



Eat right. Be active. Get healthy.

StairWELL Initiative



MaineHealth



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PDF ATTACHMENTS

Heart Check Survey

Let's Go! Point of Decision Prompt Posters

Left/Right Arrows

Let's Go! Walking Route Posters

Left/Right Arrows

Let's Go! Parking Lot Sign

Elevator Posters

If you have any questions about the Let's Go! StairWELL Initiative or Toolkit, please contact:

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Purpose:

The purpose of the Let's Go! StairWELL Initiative Toolkit is to provide tools for Maine employers to improve employee health by implementing a StairWELL initiative within their organization. This kit also provides options for businesses that do not have stairwells, including links to tools to help map out walking paths around worksites and additional resources to help promote physical activity in the workplace to all employees. As with any health promotion program that is centered on physical activity it is important to remind employees to check with their doctor before starting any new type of physical activity program.

The Let's Go! StairWELL Initiative is based on the Centers for Disease Control and Prevention's (CDC) program, "StairWELL to Better Health¹." Stairwells represent an important opportunity to increase daily physical activity because of low personal cost and convenience. Point of Decision Prompts and Motivational signs that encourage stair use are a great way to promote your initiative. Placing signs at the places where people have a choice between the stairs and the elevator is a key aspect of encouraging people to use the stairs. It will also remind employees that there are stairs for them to use! The messages contained in Let's Go! StairWELL Initiative posters were reviewed by the StairWELL Subcommittee and deemed appropriate for use at their respective organizations. However, each organization is different and messages that motivate some may not be motivating to others. It is important to consider your audience, and tailor the messages accordingly.

The Let's Go! Kit contains ready to use materials that can be used to take advantage of a worksite's built environment as a way to promote and encourage physical activity during the work day.

The Let's Go! Stairwell Toolkit includes:

- ✓ Evaluation Component (Surveys)
- ✓ Promotional Ideas
- ✓ Sample e-mails
- ✓ Point of Decision Prompt Posters (Left and Right Arrows)
- ✓ Motivational Posters
- ✓ Walking Route Posters (Left and Right Arrows)
- ✓ Resources

¹ <http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/stairwell/index.htm>



WHAT? is Let's Go!

Let's Go! is a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities. Our goal is to increase physical activity and healthy eating for children and youth ages 0 – 18.

WHO?

Let's Go!'s Founding Partners are Anthem Blue Cross and Blue Shield in Maine, Hannaford Bros. Co., MaineHealth, Maine Medical Center, TD Banknorth, Unum and United Way of Greater Portland, a unique partnership of Maine's leading health, business and community-based organizations.

A Leadership Committee of over 40 community representatives from business, education, health care and the non-profit sector in the 12 Greater Portland Communities formed to lead the initiative.

The 12 Greater Portland communities involved include: Cape Elizabeth, Cumberland, Gorham, Falmouth, Freeport, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham and Yarmouth.

HOW?

Let's Go! will work to achieve its goals by:

- Promoting healthy lifestyles through physical activity and healthy eating.
- Implementing interventions in four key settings: community, educational continuum (from day care to post secondary school), health care and the workplace.
- Involving families.



Why a StairWELL Initiative?

Workplace wellness programs are an obvious step in reaching adult family members and their families throughout Greater Portland. Worksite wellness team initiatives that are convenient, low-cost and invite employee participation and are related to physical fitness have been shown to be the most successful.²

Purpose: Increase daily physical activity for our employees and visitors.

Goal: Increase the use of our organization's stairwells.

Objectives:

- Awareness
- Behavior Change
- Post Point of Decision Prompts (PODP's)
- Post motivational signs
- Send emails encouraging stair use and promoting healthy lifestyles
- Increase attractiveness of stairwells

Health Rationale: We are encouraged to perform at least 30 minutes of moderate-intensity physical activity daily or 20 minutes of vigorous-intensity activity 3 or more days per week. However, most adults do not reach these recommendations³. Adults can reduce their risk of developing heart disease, diabetes, and high blood pressure, and improve their quality of life by adding a modest amount of physical activity to their day. One way to achieve daily physical activity is to take advantage of “lifestyle” activities that can be performed on an average day, such as walking instead of driving, and using the stairs instead of the elevators².

