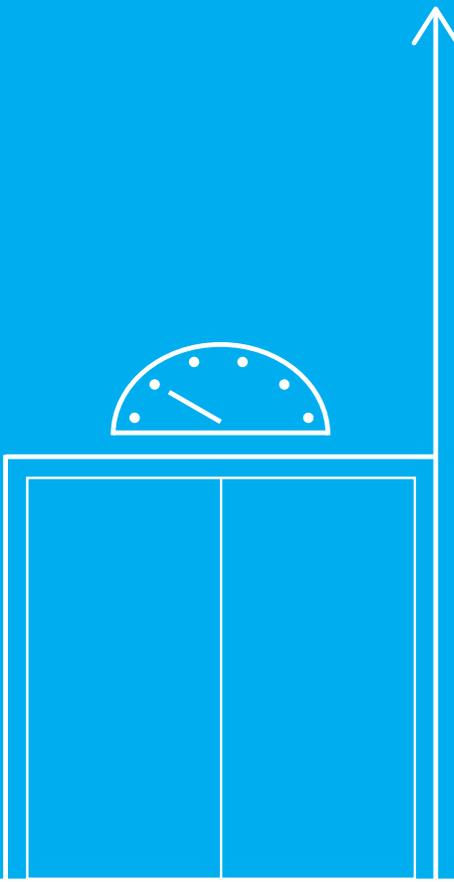




# Get Healthy Save the Earth Take the Stairs!



Stair Week  
Media Toolkit

September 8 - 14, 2014

## Why Take the Stairs?

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Taking the stairs is one way to be more physically active. We are presented with a choice between taking the stairs and taking an elevator or escalator. Choosing the stairs instead of the elevator is a quick way for people to add physical activity to their day in addition to saving on energy costs to run expensive elevators and escalators.

## Point of Decision

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According to national studies promoting physical activity and health, stair posters provided at prominent locations are effective at the point of decision between using the stairs or the elevators. Using the stairs requires little additional time, no wardrobe change, and few additional costs because building code requires stairs. If your building has a staircase and you are able-bodied, why not use the stairs now?

“Stair posters at the point of decision are environmental design cues that will also reduce carbon footprints. The US Green Building Council has recently taken the lead to introduce a LEED pilot credit called Design for Active Occupants.”

- Joyce Lee, FAIA, LEED AP  
Founder of Stair Week

## The Research

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One of the reasons people might not use the stairs is because they perceive them as unattractive and/or unsafe. CDC's Division of Nutrition, Physical Activity and Obesity conducted a study beginning in 1998 to see if making physical changes to a stairwell in the Atlanta-based Koger Center Rhodes Building, combined with music and motivational signs should motivate employees to use the stairs. A four-stage passive intervention was implemented over 3½ years that included painting and carpeting, framed artwork, motivational signs, and music. Infrared beams were used to track the number of stair users. “StairWELL to Better Health” was a low-cost intervention and the data suggest that physical improvements, motivational signs, and music can increase stairwell use among building occupants.\*\*

Kendall College of Art and Design of Ferris State University (KCAD) released a stair prompt signage design to promote active living in Western Michigan. Graphic images promoting healthy behavior have been shown to motivate stair users, according to the Centers for Disease Control and Prevention. The message in the signage, “Get Healthy, Save the Earth, Take the Stairs!” also points to a greener option, the stairs, over energy-consuming elevators.

According to national research on health-promoting architecture, six studies evaluated the relationship between people's perception of the environment and physical activity. Overall, the median improvement in some aspect of physical activity was 35 percent given a perceived safer, inviting environment. In active building design research, men who climbed at least 20 floors per week can lower their risk of stroke and death from all causes by 20 percent. Additional information is available from the December 2012 American Institute of Architects report, “Local Leaders, Healthier Communities Through Design.” <http://ow.ly/mNZ0J>

## Campaign Promotion

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The purpose of the Stair Week Media Toolkit is to provide information and resources to help guide organizations to engage their contacts and local media. To achieve the campaign's goal of increased activity through stair use, our partners rely heavily on the networks of organizations. During Stair Week, September 8 - 14, 2014, organizations can help support this effort by working with their contacts to help inform the public about the point of decision, whether or not to take the stairs. We encourage participants to expand and enhance their abilities to educate their communities about Stair Week initiative through outreach, using the tools provided.

