

Signage Used in HealthWorks Worksite Stair Use Promotion Campaign

Pages 3 – 8: Full-page signs hung in
worksites

Pages 9 – 14: Table Tents placed in
worksites

Pages 15 – 19: Posters hung in worksite
stairwells

Pages 20 – 21: Posters from the DO Groove
campaign Blue Cross Blue Shield of
Minnesota

Pages 22 – 44: Riddles in and around
stairwells.

Pages 45 – 60: CDC Posters

Overview of the Stairwell Intervention Basic Stair Intervention

Assessment of the stairs was made at baseline to determine what environmental interventions could be done to improve the aesthetics of the stairs to make it more likely that employees would use the stairs.

Artwork in the Stairs

Posters were chosen from the website allposters.com by the HealthWorks staff and approved at each site by the advisory committee.

Posters were placed in the stairwells using two mounting techniques. The first technique used was less permanent and many posters were promptly taken. The second mounting technique was a frame permanently mounted to the wall in which posters could be interchanged from the front without removing the frame from the wall. This technique was more expensive but the pictures were not stolen as frequently. The artwork was changed 3-8 times.

Music in the Stairs at each Worksite

Music was chosen from iTunes by the HealthWorks staff and approved at each site by the advisory committee and facilities management installed the stereos.

Promotion

Posters were placed throughout the building at all sites to promote stair use. These were changed several times throughout the two-year period for variety. Table tents were also used to promote stair use. They were also changed for variety. All sites promoted using the stairs in newsletters.

Riddle of the day was a two-week challenge.

Week 1: Five riddle questions are placed in the stairwells the first week. The answers are placed one level up or one level down.

The riddle of the day is emailed to participants each day. They use the stairwells to find the answer. Participants email the answer to the question to us and are then entered into the prize drawing.

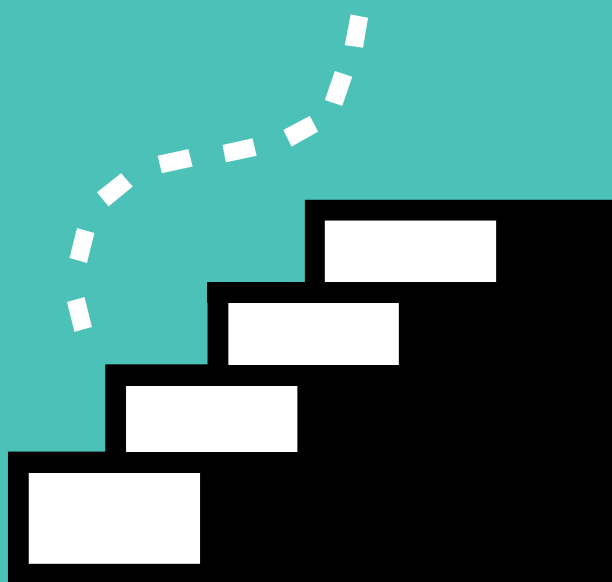
Week 2: Remove the old riddles. Place a new set of 5 riddles.

The Cheapest Gym Anywhere...



The Stairs!

Feeling Stressed
Burn Some Steam



Take the STAIRS

*Raise Your
Fitness Level,*



*One Step at a
Time*

*Physical activity will
add
Years to your life,*



And life to your years.

**Do Some
Reps...**



**Take The
Steps**

Walk Stairs...



Burn Calories...

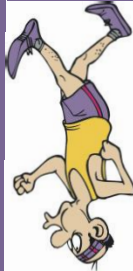
Feel Better...

Weigh Less...



Simple, Isn't it?

AND LIFE TO YOUR YEARS.



YEARS TO YOUR LIFE,

PHYSICAL ACTIVITY WILL ADD

Walk Stairs...

Burn Calories...

Feel Better...

Weigh Less...

Simple, Isn't it?



We Repeatedly Do



We are What

Feeling Stressed
Burn Some Steam



Take the STAIRS

New Fitness Level!



Step Up To A

The Cheapest Gym Anywhere...



The Stairs!

Your Daily Routine



Sneak Activity into

*Raise Your
Fitness Level,*



One Step at a Time

Take The Steps



Do Some Reps...

Fight Fat....

Feel Fit....



Frequent These Flights

For A Healthier You!



