

STAIRWELL TOOLKIT

FOR EMPLOYERS

GET HEALTHY PHILLY • PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH



www.foodfitphilly.org

TABLE OF CONTENTS

SECTION	PAGE
Introduction	
What is Get Healthy Philly?	3
Why a StairWELL Toolkit?	4
Benefits of Participation	6
Getting Started	
Implementation Steps	7
<i>Assemble Your StairWELL Team</i>	7
<i>Discuss the Idea</i>	7
<i>Check the Condition of Your Stairwells</i>	7
<i>Assess Stairwell Usage</i>	7
<i>Plan for Stairwell Improvements</i>	8
<i>Launch Your StairWELL Campaign</i>	8
<i>Keep the Campaign Fresh</i>	8
<i>Special Considerations</i>	9
Program Materials	
Sample Committee Invitation Letter	10
Stairwell Walk-Through Tool	11
Stairwell Usage Survey	13
Stairwell Improvement Budget Worksheet	15
Sample Email Messages	16
StairWELL Program Evaluation	19
Additional Resources	
Einstein Healthcare Network Case Study	21
Philadelphia StairWELL Climb Challenge: Overview	23
Philadelphia StairWELL Climb Challenge: Tracking Sheet	24
Philadelphia StairWELL Climb Challenge: Destinations	25
Motivational Signage Examples	27
Get Healthy Philly StairWELL Assistance Request	28

For More Information:

Kelli McIntyre
Physical Activity Coordinator,
Get Healthy Philly,
Philadelphia Department
of Public Health
...
kelli.mcintyre@phila.gov
215-685-5276 (office)

Information in this toolkit is adapted using data, resources, and references from the Centers for Disease Control and Prevention Stairwell and Healthier Worksite Initiative, and Let's Go! StairWELL Initiative of Maine, and the Take the Stairs Initiative of the Montclair Department of Health and Human Services.

WHAT IS GET HEALTHY PHILLY?

Chronic diseases such as obesity, hypertension and diabetes pose a significant health risk for many Americans, and Philadelphians are no exception. In fact, Philadelphia has some of the highest rates of adult obesity (34%), hypertension (39%) and diabetes (16%) among the ten largest U.S. cities.¹

Along with healthy eating, being physically active can help to achieve and maintain a healthy weight and reduce the risk of these chronic diseases. Unfortunately, only 53% of Philadelphia adults report at least 30 minutes of physical activity three times per week.²

In March 2010, the Philadelphia Department of Public Health launched **Get Healthy Philly**, a groundbreaking public health initiative which focuses on reducing the prevalence of chronic disease in Philadelphia by making it easier to eat healthy, be active and smoke-free wherever we live, work, learn and play. Get Healthy Philly brings together government, community-based organizations, academia and the private sector to work toward the common goal of a healthier Philadelphia.

Through this toolkit, Get Healthy Philly supports employers in designing and implementing effective stairwell access policies and programs as just one way to help employees be active at work.

“As a family doctor working to lower the city’s diabetes and heart disease rates and a busy mother of three, I need to fit exercise in whenever I can. Using the stairs instead of taking the elevator keeps me active without taking time I don’t have. And it means I don’t have to wait for the elevator.”

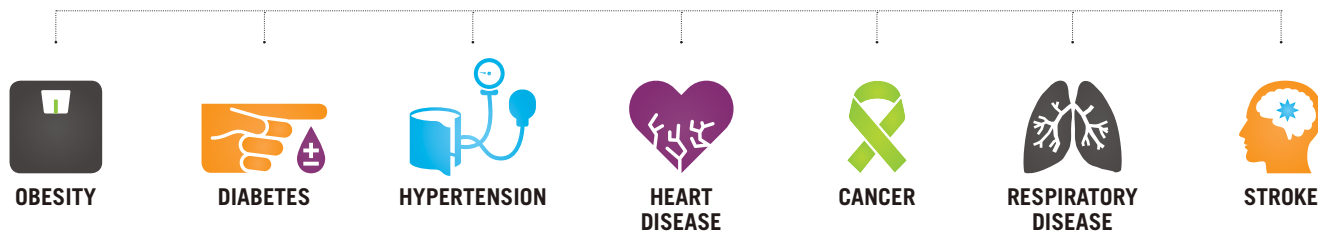
CHERYL BETTIGOLE, DIVISION DIRECTOR

GET HEALTHY PHILLY CHRONIC DISEASE FRAMEWORK

We can make the healthy choice the easy choice in multiple environments



to prevent chronic disease and improve health.



1. Community Health Assessment Philadelphia Department of Public Health May 2014
2. Public Health Management Corporation, 2015 Southeastern PA Household Health Survey

WHY A STAIRWELL TOOLKIT?

Studies have shown that even modest increases in physical activity can have health benefits, help to manage weight, blood pressure, blood sugar, and even improve quality of life.¹ Since many adult Philadelphians spend more than half their day in the workplace, employers have a key opportunity to promote physical activity and a healthy lifestyle through evidence-based policies and programs. Walking, biking and taking the stairs can help make active lifestyles the “norm” because they capitalize on things that we already do regularly: walk, commute and move between floors of a building.

Get Healthy Philly hopes that employers in Philadelphia will start to encourage regular physical activity in their employees by making sure that stairwells are accessible, safe and attractive, and encouraging their regular use during the work day.

This toolkit is designed to make that process simple. It is adapted from the StairWELL toolkit designed, studied and implemented by the CDC.² The overall goal of this program is to increase the utilization of stairwells in workplaces and businesses in Philadelphia by increasing awareness of the benefits of choosing the stairs, giving employers a strategy for assessing and updating existing stairwell use and policies, and providing the tools to encourage employees and guests to take the stairs.

Encouraging employees to use the stairs instead of elevators and/or escalators in the workplace is beneficial because it is:

- **Healthy.** Walking up the stairs strengthens muscles, bones, heart and lungs.
- **Easy.** It requires no special skills or practice.

- **Convenient.** The stairwells already exist and are a part of your built environment.
- **Free.** Unlike some other fitness activities, walking and taking the stairs requires no financial investment.
- **Faster.** Using the stairwell can sometimes be quicker than waiting for the elevator, especially during peak elevator usage hours.
- **Effective.** Taking the stairs burns significantly more calories than taking the elevator. A 150 lb. person can burn 15 calories by walking up three flights of stairs a day, resulting in a weight loss of about six lbs. a year.³
- **Energy Efficient.** Instead of using electrical energy to move between floors, we employ human energy to do the same.

Research conducted by the CDC suggests that use of various strategies (i.e. posting signs, improving stairwell appearance, playing music and offering stairwell contests) may help to increase the use of stairs in workplaces.⁴

This toolkit also provides suggestions and materials for use in evaluating your implementation of StairWELL. Evaluation will help inform planning, monitor progress and assess the impact of the StairWELL program. The information you gather from evaluation practices will also provide you with concrete talking points to share with stakeholders.