## How to Participate

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Participation may vary based on each organization's needs and available resources. This media toolkit has been provided to help increase promotion and awareness of Stair Week, September 8 - 14, 2014. Please use the supporting marketing files to print, post or distribute electronically the following items:

- Save-the-date card
- Web site banner graphic
- Example Twitter tweet
- Example Facebook post
- 8.50" x 11" distribution flyer
- 8.50" x 11" poster graphic

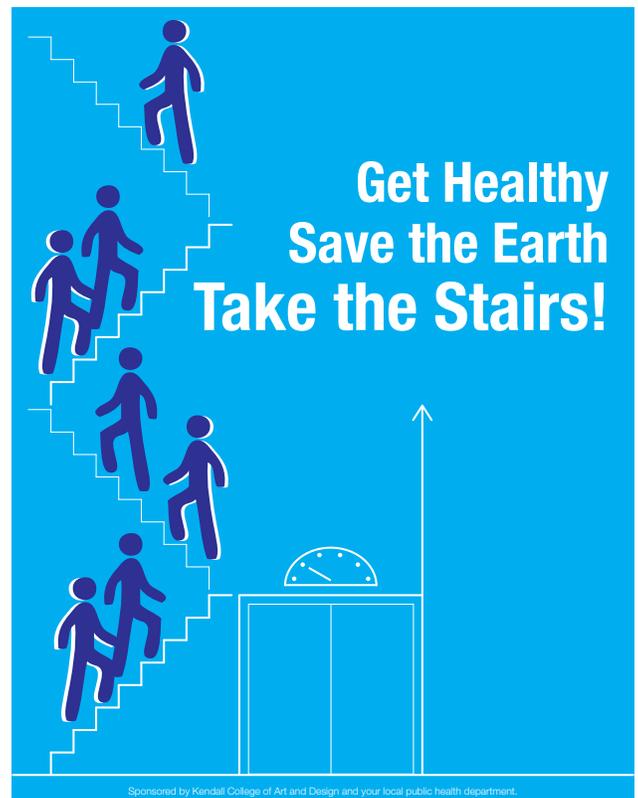
## Sign Display

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It is recommend to print the 8.50" x 11" graphic file (Appendices B and C) on heavier card stock paper and laminate, if possible. You may even check with a print shop about printing the graphic on an adhesive vinyl and mount it to a plastic panel for a more permanent display year-round.

Signs should be placed at the point of decision in heavy stair traffic areas nearby open or enclosed stairs, near elevator call buttons, in waiting areas, by stair doors, entry ways and other visually prominent locations. The ideal locations will point able-bodied users towards accessible stairs and prompt them to engage in healthy behavior.

While Stair Week's focus is inside buildings, using exterior stairs for exercise is equally encouraged. Please remember to discuss these plans with your facility director ahead of time.



## Campaign Tools

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We encourage you to distribute copies of the save-the-date cards (Appendix A) and signs (Appendices B and C) at business expos, trade shows, staff meetings, company picnics, community events, health care provider offices and other partner organizations. The web site banner graphic (Appendix D) is a saved for the web .jpg file to easily publish to your web site and social media sites. If you require a different file type or size, please send a request to [kwieghmink@miottawa.org](mailto:kwieghmink@miottawa.org). We encourage organizations to hold events during Stair Week, such as a Stairs Challenge, healthy food or promotional item give aways near elevators, employee incentive offers, customer discounts and coupons, form walking clubs and other creative ways to engage people to exercise healthy behavior.

*Have fun and be fit!*

### Example social media posts:

(Appendix E; saved for the web .jpg file.)



- Burn calories. Take the stairs.
- Feel stressed? Burn some steam. Take the stairs.
- Have you had any activity today? Take the stairs.
- Walking up stairs burns 4 times more calories than riding the elevator.
- Raise your fitness level one step at a time. Take the stairs.
- Don't just stand there - take the stairs!