HealthWorks

Feeling Stressed
Burn Some Steam



Take the STAIRS

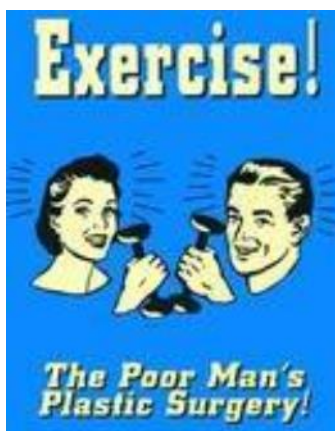
Humorous Posters



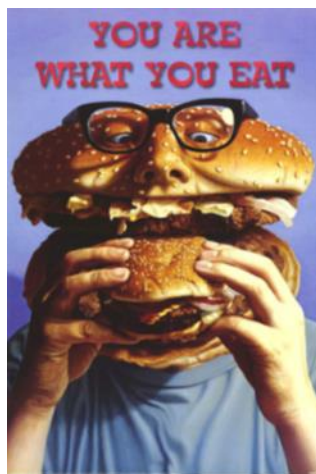
\$14.99, 20x16, #315872



\$14.99, 16x16, #315868



\$6.99, 11x14, #1248675



\$9.99, 24x36, #406836



\$11.99, 24x18, #325745

Fine Art Posters



\$13.99, 36x24, #314230, Monet



\$7.98, 24x36, #328931, Van Gogh



\$16.99, 22x28, #290840,
Georgia O'Keeffe

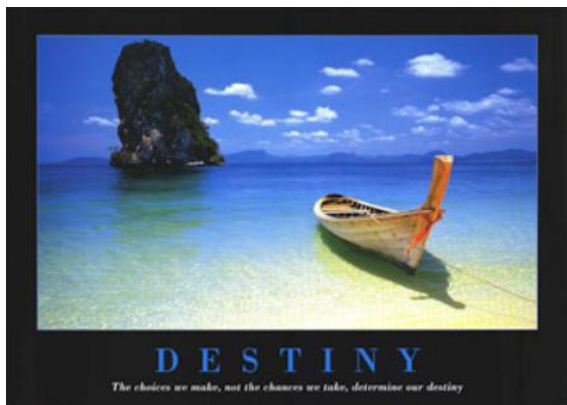


\$8.99, 34x24, #153072, Hokusai Katsushika

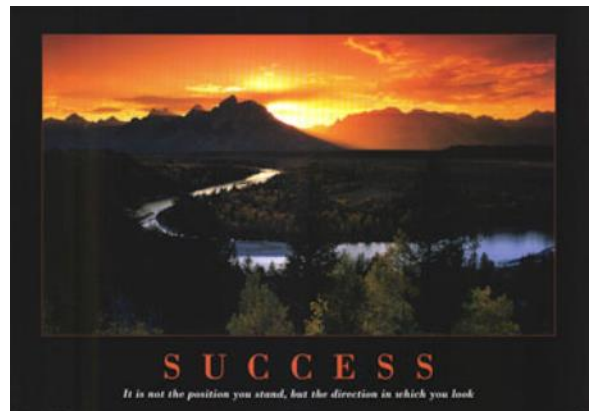


\$11.99, 36x24, #96970, Salvador Dali

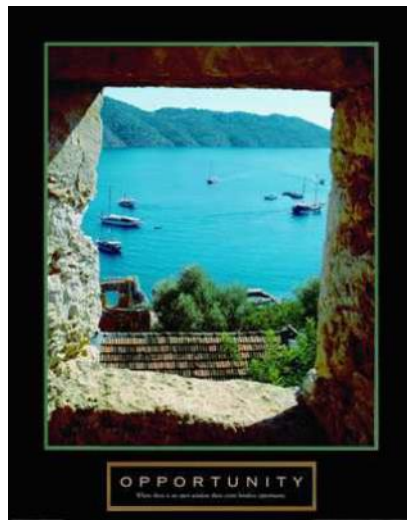
Nature Motivational Posters



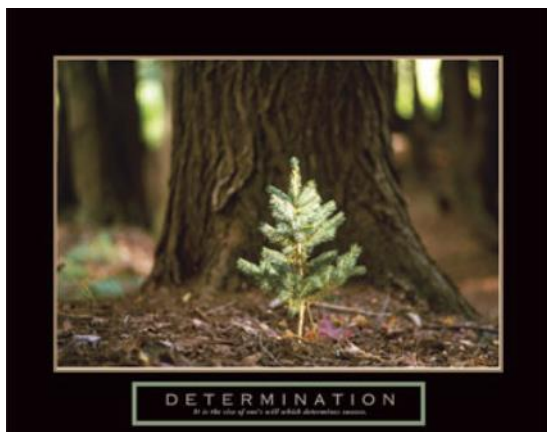
“The choices we make, and the chances we take, determine our destiny”, \$8.99, 34x24, #1582