1. U.S. Department of Health and Human Services. Physical Activity and Health: A Report of the Surgeon General. Atlanta, Ga: US Dept. of Health and Human Services, Centers for Disease Control and Prevention and Health Promotion; 1996.
2. <http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/stairwell/>
3. Teh, KC and Aziz AR. Heart rate, oxygen uptake, and energy cost of ascending and descending stairs. Med Sci Sports Exerc. 2002; Vol 34 No 4: 695-699.
4. Kerr NA, Yore MM, Ham SA, Deitz WH. Increasing stair usage in a worksite through environmental change. Am J Health Promotion. 2004; 18:312-315.



photo: Mitchell Leff

It's important to note that, besides stairwell access, there are other ways employers can encourage physical activity.

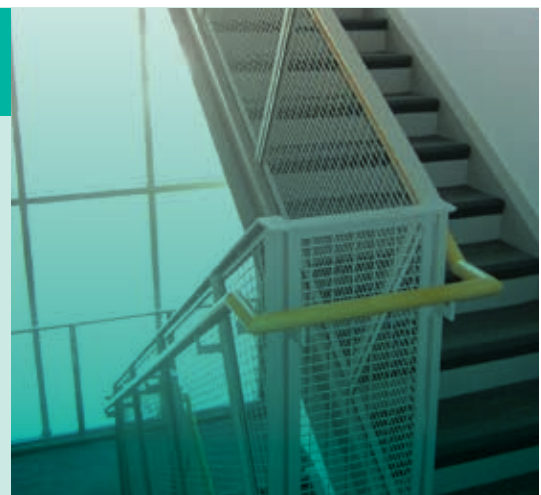
EMPLOYERS CAN ENCOURAGE...	PHYSICAL ACTIVITY
Active transportation by:	<ul style="list-style-type: none"> • Offering benefits that support use of SEPTA or other public transportation • Establishing safe bike parking that protects bikes from people and the elements • Encouraging employees who live close enough to do so, to walk to work
Physical activity during the day by:	<ul style="list-style-type: none"> • Supporting walking meetings • Supporting walking groups • Encouraging employees to walk to co-workers' work space to communicate instead of sending emails or having telephone conversations • Providing facilities for employees to shower and change clothes after exercise • Encouraging employees to use bathrooms and other facilities that are on other floors or other parts of the building • Encouraging stretch or other physical activity breaks during the day
Daily physical activity by:	<ul style="list-style-type: none"> • Providing opportunities for fitness classes on site • Offering benefits that subsidize the cost of gym membership • Considering the addition of workout facilities to your worksite

Did you know?

STAIR CLIMBING IS CLASSIFIED AS "VIGOROUS EXERCISE" AND BURNS MORE CALORIES PER MINUTE THAN JOGGING.

JUST TWO MINUTES OF STAIR CLIMBING A DAY IS ENOUGH TO PREVENT AVERAGE MIDDLE AGE WEIGHT GAIN.

FOR BUILDINGS WITH FIVE FLOORS OR LESS, IT'S NEARLY ALWAYS QUICKER TO TAKE THE STAIRS. STUDIES SHOW OFFICE WORKERS SAVE UP TO 15 MINUTES A DAY BY TAKING THE STAIRS.¹



1. Step jockey 20 amazing stair climbing facts. <https://www.stepjockey.com/stair-climbing-benefits> 2015

BENEFITS OF PARTICIPATION

There are many benefits to improving the accessibility and attractiveness of your stairwells through the implementation of this toolkit.

- **Create a healthier workforce.**

Studies have shown that even modest increases in physical activity can result in improvements in blood pressure and blood sugar.

- **Increase productivity**

- **Decrease absenteeism**

- **Lower healthcare costs**

- **Improve employee morale**

- **Lower energy usage**

- **Serve as a role model for health and wellness in the workplace**

In addition to the benefits above, workplaces who notify us of their participation in the program will be recognized for their efforts by Get Healthy Philly. This recognition will include a certificate of accomplishment from the Health Commissioner of Philadelphia and recognition on the Get Healthy Philly website. There also may be opportunities for recognition through the press and through our national networks and public health advocates.



GETTING STARTED

We recognize that each workplace will have different needs, goals and resources for implementation of a StairWELL Campaign. Feel free to adapt implementation to meet the needs of your organization.

GET HEALTHY PHILLY STAIRWELL IMPLEMENTATION STEPS

1	Assemble Your StairWELL Team
2	Discuss the Idea
3	Check the Condition of Your Stairwells
4	Assess Stairwell Usage
5	Plan for Stairwell Improvements
6	Launch Your StairWELL Campaign
7	Keep the Campaign Fresh



1. Assemble Your StairWELL Team

Addressing the accessibility and use of the stairwells in your facilities will require a team approach. First, choose a leader for this initiative. It could be your Wellness Manager or other organizational leader. Other key partners in this effort might be the building owner, facilities manager and/or members of the human resources team. Once team members have been chosen, invite them to be a part of the StairWELL Implementation Team. We have included an invitation letter that you may use and adapt for this purpose on page 10.

2. Discuss the Idea

Discuss the concept of the StairWELL initiative with the team including the reasons that this is important for your organization. This meeting is also the time to create and/or review your organization's overall StairWELL implementation plan. You may also choose to designate who on your team will be responsible for such tasks as the Stairwell Walk-Through Evaluation and Stairwell Usage Survey Assessment, as well as timeline and budget responsibilities associated with this process. See pages 11–15 for tools to help with this process.

We recommend that evaluation be included in the plan and based on the plan's goals and objectives. To evaluate your program you will need to identify the following: evaluation questions, outcome indicators (ex: how many people use the stairs, how much employees use the stairs on average), data collection tools and the methodology (when and who will collect the data, etc.).

EVALUATION BEST PRACTICE:

Plan for program evaluation at the same time you are planning implementation of the StairWELL. Aim for continuous improvement, that is, incorporate what you learn from evaluation efforts as you go.

3. Check the Condition of Your Stairwells

Designated StairWELL Team members should take a walk-through of your facility with the building manager and take note of the condition of your stairwells. Use the Stairwell Walk-Through Tool on page 11 to help assess and record the condition of your stairwells. Please remember to use one copy of the walk-through tool for each stairwell.

4. Assess Stairwell Usage

Use the included Stairwell Usage Survey on pages 13–14 to find out how many of your employees currently use the stairs and the rationale behind their choices. This survey will also help to determine if the stairwells are perceived by employees as safe, accessible, easy to locate and attractive.

Your team might also consider doing stairwell observational counts for a specified period of time in order to have a more objective means of measuring stairwell use. These observations might take place on a certain day of the week, at one or all stairwells, and consist of a person who counts the number of employees and/or guests who enter and/or exit the stairwells.

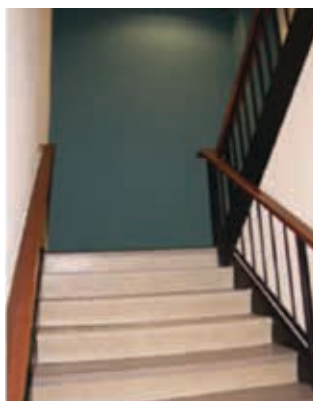
Both the employee survey and observational counts provide an opportunity to inform stairwell access planning and collect a baseline from which you can measure change as a result of your stairwell efforts.

5. Plan for Stairwell Improvements

Consider and discuss the findings from your Stairwell Walk-Through, Stairwell Usage Surveys and Stairwell Improvements Budget Worksheet on pages 11–15 to decide what stairwell improvements the team recommends. If you do not own your building, be sure to discuss any suggestions for improving the stairwell with the property owner before making any purchases or changes.