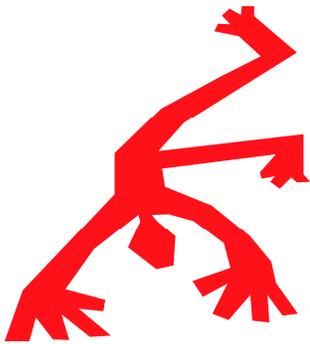
² Bureau of Health, Maine Department of Health and Human Services, Healthy Maine Partnerships, *The Maine Cardiovascular Health Program, Worksite Pilot Project*, May, 2005

³ Adams MA, Hovell, MF, Irvin V, Sallis JF, et al. Promoting stair use by modeling : An experimental application of the behavioral ecological model. *American Journal of Health Promotion*. 2006;21:101-109.



What if my business does not have stairs or an employee is unable to take the stairs?

- Designate a Let's Go! parking area and hang signs
- Challenge employees to park farther away for the extra walk
- Provide prizes to employees who are “caught” parking in the long distance lot
- Encourage employees to take a 10-minute walking break during the day
- Encourage employees to have walking meetings
- Challenge employees to create their own departmental activity
- Calculate average distances around the office and let employees know how much physical activity they are fitting into their day
- Create walking routes



Walking Routes

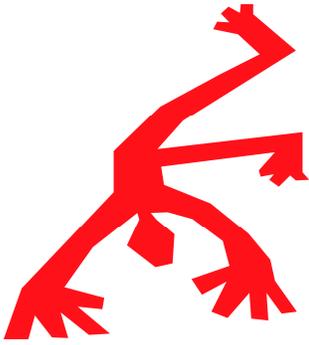
Safe Walking Routes can be a big motivation for employees to Be Active! and incorporate more physical activity into their day. Walking routes provide an alternative to the StairWELL Initiative for businesses who do not have stairs or can be a great complementary activity to your StairWELL Initiative.

Distance markers installed around safe walking areas, such as parking lots, encourage tracking of walking time and/or distance. In a large office building, measure and map an inside walking route(s) for both long (30 minutes) and short (10 minutes) walking breaks during inclement weather.

Action Steps!

1. Choose a Coordinator
2. Determine a safe area for employees to walk. This could be within the employee parking lot, or a nearby neighborhood. If you choose a nearby community you may want to a “Walkability Checklist” to evaluate your potential walking route:
<http://www.bikemaine.org/pdfs/walkingchecklist.pdf>
3. Use a measuring wheel (a device that can be rolled along the ground and the distance that is traveled is displayed on a dial). The local recreation department or police department may have a measuring wheel.
4. If acceptable, make notations on the path. Note distances within a company owned parking lot by painting on the lot surface or post on the walls inside the building for the indoor walking routes.

Content Source: Adapted from North Carolina HealthSmart Worksite Wellness Toolkit



Evaluation:

What?

Evaluation is the “systematic examination and assessment of features of an initiative and its effects, in order to produce information that can be used by those who have an interest in its improvement or effectiveness.”⁴

Why?

In order to reflect on our progress, improve our programs and to share what we have learned with other organizations it is important to evaluate physical activity programs.

Program Evaluation⁵ can be used to:

- Influence policy makers and funders
- Build community capacity and engage communities
- Ensure funding and sustainability
- Report to stakeholders

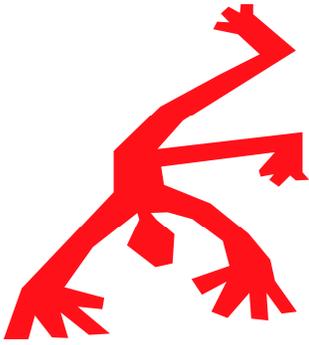
How?

- Employee surveys are a practical way for employers to evaluate physical activity programs.
- Success can be measured by the participation, acceptance and continued commitment of employees.
- Included in this kit are two surveys: Heart Check⁶ Assessing Worksite Support for a Healthy Lifestyle, Version 4.1 and a post-intervention StairWELL survey.
- We ask that each of the founding partner organizations complete the Heart Check Assessing Worksite Support for a Healthy Lifestyle, Version 4.1 assessment yearly for the next 3 years even if you are not participating in the StairWELL program.
- The post intervention StairWELL survey will be administered electronically by each organization participating in the StairWELL program ONE MONTH after the launch of the intervention.
- Employees will select their worksite, so if you are implementing this in more than one building we will need the names.
- **A link to the survey will be provided to you by Let's Go!**