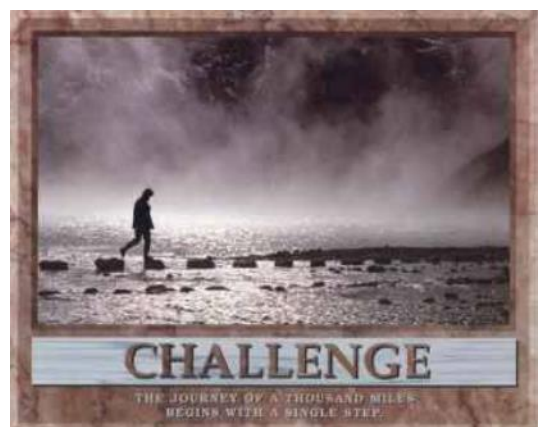
“It is not the position you stand but the direction in which you look”, \$8.99, 34x24, #1581



“When there is an open window there exists limitless opportunity”, \$11.99, 22x28, #328265



“It is size of one’s will, that determines success”, \$11.99, 28x22, #422293



“The journey of a thousand miles begins with a single step”, \$6.99, 20x16, #1336867

Sports Posters

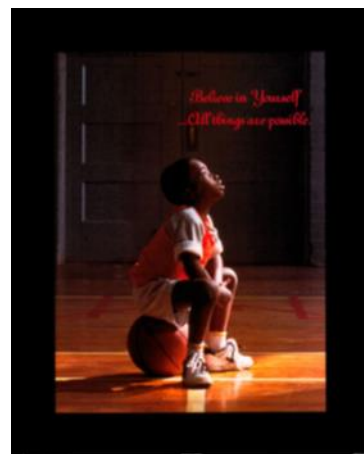


\$16.99, 23x29, #125539



PLAY BALL

\$11.99, 20x16, #1641321



\$12.99, 16x20, #861021



"I'm so fast...
I turned off the light switch in my bedroom and was
in bed before the room was dark."

"I'm so fast that last night I turned off the light switch in my bedroom and was in bed before the room was dark"