The CDC recommends that you consider any or all of the following to increase the appeal of stairwells:

- If your business is interested in further improving the visibility of your stairwells, a suggestion is to consider replacing stairwell doors with fire-rated glass doors or to install magnetic hold-opens on existing doors.
- Consider starting at the bottom floor and giving each stair a number so that users can easily track their progress. Similarly, putting numbers on the stairwell exit doors helps to let users know which floor they're on.
- If safety is a concern for your stairwells and they are not equipped with security cameras, consider installation for this purpose. Not only will it allow your building management to have a better idea of what is going on in your stairwells, but it can increase the perception of safety for stair users. Security cameras may also offer an opportunity to gather more objective stairwell use data.
- Consider hanging “point-of-decision” signage to encourage stairwell use and help people to easily locate the stairs. The posters on page 27 are ready for use for these purposes.



BEFORE



AFTER

- Painting is one of the least expensive, most effective ways to increase the appeal of your stairwells.
- Adding carpet and/or rubber treading to the stairs can help improve safety and appeal of the stairs.
- Using creative lighting in the stairwells can help to improve safety and visual appeal of stairwells.
- Adding art to the walls or decorating with a theme in the stairwells creates a unique experience for stairwell users.
- Play music in the stairwells.

6. Launch Your StairWELL Campaign

According to your timeline for stairwell enhancement projects, set a date for your employees to be introduced to the campaign. If this includes major improvements, consider scheduling a StairWELL Grand Re-Opening Event with a ribbon cutting ceremony. This is also a great time to consider implementing an incentivized competition or event to promote stairwell use. Included on pages 23–26 of this toolkit is the Philadelphia StairWELL Climb Challenge.

Clearly communicate campaign launch date and details to employees. Let employees know they should expect regular emails and other communications about this campaign. Sample emails are included on pages 16–18 of this toolkit.

Post motivational signs in or near stairwells or at the base of elevators and escalators to encourage individuals to increase stair use. Samples are included on page 27.

7. Keep the Campaign Fresh

Keep in mind that, ideally, motivational signage in the stairwells should be changed or rotated every two to four weeks to keep the attention of your employees.

In addition to rotating and changing signage, we recommend that you adapt and utilize the email messages included in this toolkit to keep your efforts on the minds of your employees. These email messages are also a great opportunity to share progress and celebrate successes.

Finally, you should plan to conduct an evaluation of your progress four to six weeks after implementation. You can use a follow-up survey and/or redo the observational stairwell counts to determine whether and to what extent employees have increased their use of the stairwells. If you find that stairwell use has increased, then congratulations! Use these numbers to share your success with employees and stakeholders. You may also find out why change hasn't occurred and incorporate this feedback into your program.

SPECIAL CONSIDERATIONS

If you don't own your building, consider the following:

- Be sure to include the building manager as a part of your team.
- Are the stairwells locked? Discuss options for accessibility, even if accessibility is limited to certain floors.
- Provide examples (see case study on page 21) of how this has worked in other places.
- Learn what is acceptable in terms of postings and signage.
- Seek the support of other tenants who might be interested in stairwell access.

SAFETY MATTERS!

Advise employees to consult with their doctors before starting a new exercise program.

Remind employees to:

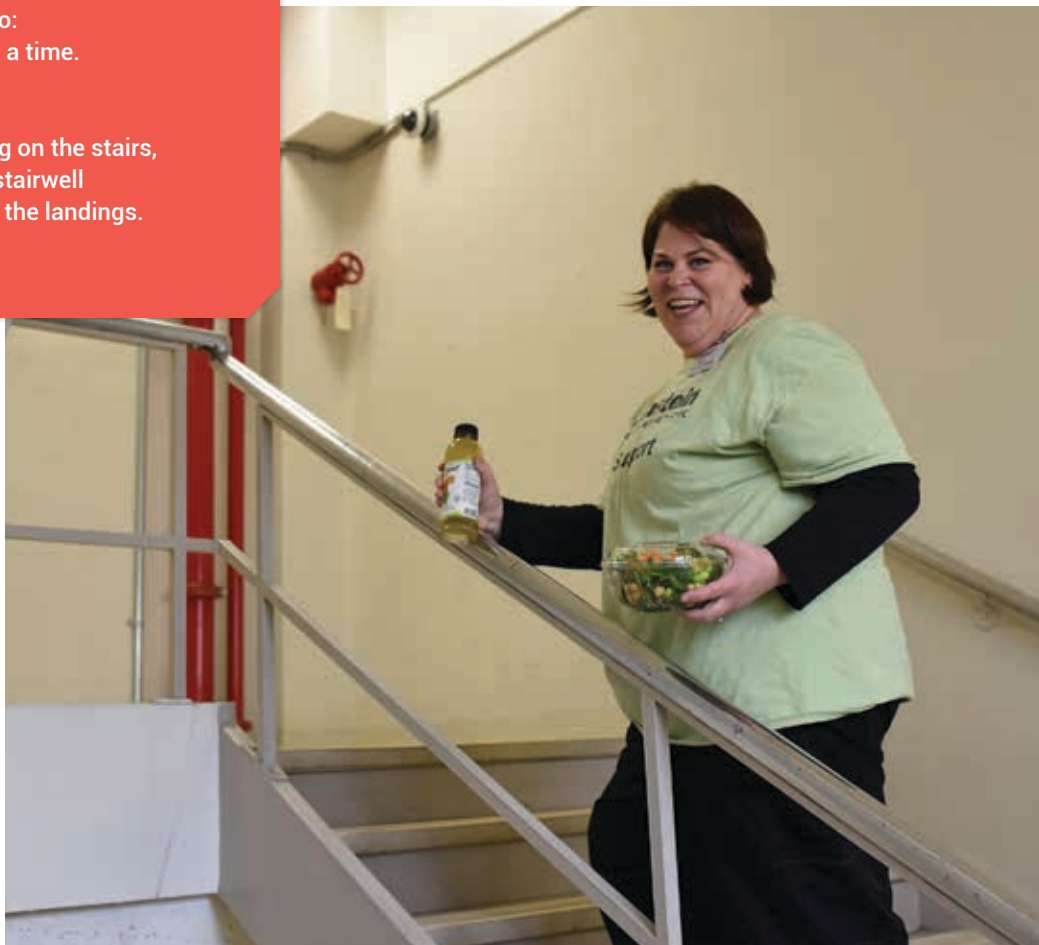
- Take it one step at a time.
- Use the handrails.
- WALK, don't RUN.
- Avoid congregating on the stairs, right outside of a stairwell access door, or on the landings.

STAIRWELL ACCESS & LIABILITY CONCERNS

Employers sometimes express concern about liability associated with increased stairwell use; however, according to ChangeLab Solutions¹, stairwells are unlikely to pose a greater risk of liability than other common areas in a building. Another potential benefit of increased stairwell use is that it can result in improved stairwell maintenance — employees taking the stairs can identify burnt-out light bulbs, debris, loose railings and other potential problems that could be catastrophic in the case of a fire or other emergency.

