of post-intervention data.
- SRAs to submit all data and a final report to HCN Co-Chairs for our systemwide analysis.

Check points:
- Late November: SRA's should be hired by each campus and people counters should be purchased before December 11th.

- January 28, 5-7pm at UCLA's Luskin Conference Center: HCN Co-Chairs will host virtual training with all SRAs and faculty/staff members. SRA's will then have time to practice with the counter and install it in the appropriate building.
- March 5-9: Baseline data collection; 1 month prior to implementation
- March 9 - April 1: Implementation: modify stairwells and elevators (e.g., stairwell prompts, elevator wraps, artwork) and optional marketing and promotional activities (e.g., launch event, email promotion)
- April 16-20: First round of follow-up data collection; post-implementation, approximately 2 weeks after installation of POD prompts
- May 21-25: Second round of follow-up data collection; post-implementation, approximately 2 months after installation of POD prompts
- Early June: All data and final report submitted to HCN Co-Chairs.
- Summer 2018: Co-chairs share collective report with SRAs and Campus Leads.