⁴ WHO European Working Group on Health Promotion Evaluation. *Health Promotion Evaluation: Recommendations to Policymakers*. Copenhagen: World Health Organization;1998

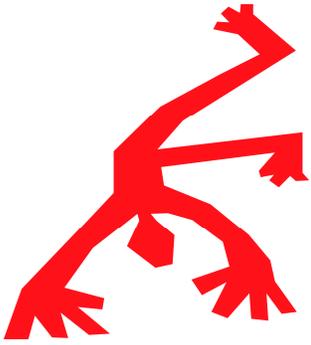
⁵ US Department of Health and Human Services, Centers for Disease Control and Prevention. *Physical Activity Evaluation Handbook*, 2002

⁶ Bureau of Health, Maine Department of Health and Human Services, Healthy Maine Partnerships, *The Maine Cardiovascular Health Program, Worksite Pilot Project*, May, 2005



Action Steps:

1. Discuss the idea
 - Discuss your stairwell initiative with building management and/or building owner. Consider others who could partner in the initiative
2. Check Stairwells
 - Assess the condition of your stairwells. Consider any maintenance issues that may need to be addressed before hanging up the posters.
 - Decide what improvements are feasible for your organization.
3. Involve Management
 - We encourage you to find a champion at your company to lead the campaign, preferably the CEO or Senior Management
4. Improve your StairWELL
 - Ensure that your stairwell is clean and well lit. Other improvement ideas are provided in the StairWELL Initiative Resource section
5. Set date for campaign launch:
 - Schedule a time and place for participants to get together. Communicate the goal to participants. Let employees know they will receive weekly e-mails and reminders about the program and promote incentives
 - Find cheerleaders and champions and put them in positions where they can encourage others
 - Hang Point of Decision Prompt posters near elevators and stairs
 - Hang Motivational Posters inside stairwells
6. Announce campaign:
 - Internal rally
 - Email launch

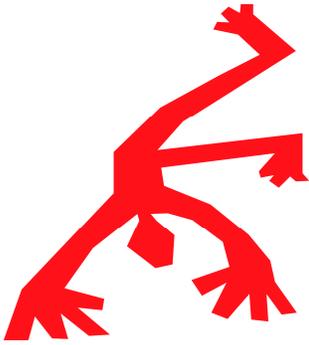


DON'T OWN YOUR BUILDING....

How to work with your management company?

Things to consider:

1. Schedule a meeting with your management company.
2. Bring to the meeting examples of how this program has been implemented at other managed properties (example: MaineHealth, United Way).
3. Are your stairwells locked?
4. Seek other tenants' buy-in to the program.
5. Learn about acceptable signage and the parameters/restrictions.
6. Consider the StairWELL program a year long program with short campaigns 4 times per year.



Promotional Ideas

Promoting your activities is a key step in the successful implementation of the Let's Go! StairWELL Initiative. It is the element that informs and gets employees excited. Be creative and have fun! See APPENDIX A for some sample emails to use for promoting your StairWELL initiative.

Who?

- Involve management and informal leaders. Leverage participation by appointing honorary chairpersons and champions within your organization.

What?

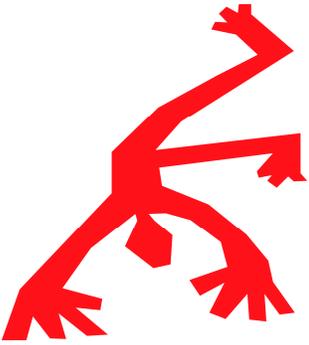
- Designate a central location where employees can learn and access program information.
- Post weekly handouts on a bulletin board in high traffic areas
- Offer incentives to participants
- Schedule a speaker. Arrange for a fitness expert or an active employee who have had success with similar exercise programs to share their stories
- Create a Let's Go! Bulletin Board. Post community events and facilities that promote physical activities.
- Post pictures of short, quick activities in front of the copier, fax, and computer
- Plan special event days: Walk/Bike to Work day, Sneaker Day, Walking Meeting Day
- Create a designated Let's Go! Be Active! Parking Area. Calculate the distances and let employees know how much physical activity they are fitting in to their day (i.e.: Round Trip = XX in one day/week you will walk XX)
- Artwork Challenge: Have employees or employee's children create artwork for the stairwells, vote for favorite work
- Post weekly handouts on a bulletin board in high traffic areas
- Hold a grand re-opening of your StairWELL
- Create stair climbing challenges. Create an image of a fixed climb on a poster and track employees progress (i.e. Mount Everest=29,000 feet or 5.5 miles Mount Fuji =12,388 feet, or 2.3 miles) 2000 steps is equal to 1 mile

When?