Well-maintained stairwells and a workforce accustomed to their use make first responders' jobs safer. Increased stairwell use also means decreased elevator use, which can mean decreased elevator use-related costs, injuries and liability.

Your Get Healthy Philly StairWELL Team is excited to help you improve the condition of your stairwells during the implementation of this toolkit, so that you and your workforce can reap the many health and safety benefits of increased stairwell use while minimizing the risk of stairwell use related injuries.



PROGRAM MATERIALS

GET HEALTHY PHILLY STAIRWELL SAMPLE COMMITTEE INVITATION LETTER

Subject:
Invitation to serve on our
StairWELL Team

Sample Email Content:
We are writing to invite you to be a part of these efforts by serving on the StairWELL Committee. This group will be working closely with Get Healthy Philly to assess current stairwell access, conditions and employee use, and then create and implement a plan for stairwell promotion in our workplace.

Get Healthy Philly is a public health initiative of the Philadelphia Department of Public Health that aims to make healthy choices easier wherever Philadelphians live, work, learn, shop and play. They are launching a new initiative to work with Philadelphia employers to encourage regular physical activity for their employees by making their stairwells accessible, safe and attractive, and encouraging their regular use during the work day.

We at *(name of your organization)* would like to support these efforts and our employees' health by implementing the steps recommended in this toolkit.

The Get Healthy Philly StairWELL Toolkit includes such resources as an employee use survey, a walk-through assessment tool and motivational posters.

Please let us know by responding to this invitation by *(RSVP date)* if you are willing to serve on the *(name of your organization)*'s StairWELL Team.

Thank you for being a part of making our workforce healthier!



STAIRWELL WALK-THROUGH TOOL

Use one copy of this tool for each stairwell in your facility. If you need extra copies, please photocopy this form before filling it out, or print out extras from the online PDF.

BUILDING:

STAIRWELL LOCATION:

DATE OF WALK-THROUGH:

1. How many stairwells are in this building? _____ stairwells
2. How many floors are in this building? _____ floors
3. Where is this stairwell located in the building? _____
4. Is there an elevator nearby? Yes No If yes, how far is it from the stairs? _____

5. Is this stairwell easy to locate (especially at points of decision, i.e. entrances and elevators)? Yes No
If no, please describe. _____
6. Is this stairwell accessible (and unlocked)? Yes No If no, please describe. _____

7. Is this stairwell also a fire tower? Yes No
8. Do you observe any fire doors that have been propped open OR altered (with postings etc.)? Yes No
If yes, please describe. _____
9. How many flights of stairs per floor and per flight are there? _____ flights _____ stairs per flight
10. Is this stairwell safe?
 - Controlled access from the outside? Yes No
 - Equipped with a non-slip surface? Yes No
 - Well-constructed? Yes No
 - Well-maintained? Yes No
 - Well-lit? Yes No
 - Well-trafficked? Yes No
 - Free of trip hazards? Yes No
 - Equipped with security cameras? Yes No

STAIRWELL WALK-THROUGH TOOL CONTINUED

11. Is this stairwell attractive?

Fresh paint and/or wall coverings? Yes No If no, please describe. _____

Clean? Yes No If no, please describe. _____

Adequate lighting? Yes No If no, please describe. _____

Carpet/floor coverings? Yes No If no, please describe. _____

12. Please describe the materials used in the construction of these stairwell components.

Doors: _____

Landing Walls: _____

Stairs: _____

Stair Risers: _____

Other: _____

13. Are there obvious deterrents to taking the stairs (i.e. smoking in stairwells)? Please describe. _____

14. Please take note of any opportunities that you have observed to assist people in choosing the stairs. Are there areas that would benefit from specific way-finding instructions or motivational signage? _____

STAIRWELL USAGE SURVEY

This survey is to be completed by employees before StairWELL Program Implementation. We recommend creating an electronic version of the survey for ease of dissemination and analysis of results. A follow-up survey to be completed after StairWELL implementation is also included on page 19.

1. During the last seven days, on how many days did you participate in a physical activity lasting at least 10 minutes (i.e. walking, biking, dancing, swimming, etc.)?
_____ days
2. During the last seven days, how many times did you choose to take the stairs in a setting other than at work (i.e. while shopping)?
 - a. 1x/day
 - b. 2-4x/day
 - c. 5x/day or more
 - d. I took the stairs a few times over the last 7 days, but not every day.
 - e. I don't use the stairs in settings outside of work.
 - f. I don't know.
3. In the course of your workday, which do you use most of the time:
 - a. Elevator
 - b. Stairs
 - c. I use BOTH equally.
 - d. I don't travel between floors.
 - e. Other: _____
4. Which floor do you work on?
_____ floor
5. On a typical day, how often do you use the elevators at work?
 - a. 1x/day
 - b. 2-4x/day
 - c. 5x/day or more
 - d. I don't know.
 - e. I don't use the elevator.
6. On a typical day, how often do you use the stairs at work?
 - a. 1x/day
 - b. 2-4x/day
 - c. 5x/day or more
 - d. I use the stairs sometimes, but not daily.
 - e. I don't know.
 - f. I don't use the stairs.
7. If you do NOT use the stairs at work, which reasons most apply to you? (Mark all that apply.)
 - ___ I am not physically able.
 - ___ I have to transport materials.
 - ___ I don't know where the stairs are.
 - ___ The stairs are locked.
 - ___ I rarely travel between floors.
 - ___ There are too many stairs for my fitness level.
 - ___ The stairs are dark.
 - ___ The stairs are lonely.
 - ___ The stairs are dangerous.
 - ___ The stairs are dirty.
 - ___ The stairs are inconvenient.
 - ___ Other: _____
8. If you DO use the stairs at work, which reasons most apply to you? (Mark all that apply.)
 - ___ I prefer to be active.
 - ___ The elevators are too slow.
 - ___ The elevators are too crowded.
 - ___ The elevators are inconvenient.
 - ___ I rarely travel between floors.
 - ___ The elevator is locked.
 - ___ Other: _____

STAIRWELL USAGE SURVEY CONTINUED

9. Please identify the ways that you utilize the stairs.
(Mark all that apply.)

- ☐ *I use the stairs to travel all the way to and from the floor that I work on.*
- ☐ *I use a combination of an elevator or escalator and stairs to reach my destination floor.*
- ☐ *I take the elevator when I travel up, but use the stairs when I travel down.*
- ☐ *I use the stairs to travel up, but the elevator to travel down.*
- ☐ *I use the elevators to travel from the lobby to my floor, but I use the stairs to visit other floors during the work day.*
- ☐ *I use the stairs except when I have to transport materials.*

13. What would make you more likely to choose the stairs?

10. Are the stairwells easily accessible for all employees?

Yes No (If no, please explain.)

11. Are the stairwells safe (i.e. access is controlled, well-lit, well-constructed and maintained)?

Yes No (If no, please explain.)

12. Are the stairwells appealing?

Yes No (If no, please explain.)

STAIRWELL IMPROVEMENT BUDGET WORKSHEET

Use this budget worksheet to help you estimate the cost of renovating your stairwells.