\$8.99, 24x36, #309531



\$10.99, 36x24, #1111258

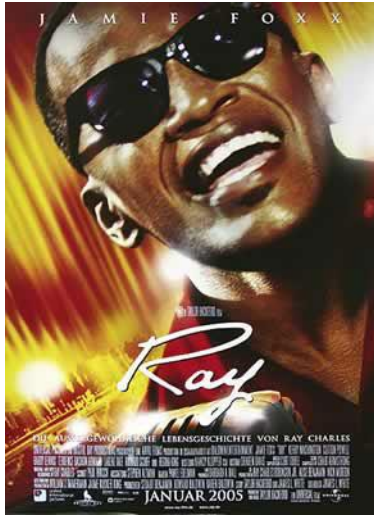


\$16.99, 24x36, #1114167

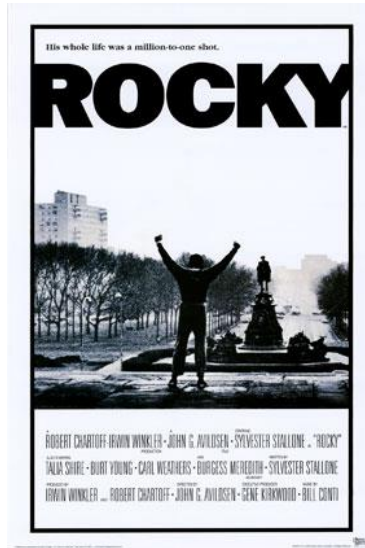


\$10.99, 24x36, #426382

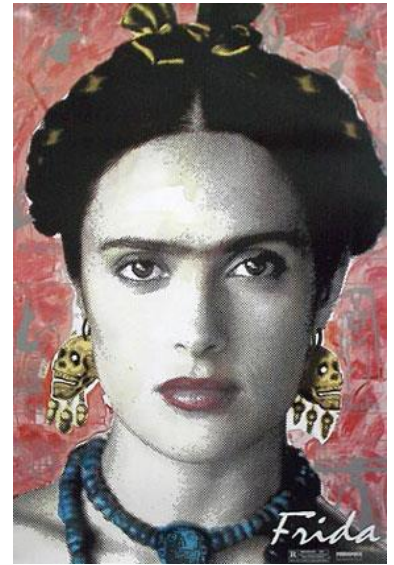
Movie Posters



\$19.99, 11x17, #1112874



\$8.99, 25x35, #153070



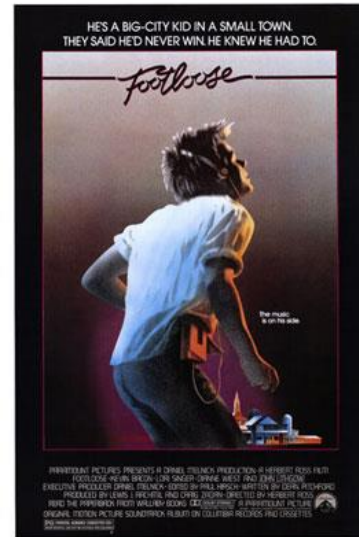
\$12.99, 27x40, #371365



\$8.99, 24x36, #361368



\$14.99, 27x40, #96443



\$19.99, 11x17, #939706

Running to catch the elevator doesn't count. Take the stairs.

Groove your body 10 minutes 3 times a day.

do.

Race the elevator.

Groove your body 10 minutes 3 times a day.

do.

Practice a fire drill in reverse.

Groove your body 10 minutes 3 times a day.

do.

In case of fire take the stairs. In case of boredom take the stairs. In case of holiday overeating take the stairs. In case of high blood pressure take the stairs. In case of big lunch take the stairs. In case of stress take the stairs. In case of fudge sundae take the stairs.

Groove your body 10 minutes 3 times a day.

do.

Free StairMaster



Groove your body 10 minutes 3 times a day.

do.

Don't just stand there.



Groove your body 10 minutes 3 times a day.

do.

Don't let the machines win. Take the stairs.

Groove your body 10 minutes 3 times a day.

do.

Don't escape your cubicle just to get in another.

Groove your body 10 minutes 3 times a day.

do.

do.climb

Groove your body 10 minutes 3 times a day.

Prepare yourself for climbing the corporate ladder. Climb the corporate stairs.

Groove your body 10 minutes 3 times a day.

do.

Avoid awkward silences. Next time take the stairs.

Groove your body 10 minutes 3 times a day.

do.

Enjoy elevator music for a change.



Groove your body 10 minutes 3 times a day.

do.

Stairs. They're not just for claustrophobics anymore.

Groove your body 10 minutes 3 times a day.

do.

Workout more than your finger. Take the stairs.

Groove your body 10 minutes 3 times a day.

do.

Elevators bring you down. Stairs lift you up.

Groove your body for 10 minutes 3 times a day.

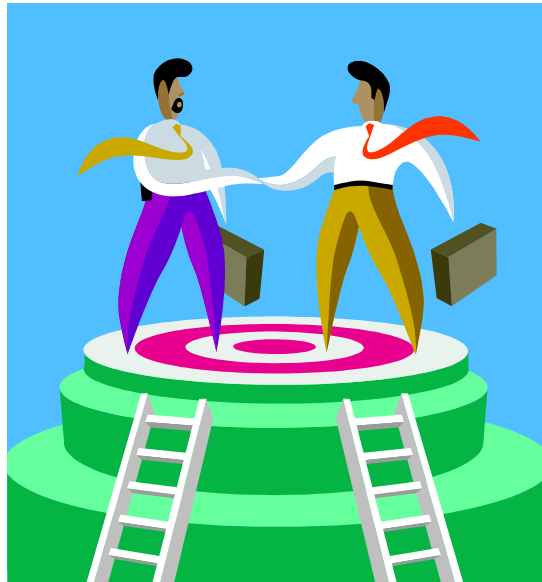
do.

Posters from the DO Groove campaign Blue Cross Blue Shield of Minnesota were free and they were used to promote stairs and increasing movement throughout the workday. They were posted throughout all three worksites especially by elevators and stairwell entrances.

<http://www.do-groove.com/index.aspx>

The cdc also has free posters that were used:
http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/stairwell/stairwell_messages.pdf

Hit Your Target Weight
by finding ways to add steps to your days!
Use the stairs often!