- Take advantage of company-wide or departmental meetings, luncheons etc.
- Send out weekly e-mails to employees

Where?

- Pick some "hot spots". Identify high traffic areas in your building (break rooms, cafeterias, etc.) to display promotional materials. Make sure contact information is easily found on all materials.



Let's Go! Messages on Point of Decision Prompts and Motivational Posters

1. Add steps to your day the easy way. Park further, walk more.
2. Free Stair Master here.
3. Burn calories. Take the stairs.
4. Race the elevator.
5. Door to a stronger heart.
6. This way to burn off last night's dessert.
7. Your hips will thank you.
8. Walk off that whoopie pie here.
9. Walk off last night's chocolate temptation.
10. Abandon all excess calories, ye who enter here.
11. Free gym.
12. Feel stressed? Burn some steam.
13. Free activity program.
14. Steps this way.
15. Lower your blood pressure.
16. No waiting. Steps this way.
17. Have you had any activity today?
18. Walking up stairs burns 4 times more calories than riding the elevator.
19. No waiting. One door over.
20. Raise your fitness level one step at a time.
21. No time for activity? Your opportunity is now.
22. Don't just stand there...take the stairs!
23. Take a stroll.
24. Walk this way.
25. Take a lap.
26. Lost your thought? Take a lap.
27. Take a walking break.
28. Take a break. Take a lap.



Anthem Blue Cross and Blue Shield of Maine Case Study

Anthem Blue Cross and Blue Shield operates in multiple locations throughout Maine, consistent with our marketing focus to write health insurance business in all 16 counties. We maintain offices in Bangor (leased), Augusta (leased), and South Portland (owned). All locations were investigated for inclusion in the campaign; we elected to focus most of our energies on the flagship location: Gannett Drive, South Portland (a six-story building, with two sets of stairs).

We take our mission seriously: to improve the health of our members and our communities. This includes our associates, their families and Gannett Drive visitors.

The planning and execution of the StairWELL intervention happened during a significant transition within our organization. Late spring-early summer 2007, more than 300 associates moved from our downtown Portland location to our flagship location in South Portland. Along with this work, the Gannett Drive location was re-stacked (e.g. offices and cubicles were standardized). More than 85% of all associates were moved in some small or large way.

The StairWELL planning team, the Corporate Initiatives Sub-Team of the Healthy Communities Blue Chip Team, elected to phase in our program, beginning with the west side StairWELL. The west StairWELL was complete April 13, 2007; the east StairWELL is slotted to be complete by July 9, 2007.

Our StairWELL intervention is multi-pronged designed to reach associates who may/may not be able or do not wish to take the stairs. We have paths for beautiful and inclement weather. We have framed motivational messages to encourage associates between meetings (after using the restroom) to walk to the StairWELL rather than taking the elevator (the restrooms are next to the elevators).

For us to be successful in our April launch date, associates on the Corporate Initiatives Sub-Team agreed to be responsible for smaller tasks. Two lead associates coordinated with the associate-artists, who volunteered their time (during and after hours) and considerable talents to paint the landings. One associate led the overall initiative work, coordinating the associates who executed the StairWELL types below.

Type	Location	Features	Launch
Inside StairWELL	East and west side	Art (multiple media), decision prompts at doors leading to stairs	West – 4/2007 East – 7/2007
Indoor walking paths	First and third floors	Redy stickers, framed poster with distance and calorie info	4/2007
Outdoor walking path	Inside perimeter of parking lot (~0.5 mile)	Redy spray painted every ~20'	4/2007
At elevators (three sets)	Above up/down arrows	Framed motivational posters	4/2007
Inside elevators	Center wall of all elevators	Motivational tips with food and activity messages	4/2007, ongoing (sheets change every couple of weeks)
At all restrooms	At entrances	Framed motivational posters	4/2007

Our StairWELL has traditional painted landings, photography, a quilt, and painted panels – all with outdoor and/or activity scenes. All lighting wattage was upgraded. Facilities staff requested that all posters be framed. All posters fit easily into stock-sized 8.5x11 and 11x17 frames that were purchased locally.