Stairwell Improvements

Paint	\$
Carpet	\$
Rubber stair treads	\$
Lighting	\$
TOTAL	\$

Motivational Signs

Sign production	\$
Sign mounting	\$
TOTAL	\$

Framed Artwork

Graphic purchase	\$
Print production	\$
Mounting/framing	\$
Installation	\$
TOTAL	\$

Music

Purchase/installation (digital satellite receiver or other music player)	\$
Monthly subscription fee (ongoing)	\$
TOTAL	\$

Stairwell Monitoring

Tracking system (if applicable)	\$
TOTAL	\$

GRAND TOTAL **\$**

SAMPLE EMAIL MESSAGES

Note: If your organization plans to use the Philadelphia Virtual StairWELL Climb Challenge (see page 23) as a part of your campaign, you may also want to consider utilizing the challenge materials and destinations as email content. For example, you could send a different destination each week.

WEEK 1: INTRODUCTION

Communication Goal:

To introduce the Get Healthy Philly StairWELL campaign to employees. Ideally this message would be sent from CEO or Senior Management and include a personal message about the importance of integrating physical activity into daily lifestyle and why this campaign is valued by the company.

Sample Email Content:

Get Healthy Philly recognizes that regular physical activity is an essential part of a healthy lifestyle, but that it can be difficult to fit the recommended minimum of 30 minutes a day into an already busy schedule. This Get Healthy Philly StairWELL campaign aims to simplify fitting physical activity into your day by taking advantage of the great opportunity that exists in taking the stairs.

Did you know that just two minutes of stair climbing per day can help adults to avoid the pound of weight that most American adults gain each year?

By making a small change in your daily routine like taking the stairs or finding other ways to walk more during the workday, you are making a decision to live a healthier lifestyle!



WEEK 2: ENCOURAGE HEALTHY DECISIONS

Communication Goal:

To promote awareness of the Get Healthy Philly StairWELL campaign to employees and encourage employee participation by promoting the health benefits of taking the stairs.

Sample Email Content:

You can decide today to take small steps toward a healthier, more active lifestyle. Small changes can make a big difference over time. By choosing the stairs over the elevator or walking to nearby destinations that you were planning to visit anyway, you incorporate physical activity into your daily life. If you need to get something from a different floor of our building, take the stairs. If you need to talk to a colleague, walk over to their work station and talk to them, instead of using the telephone or email. Use the bathroom on a different floor. Make your meeting a walking meeting. Studies have shown that people are most likely to stick to exercise when it is a part of their daily lives. Let's get moving today!



SAMPLE EMAIL MESSAGES CONTINUED

WEEK 3: GET ACTIVE AT WORK

Communication Goal:

To promote awareness of Get Healthy Philly StairWELL Campaign and encourage employees to choose the stairs during the day at work. You can personalize these messages by featuring personal success stories from your employees.

Sample Email Content:

Why waste time waiting for a crowded elevator? Take the stairs instead! Challenge yourself to choose the stairs all day today instead of the elevator. If it is not possible to use the stairs, try to pick two new ways that you can be active this week during the work day.

Consider these ideas for increasing physical activity during the work day:

- Use the stairs instead of the elevator.
- Schedule a walking meeting.
- Stand and stretch while talking on the telephone.
- Walk to speak with a coworker face to face, instead of using email or talking on the telephone.
- Take a walking break.
- Park a few blocks away or park at the furthest space in the parking lot and walk the rest of the way.



WEEK 4: STAY MOTIVATED

Communication Goal:

To encourage employees to incorporate physical activity into other parts of the day.

Sample Email Content:

Congratulations to those who have started to incorporate taking the stairs into your daily lives! Every minute you spend moving contributes toward the goal of at least 30 minutes of moderate activity a day.

Here are some other ways to increase your active minutes during the work day:

- Walk up and down the stairs. Take as many trips up and down the stairs you can during each day.
- Walk around the office. You don't have to sit still to think or talk on the phone. Why not move?
- Wear a pedometer (or step counter) at work. It gives you an objective way to measure your physical activity each day. The goal is for all of us to take at least 10,000 steps a day.



SAMPLE EMAIL MESSAGES CONTINUED

WEEK 5: ENCOURAGE EACH OTHER

Communication Goal:

To keep the Get Healthy Philly StairWELL campaign visible and encourage camaraderie surrounding physical activity.

Sample Email Content:

Consider how others have helped you to stick with a new habit. Support and encouragement from someone may have been the difference between success and failure. You have made great progress in adding small bouts of physical activity to your work day—now share what you have learned with someone else. Find a co-worker that hasn't yet tried out the stairs and encourage them to give it a try with you. Having someone else depend on you will increase your chances of success.



WEEK 6: KEEP IT MOVING

Communication Goal:

To encourage continued engagement in the Get Healthy Philly StairWELL campaign and make it a lifestyle change.

Sample Email Content:

It's been six weeks since we first introduced the Get Healthy Philly StairWELL campaign and we hope that you have not only felt, but seen the positive impact of incorporating regular physical activity into your day. By getting at least 30 minutes of physical activity daily, you will begin to improve your health.

As you continue to walk and take the stairs as much as possible, here are some results that you should be able to see:

- *Regular physical activity will help improve your mood*
- *Regular physical activity will strengthen your heart*
- *Regular physical activity will help you to manage your weight*
- *Regular physical activity will give you more energy*
- *Regular physical activity will help you to relieve stress*
- *Regular physical activity will help you to sleep better*
- *Regular physical activity will strengthen your muscles, bones and immune system*



STAIRWELL PROGRAM EVALUATION

This survey is to be completed after StairWELL Program implementation. Again, we recommend utilizing an online survey service to help with dissemination and analysis of survey results.

1. In the past ____ weeks, were you aware of the Get Healthy Philly StairWELL Program?

Yes No

2. In the past ____ weeks, did you participate in the Get Healthy Philly StairWELL Program?

Yes No

3. During the last seven days, on how many days did you participate in a physical activity lasting at least 10 minutes (i.e. walking, biking, dancing, swimming, etc.)?

_____ days

4. During the last seven days, how many times did you choose to take the stairs in a setting other than at work (i.e, while shopping)?

- a. 1x/day
- b. 2-4x/day
- c. 5x/day or more
- d. I took the stairs a few times over the last 7 days, but not every day.
- e. I don't use the stairs in settings outside of work.
- f. I don't know.

5. In the course of your workday, which do you use most of the time?

- a. Elevator
- b. Stairs
- c. I use BOTH equally.
- d. I don't travel between floors.

6. What floor do you work on?

_____ floor

7. On a typical day, how often do you use the elevators at work?

- a. 1x/day
- b. 2-4x/day
- c. 5x/day or more
- d. I don't know.
- e. I don't use the elevator.

8. On a typical day, how often do you use the stairs at work?

- a. 1x/day
- b. 2-4x/day
- c. 5x/day or more
- d. I don't know.
- e. I don't use the stairs.