For just a little fun I have placed riddles in the stairwell. The riddle is on one level and the answer is one level up. Each day I will choose one of the riddles and email the question to you. Find the answer to the riddle and email the answer to me to be entered into the daily drawing!

All are welcome to use the stairs and enjoy the riddles but only participants in the Final Challenge are eligible to enter the drawing and win!

Riddle of the Day

Where will you find roads
without cars, forests without
trees, and cities without
houses?



Find the key to the riddle on the
next floor.

On a map



Riddle of the Day

**Never resting, never still.
Moving silently from hill to hill.
It does not walk, run or trot, All
is cool where it is not. What is
it?**



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle of the day. Email the answer to me to enter into a daily drawing!

Sunshine



Riddle of the Day

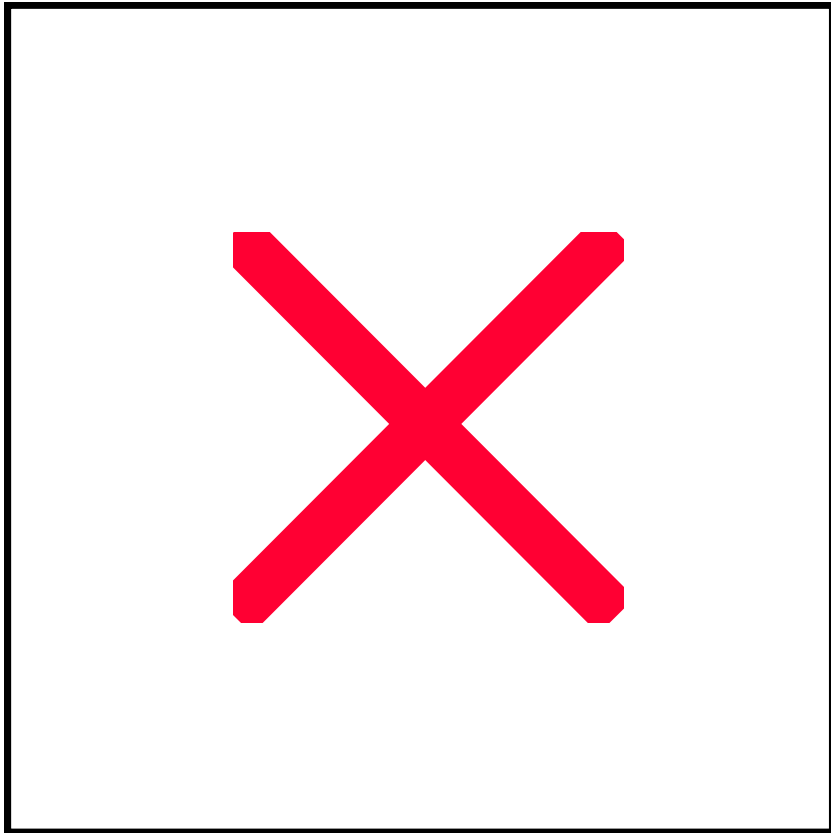
What gets wetter and
wetter the more it dries?



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle of the day. Email the answer to me to enter into a daily

A towel



Riddle of the Day

What goes up and down the stairs without moving?



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle of the day. Email the answer to me to enter into a daily drawing!

A carpet

Riddle of the Day



What is it?

The more you take, the
more you leave behind.



To find the key to the riddle use the stairs

Footsteps

Riddle of the Day

There is a word in the English language in which the first two letters signify a male, the first three letters signify a female, the first four signify a great man, and the whole word, a great woman. What is the word?



Find the Key to the Riddle of the Day in the stairwell.

Heroin

Riddle of the Day

You do not want to have me, but
when you have me, You do not
want to lose me.

What am I?



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle of the day.
Email the answer to me to enter into a daily drawing!

A Lawsuit



Riddle of the Day

How can you physically stand behind your friend as he physically stands behind you?



Find the Key to the Riddle of the Day in the stairwell.

Stand Back to
Back

Riddle of the Day

**What does man love more than life?
Fear more than death or mortal strife?
What the poor have, what the rich
require, and what contented men
desire? What does
the miser spend, the spendthrift save,
And all men carry to their graves?**



Find the Key to the Riddle of the Day
in the stairwell.