### Example email message:

Stairs or Elevator? Stairs are a great way for people to add physical activity to their day. It saves energy costs too. Get Healthy. Save the Earth. Take the Stairs. Help promote Stair Week, September 8 - 14, 2014. For more information and campaign tools, visit <http://ow.ly/mOa1U>.

## Brand Guidelines

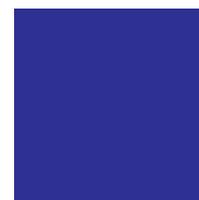
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### Color Palette



PANTONE®  
Process Cyan C

C=100    R=0  
M=0        G=173  
Y=0        B=239  
K=0



PANTONE®  
2746C

C=100    R=46  
M=100    G=48  
Y=0        B=146  
K=0

### Typography

The poster design and heading typefaces are **Helvetica Neue - Condensed Bold**.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

The body content typeface is Helvetica Neue - Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Partners

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The American Institute of Architects, Grand Rapids Chapter [www.aiagr.org](http://www.aiagr.org)  
International Interior Design Association, Michigan Chapter [www.michiganiida.org](http://www.michiganiida.org)  
U.S. Green Building Council, West Michigan Chapter [www.usgbcwm.org](http://www.usgbcwm.org)  
Heart of West Michigan United Way [www.hwmuw.org](http://www.hwmuw.org)  
Greater Ottawa County United Way [www.ottawaunitedway.org](http://www.ottawaunitedway.org)  
United Way of the Lakeshore [www.unitedwaylakeshore.org](http://www.unitedwaylakeshore.org)  
Kent County Health Department [www.accesskent.com/Health](http://www.accesskent.com/Health)  
Ottawa County Health Department [www.miOttawa.org/miHealth](http://www.miOttawa.org/miHealth)  
Muskegon County Health Department [www.muskegonhealth.net](http://www.muskegonhealth.net)  
Kendall College of Art and Design of Ferris State University [www.kcad.edu](http://www.kcad.edu)  
Additional supporting organizations list is in formation.

## Resources

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Centers for Disease Control and Prevention Stairwell Campaign  
<http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/stairwell/>

AIA Local Leaders, Healthier Communities Through Design Report  
<http://www.aia.org/aiaucmp/groups/aia/documents/pdf/aiab096790.pdf>

Kendall's Stair Poster Press Release  
<http://www.kcad.edu/news/stair-poster-to-promote-health-through-design/>

The Wellness Councils of America [www.welcoa.org](http://www.welcoa.org)

National Wellness Institute [www.nationalwellness.org](http://www.nationalwellness.org)

U.S. Green Building Council Pilot Credit [www.usgbc.org/node/2648813](http://www.usgbc.org/node/2648813)

\*\* Kerr, N.A., Yore, M.M., Ham, S.A., & Dietz, W.H. (2004). Increasing Stair Use in a Worksite Through Environmental Changes. *American Journal of Health Promotion*, 18 (4): 312–315.

### **Physical Activity and People with Disabilities Resources**

The National Center on Physical Activity and Disability Department of Disability and Human Development [www.ncpad.org](http://www.ncpad.org)

Disabled Sports USA [www.dsusa.org](http://www.dsusa.org)

National Center on Accessibility [www.indiana.edu/~nca](http://www.indiana.edu/~nca)



**Get Healthy  
Save the Earth  
Take the Stairs!**

September 8 - 14, 2014



**Stairs or Elevator?**

Stairs are a great way for people to add physical activity to their day. It saves energy costs, too.

**Get Healthy. Save the Earth. Take the Stairs.**

**PROMOTE STAIR WEEK**

September 8 - 14, 2014



**Get Healthy  
Save the Earth  
Take the Stairs!**

Sponsored by your local public health department.

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**Appendix D** saved for web banner



**Appendix E** saved for web social media graphic



Stair Week campaign tools are available at <http://ow.ly/mOa1U>

Sponsored by Kent, Ottawa and Muskegon County Public Health Departments and



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