9. If you do NOT use the stairs at work, which reasons most apply to you? (Mark all that apply.)

- ___ I am not physically able.
- ___ I have to transport materials.
- ___ I don't know where the stairs are.
- ___ The stairs are locked.
- ___ I rarely travel between floors.
- ___ There are too many stairs for my fitness level.
- ___ The stairs are dark.
- ___ The stairs are lonely.
- ___ The stairs are dangerous.
- ___ The stairs are dirty.
- ___ The stairs are inconvenient.
- ___ Other: _____

STAIRWELL PROGRAM EVALUATION CONTINUED

10. If you DO use the stairs at work, which reasons most apply to you? (Mark all that apply.)

- ☐ I prefer to be active.
- ☐ The elevators are too slow.
- ☐ The elevators are too crowded.
- ☐ The elevators are inconvenient.
- ☐ I rarely travel between floors.
- ☐ The elevator is locked.
- ☐ Other: _____

11. Please identify the ways that you utilize the stairs. (Mark all that apply.)

- ☐ I use the stairs to travel all the way to and from the floor that I work on.
- ☐ I use a combination of an elevator or escalator and stairs to reach my destination floor.
- ☐ I take the elevator when I travel up, but use the stairs when I travel down.
- ☐ I use the stairs to travel up, but the elevator to travel down.
- ☐ I use the elevators to travel from the lobby to my floor, but I use the stairs to visit other floors during the work day.
- ☐ I use the stairs except when I have to transport materials.

12. Are the stairwells easily accessible for all employees?

Yes No (If no, please explain.)

13. Are the stairwells safe (i.e. access is controlled, well-lit, well-constructed and maintained)?

Yes No (If no, please explain.)

14. Are the stairwells appealing?

Yes No (If no, please explain.)

15. If your stair use at work has increased as a result of the program, which of the following most motivated the increase? (Mark all that apply.)

- a. Better light
- b. Carpeted treads
- c. Motivational signs
- d. StairWELL challenge
- e. Incentives
- f. Music
- g. Coworker
- h. Other

16. Has the StairWELL Program motivated you to take the stairs in other settings (i.e. when shopping)?

Yes No (If no, please explain.)

17. Has the StairWELL Program motivated you to be more physically active outside of the workplace?

Yes No (If no, please explain.)

18. Has the StairWELL Program motivated you to consider and evaluate your overall physical health?

Yes No (If no, please explain.)

19. Is there other feedback you would like to share?

EINSTEIN HEALTHCARE NETWORK CASE STUDY

Can employers use stairwell access policies and stairwell promotion programs to increase physical activity in the workplace?

Overview:

Einstein's Benefits and Wellness team have been working on an easy-to-implement, low cost, yet effective way to encourage physical activity in the entire population: encouraging people to take the stairs.

Securing senior level support from the start, and adding support from other departments such as facilities, marketing and administration, has made the process relatively easy thus far. Working in stages has enabled the organization the ability to slowly implement changes that have required little sacrifice.

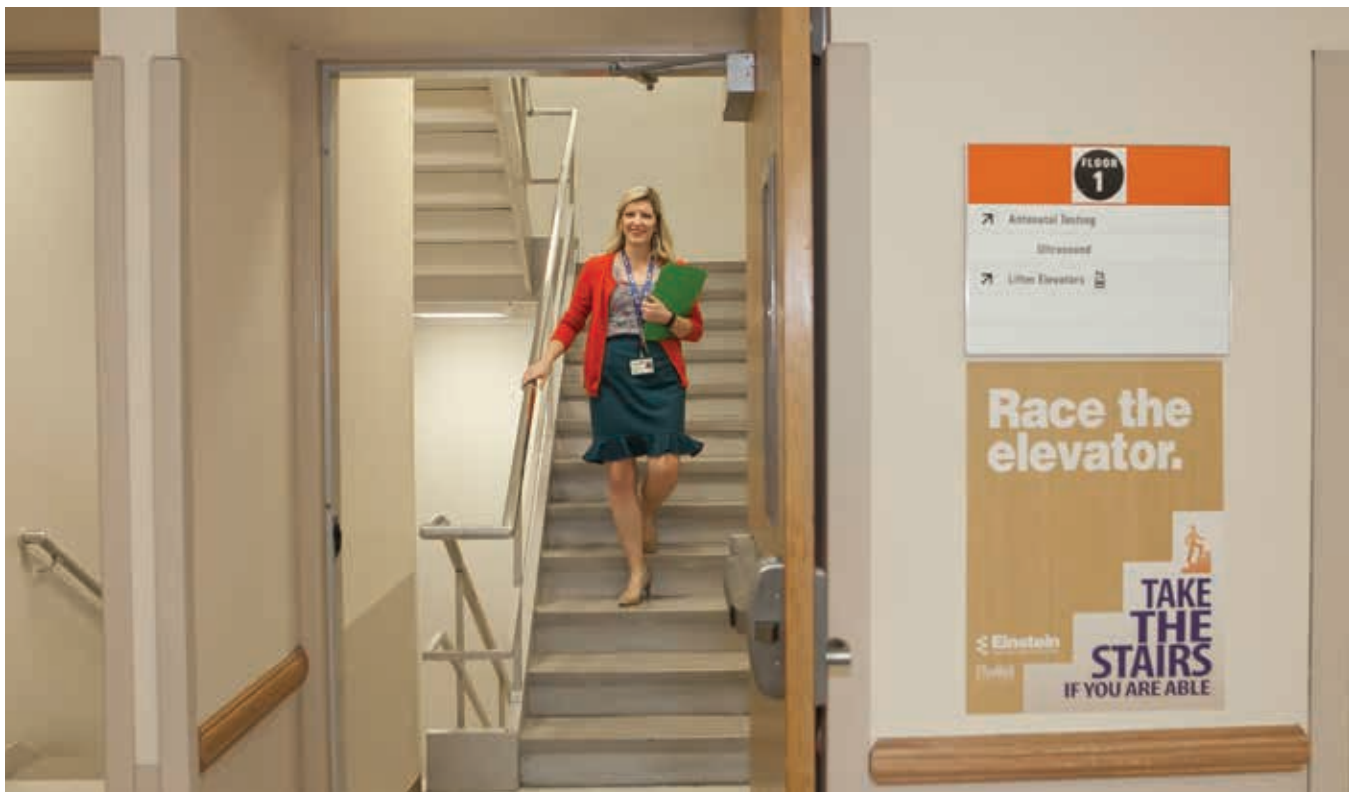
About the Organization:

Einstein Healthcare Network has 8,500 employees at several major facilities and many outpatient centers.

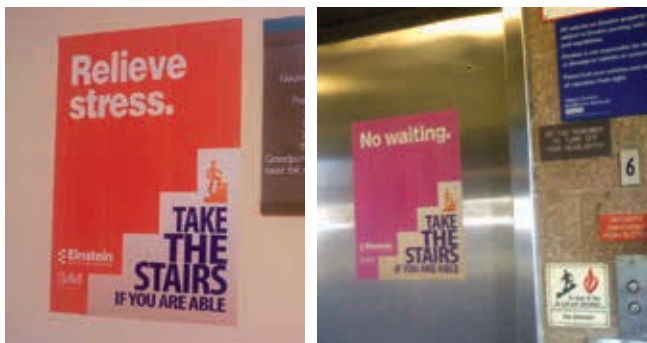
After employee responses on health risk assessments revealed room for improvement in meeting physical activity guidelines and reducing sedentary behaviors, the Benefits and Wellness staff decided to look into proven physical activity interventions in the workplace.

“Take the Stairs...if you are able” posters help Einstein to encourage stairwell use for staff while freeing up elevators for patients and guests who need them.