Nothing

Riddle of the Day

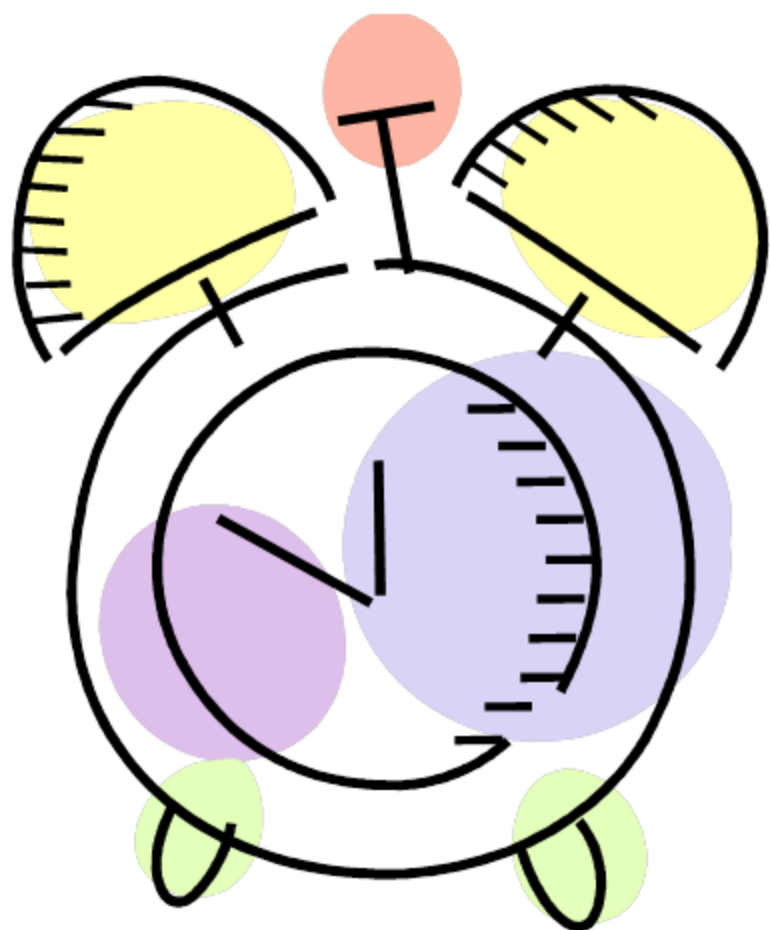
This thing runs but cannot walk,
sometimes sings but never talks. Lacks
arms, has hands; lacks a head but has a
face



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle
of the day. Email the answer to me to enter

A Clock



Riddle of the Day

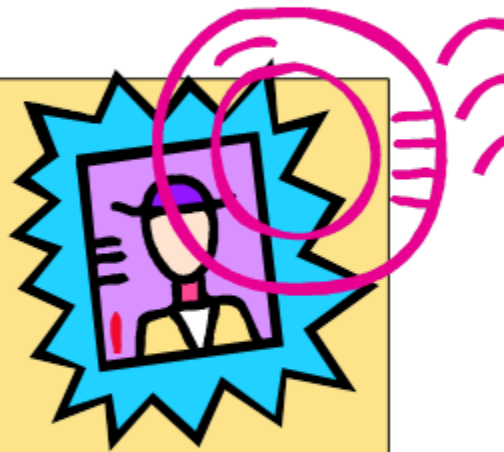
What goes around the world
but stays in a corner?



Find the Key to the Riddle of the Day

Use the Stairwell to find the key to the riddle of the day. Email the answer to me to enter into a daily drawing!

A Stamp





I'm walkin'.
Yes, indeed.

(Fats Domino)





Change
happens
one step
at a time.





The victory
is not always
to the
swift, but to
those who
keep moving.





Physical
activity will
add years
to your life,
and life to
your years.





The first
wealth
is
health.

(Ralph Waldo Emerson)





In one minute,
a 150 pound
person burns
approximately
10 calories
walking up stairs,
and only 1.5
calories riding
an elevator.





Walking
up stairs
burns almost
5 times more
calories than
riding an
elevator.





There are
1440 minutes
in every day...
schedule 30
of them for
physical
activity.





No
waiting
one door
over.





Small
steps
make big
differences.





Raise your
fitness level,
one step
at a
time.





Fight fat...

Feel fit...

Frequent
these
flights.





Step up
to a
healthier
lifestyle.





Take a
little walk
with me.

(Muddy Waters)





One step
farther
each day.
You can
do it.





Now
that you
have
refueled...