Our president hosted the Let's Go! CEO/executive press event introducing the founding partners' StairWELL intervention and CEO/executive StairWELL challenge. At this event, she announced that when she "catches" associates taking the stairs, a reward will be provided (gift certificates were provided). Because she travels considerably for business, she empowered her strategy team to "catch" associates and give rewards. Our associates are quite motivated by rewards, especially gift certificates.

Anthem BCBS participated in the Let's Go! online survey evaluation, about five weeks post StairWELL launch. Our associates are fairly versed in completing online surveys, which is demonstrated in an approximately 20% response rate. Our president (and executive sponsor of the Blue Chip) sent the online survey link to all Maine associates with information about the Blue Chip, including the StairWELL, and requested that all associates complete the survey.

Successes

The stairs are busy, even crowded especially at beginning, lunchtime and end of day.

The doors to the stairs now contain postings for retirements and fundraiser events; this is a place perceived to be where associates look for information.

Our president agreed to continue her "official" stairs-only challenge for two months; unofficially she continues to take the stairs regularly.

The associates who donated their artist talents are in production areas; managers agreed to donate associate time (associates did not take PTO).

Associates are using the outdoor walking path for 1:1 and small meetings.

Phasing StairWELL launch (on east side) has continued physical activity momentum.

Challenges

The proximity of the restrooms and elevators (and onside café and elevators) is a strong pull for many associates, while the stairs are greater distance.

Associate moves back to Gannett Drive and re-stacking with Gannett Drive created challenges to achieve our desired launch date.

Timing the online survey launch was tricky with other unrelated email communications and online survey requests.

Anthem Blue Cross and Blue Shield of Maine Let's Go! StairWELL Initiative



Photographs by Anthem BCBS employees were hung in the StairWELLS



A mural painted in the StairWELL by an Anthem BCBS employee



Redy is painted several times along Anthem BCBS' walking trail



United Way of Greater Portland Case Study

United Way of Greater Portland is a small non-profit organization with 28 employees and is located in the downtown area of Portland. The UWGP offices are housed on the fourth floor and the building is leased through a property management company. The first step was to discuss the proposed StairWELL Initiative with the property management company. After discussing the use of the posters in the hall way and the common lobby area of the building it was decided that the posters could be hung using poster clay and as we were asked not to puncture the walls. Another request from the property manager was that an additional sign made be made for the lobby that explained the connection between the StairWELL posters and the Let's Go! Initiative (which is housed at UWGP), so that other visitors to the building would understand why the posters were up. Once the initiative was approved, we notified the other tenants in the building and asked if any of them would like to join us for the challenge.

Our next step was to plan a grand re-opening of our Stairwell. This included asking our president to say a few words at the bottom of the stairwell, cut a red ribbon and lead all of the employees up the stairs which were newly decorated with all of our posters encouraging folks to keep going! We then had a celebration which included fresh fruit kabobs and sparkling cider.

One activity we did to encourage employees to use the stairs was a Mt. Everest Challenge. The challenge was to see how long it took the office to "climb" Mt. Everest. Each time an employee used the stairs, he or she would put a tally mark on a sheet that was posted near the front door of the office. We calculated how many trips up the stairs equal a mile and kept track of our progress by having a Redy cut out ascend the map of Mt. Everest. It took 3 weeks for Redy to reach the top. During this time, trivia questions about exercise and nutrition were placed in the Stairwell and the first employee to answer correctly won a small prize.

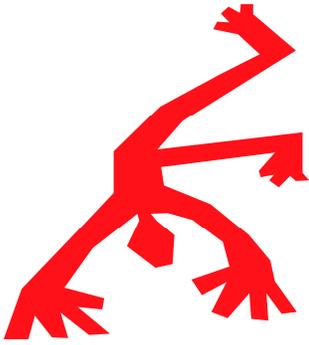
Our next activity to maintain momentum around physical activity was an Appalachian Trail Challenge. For this activity, the office was split into 3 teams and each team member was asked to keep track of his or her physical activity for the week. Results were calculated in miles and each team's cumulative weekly total moved their team's Redy further up the AT. Incentive prizes were given to the team who could reach different points along the way first. It took 9 weeks for the winning team to "hike" the full length of the AT. Seventy-five percent of employees participated in this team challenge.