“In a fast paced, high stress healthcare environment, it is clear that employees may not get to add physical activity during their workday. Yet, just about every employee is confronted with the daily decision of taking the stairs or elevator,” said Betty Ann Patton, Director, Benefits and Wellness. “Having more employees stair climb would mean more employees are steadily improving their health within a minimal amount of time, without interfering with work, and without involving any special equipment. This would also have practical implications like freeing elevators for visitors and patients especially during peak elevator usage times.”



GET HEALTHY PHILLY STAIRWELL CASE STUDY CONTINUED



Challenges:

Einstein's first phase involved posting signs near elevators and stairwells to encourage more stair use. However, they realized they may not get everyone on the go to view them. "People are busy and move quickly around here," said Adeena Menasha, MPH, Program Leader for Employee Health and Wellness. "And the message to take the stairs could also be a discouraging message for those who are physically unable." The team also recognizes that it takes more than signs to change behavior and would like to make notable enhancements such as adding a fresh coat of color paint, better lighting, inviting music and well-marked door signage in the stairwells to make using the stairs an even more desirable choice. They calculated these changes for multiple stairwells to cost close to \$200,000.

As they performed their environmental assessment, they also discovered that while elevators were well marked, stairwells were not and in some cases how stairwells were labeled (i.e. "DO NOT ENTER" or FIRE EXIT") actually deterred people from choosing the stairs.

Another challenge is that some of the stairwells in the hospital are inaccessible.

Solutions:

At Einstein, they learned that posting signs outside of the stairwell and elevators to prompt employees to choose the stairs were most helpful when the messages were just a few words. "Keep it really short and clear," said Adeena. "Expressing the message in as few words as possible is the way to go since employees are on the move as they read it." A hospital administrator at MossRehab also recommended adding "if you are able" to the signs, which is very important addition for promoting stair use to a population with a wide range of abilities.

The Benefits and Wellness team is currently working closely with facilities leadership to look into making stairwells more visible, accessible and attractive.

Results:

While the organization is still in the process of identifying opportunities and resources for stairwell improvements, the Benefits and Wellness team is hopeful that this is one physical activity intervention that will make a meaningful impact. This stairwell campaign, unlike other physical activity interventions (i.e. exercise classes or walking groups) is accessible to everyone, can be easily integrated into individual's lives with each decision and costs individuals nothing.

"I was definitely taking the stairs — the signs in parking garage are really helpful. It says it 'burns calories.' Hey, I want to burn calories. I also saw on the signs 'if you are able.' I am able — why am I not taking the stairs? When I park on the seventh floor and I would see someone get in the elevator, I would take the stairs and time it to see the time difference. I am usually just half a flight behind them."

TARA BEVIVINO, HEALTH EDUCATOR

"Watching people read the signs, while we were hanging them, and immediately change their behavior as a result was very rewarding."

KATIE PETERS, WELLNESS COORDINATOR



For more information on Einstein Healthcare Network, visit: www.einstein.edu

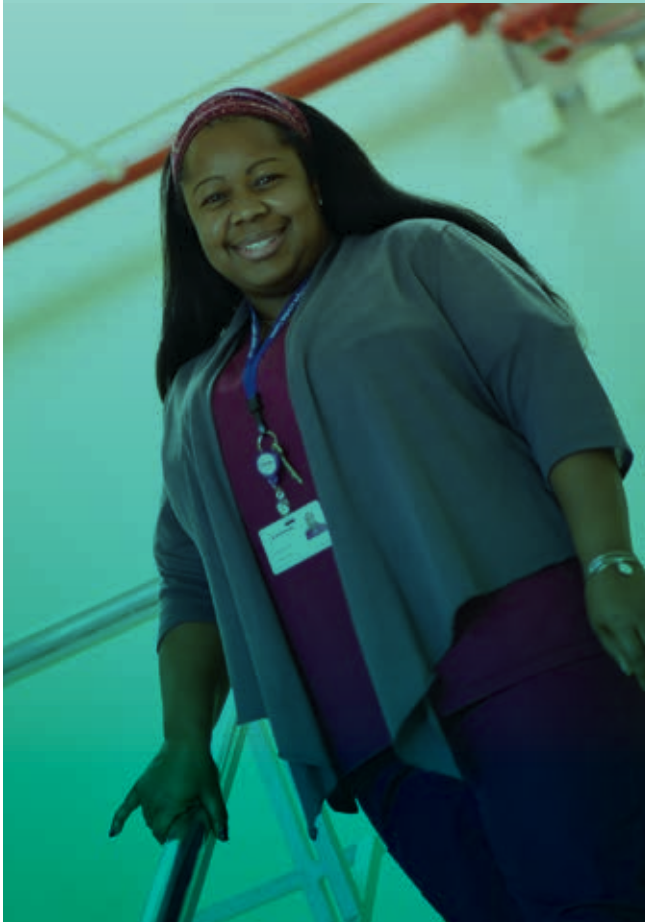
PHILADELPHIA STAIRWELL CLIMB CHALLENGE: OVERVIEW

Did you know?

STAIR CLIMBING IS CLASSIFIED AS "VIGOROUS EXERCISE" AND BURNS MORE CALORIES PER MINUTE THAN JOGGING.

JUST TWO MINUTES OF STAIR CLIMBING A DAY IS ENOUGH TO PREVENT AVERAGE MIDDLE AGE WEIGHT GAIN.

FOR BUILDINGS WITH FIVE FLOORS OR LESS, IT'S ALMOST ALWAYS QUICKER TO TAKE THE STAIRS. STUDIES SHOW OFFICE WORKERS SAVE UP TO 15 MINUTES A DAY BY TAKING THE STAIRS.¹



IMPROVE YOUR HEALTH, SAVE TIME AND SAVE ENERGY!

TAKE THE PHILADELPHIA STAIRWELL CLIMB CHALLENGE!

The purpose of this challenge is to encourage friendly competition in Philadelphia's workplaces that are already committed to increasing physical activity through increased use of the stairs. The object of the challenge is for participants to climb as many stairs as possible during the six week challenge, perhaps by replacing elevator use with stair use, or by taking breaks in the workday to climb a few flights of stairs.

In the Philadelphia StairWELL Climb Challenge, participants will compete to "virtually" climb Philadelphia's most notable stairs as well as the number of stairs in some of Philadelphia's tallest buildings. For example, to complete an "Art Museum Climb," participants must climb the equivalent of 72 stairs during the work day, since there are 72 stairs in that infamous set of stairs in front of the Philadelphia Museum of Art.

Participants will be asked to:

1. Commit to choosing the stairs as often as possible while at work according to their fitness level and opportunities to climb stairs.
2. Keep track of the amount of stairs that are climbed daily on provided tracking forms.
3. Report progress by submitting completed tracking form to the person in your organization in charge of administration of the Philadelphia StairWELL Climb Challenge.

**ARE YOU READY
TO CHALLENGE YOURSELF?
START TODAY!
CHOOSE THE STAIRS!**

1. Step Jockey 20 amazing stair climbing facts.
<https://www.stepjockey.com/stair-climbing-benefits-2015>

PHILADELPHIA STAIRWELL CLIMB CHALLENGE: TRACKING SHEET

Please use this tracking sheet to record the number of stairs and/or flights of stairs climbed during the work day. Once each destination has been climbed, participants will move on to the next destination and begin counting again. The first **10** participants to record and reach all destinations will be rewarded.

Participant name: _____ Department: _____

Challenge start date: _____ Challenge end date: _____

Submit completed forms to _____ no later than _____.

DESTINATION	# OF STAIRS TO REACH DESTINATION	APPROX. # OF CALORIES BURNED	# OF STAIRS CLIMBED	DATE ACHIEVED
Art Museum	72	11		
Manayunk's 100 Stairs	100	15		
City Hall Observation Deck	156	24		
Franklin Field	438	66		
Residences at the Ritz Carlton	592	89		
Comcast Center	1679	252		

PHILADELPHIA STAIRWELL CLIMB CHALLENGE: DESTINATIONS

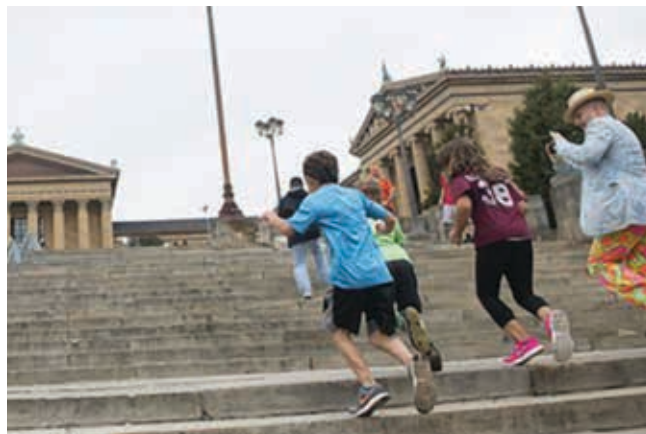
DESTINATION #1:

The Philadelphia Art Museum

Fast Facts:

- Located at 2600 Benjamin Franklin Parkway, Philadelphia, PA 19130
- One of Philadelphia's most famous tourist attractions, these stairs are the symbol of determination and perseverance coined from the 1980 blockbuster hit "Rocky"

Climb 72 stairs to the top these famous stairs.



DESTINATION #2:

100 Stairs in Manayunk

Fast Facts:

- Located between Freeland Ave. and Forbidden Dr.
- One of many sets of stairs in Manayunk, the zigzagging 100 steps were originally built in 1901 and refurbished in 2005

Climb all 100 stairs in this park.



DESTINATION #3:

Philadelphia City Hall

Fast Facts:

- Located at One Penn Square, Philadelphia, PA 19107
- Philadelphia City Hall was once the tallest habitable building in the world. It is currently the tallest masonry building in the world and also one of the world's largest municipal buildings. Maybe that's why it took 30 years to complete!

Climb 156 stairs to the observation deck of this building.



PHILADELPHIA STAIRWELL CLIMB CHALLENGE: DESTINATIONS CONTINUED

DESTINATION #4:

Franklin Field

Fast Facts:

- Located at S. 33rd and Spruce St., Philadelphia, PA 19101
- Franklin Field is home to the University of Pennsylvania's football and lacrosse teams, as well as the Penn Relays. Built in 1895, it is the oldest operating football stadium in the country. It was the site of the nation's first scoreboard and housed the Philadelphia Eagles from 1958 to 1970.

Climb all 438 stairs in this stadium.



DESTINATION #5:

The Residences at the Ritz Carlton

Fast Facts:

- Located at 1414 S. Penn Square, Philadelphia, PA 19102
- This is the 10th tallest building in Philadelphia at 518 ft. tall. Completed in 2009, this tallest residential building in the city replaced One Meridian Plaza, which was devastated by a deadly fire in 1991.

Climb 592 stairs to the top of this building



DESTINATION #6:

The Comcast Center

Fast Facts:

- Located at 1701 John F. Kennedy Blvd. Philadelphia, PA 19103.
- The tallest building in Philadelphia at 975 ft. and the tallest "green" building in the country, the Comcast Center's lobby houses the Comcast Experience, a 2000 square foot LED screen designed as a visitor attraction.

Climb 1679 stairs to reach the top of this building.



MOTIVATIONAL SIGNAGE EXAMPLES

TO HANG NEAR THE ELEVATORS:

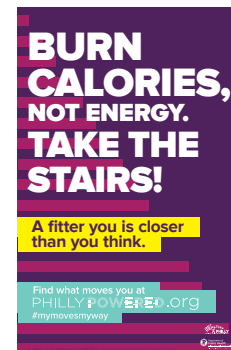
Why not take the stairs?

Don't just stand there! Take the stairs!

No waiting...stairs this way.

Burn calories, not energy. Take the stairs!

Join our FREE gym today! Take the stairs!



TO HANG NEAR STAIRWELL ENTRANCES:

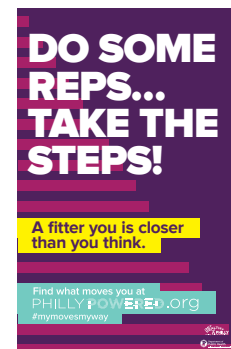
FREE Stairmaster...This way!

Do some reps...take the steps!

Door to a healthier heart.

This way to burn off last night's dessert.

Walk this way!



TO HANG INSIDE STAIRWELLS:

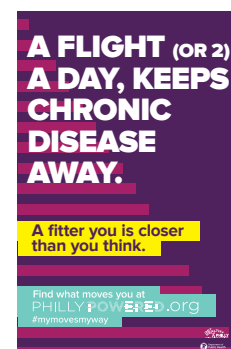
Change happens one step at a time.

Small steps make a big difference.

Feeling stressed? Take it out on the stairs!

Just 2 minutes on the stairs a day, keeps the pounds away!

A flight (or 2) a day, helps keep chronic disease away.



Download a PDF of all the posters at: www.foodfitphilly.org

GET HEALTHY PHILLY STAIRWELL ASSISTANCE REQUEST

Complete this form if you are interested in partnering with Get Healthy Philly on the implementation of this toolkit.

Business name: _____

Business type (i.e. health practice, law office, retail store): _____

Street address: _____

City: _____ State: _____ ZIP: _____

Is there more than one location for your business? Yes No

WE COMMIT TO ENCOURAGING USE OF STAIRWELLS IN THE FOLLOWING LOCATIONS:

LOCATION	# OF EMPLOYEES	# OF FLOORS	# OF ELEVATORS	# OF ESCALATORS	# OF BUILDING OR STAIRWELL ENTRANCES

↑ PLACE MOTIVATIONAL SIGNS IN THESE LOCATIONS. ↑

Proposed rollout date: _____

Will you require assistance in rolling out the campaign and hanging signs? Yes No

Will you require assistance with implementation of the campaign? Yes No

Are you interested in achieving special employer recognition with Get Healthy Philly? Yes No

Contact person: _____ Title: _____

Phone number: _____ Email: _____

Signature: _____ Date: _____

Return form to: Kelli McIntyre, Physical Activity Coordinator · Get Healthy Philly, Philadelphia Department of Public Health
1101 Market St. 9th Floor, Philadelphia, PA 19107 · kelli.mcintyre@phila.gov · 215-685-5666 (fax)