Successes

- A noticeable cultural shift in the organization as more people felt comfortable using the stairs and talking about physical activity
- More walking meetings
- Increased awareness around healthy eating habits

Challenges

Locked Stairwell



Lessons Learned

In May 2007, several weeks after the launch of the StairWELL Campaign, the Subcommittee sent out a survey via email to participating partners to ask employees about their experiences using the stairs post-campaign. The survey findings, provide interesting **qualitative feedback** from the pilot campaign.

The StairWELL campaign prompted employees to increase their physical activity

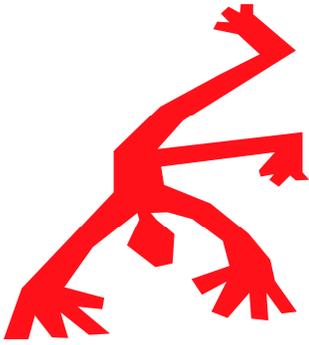
- Majority of the survey respondents participated in the StairWELL Campaign (84%) and almost all, 96%, were aware of the campaign
- Respondents reported using the stairs more frequently 50% pre-campaign versus 79% post campaign reported use of the stairs 2 or more times per day.
- In addition, more than one-half (57%) reported that the StairWELL program has prompted them to use the stairs in other places (i.e. when shopping)

Reported barriers to taking the stairs include-

- Transporting or carrying materials (55%)
- Running late (31%)
- Not convenient (26%)
- Stairwell is locked (8%)
- Other responses included discussions of footwear issues, slippery stairs, hot in stairwell, laziness

Possible ways to increase use of stairs

- Music (50%)
- Incentives (45%)
- Organized activities (35%)
- Locking the elevators (25%)
- Peer Pressure (24%)
- Motivational signs (21%)



Employee Testimonials

Before the StairWELL challenge, I didn't even know where the stairs were in the building. The challenge of climbing Mt. Everest, and the ability to contribute steps toward a goal, was highly motivating. Now that the challenge has ended, I still use the stairs everyday. Going up and down several flights a day is a small step toward better health, but it has been the impetus for other, bigger changes; I was inspired to start walking a few nights a week, to join a kickball league, and to start eating better. ~**UWGP Employee**

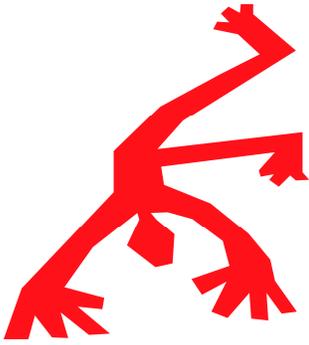
The StairWELL campaign changed my habits beyond nine-to-five. When I started taking the stairs every morning, I quickly found reasons to leave the building and get some exercise a few times a day. Thinking about healthy choices at work changed some of the decisions I make at home. Now I'm more likely to pass on dessert or rethink portion sizes at meals, and I make a concerted effort to walk and run at night and on weekends more than I did just a few months ago. ~**UWGP Employee**

I don't always exercise as regularly as I should so taking the stairs is a small step in the right direction toward better health. It's amazing how contagious good health habits can be and I hope to catch more as well as spread the ones I possess." ~ **UNUM Employee**

"I really have enjoyed the break from my desk mid-morning and mid-afternoon and I'm finding that after starting this, I seem to get less and less winded as the days go by. I don't know who came up with the idea but it's a good one." ~**UNUM Employee**

"I just love the stairwell reminders. As I huff and puff up several flights, the signs are an inspiration to keep me going. Yes, I can go one more flight and Yes, I will burn off last night's desert! I need to get up and away from my computer and having made a conscious effort to use the stairs for the past few weeks; the climb is getting a bit easier. I tried to climb up and down a few flights of stairs twice a day and the signs are a great reminder to do so. Actually, I now feel a little guilty when I take the elevator." ~**UNUM Employee**

"Every morning around 10 a.m., I climb the stairways from the ground floor to the fifth floor. I do it two times, and I try to push myself to do it faster each day. I have not missed a day since the program started. The benefits I derived from this routine are improved cardiovascular health, some loss of weight and a general overall feeling of well-being and health. It has inspired me to walk in the morning before I leave for work. I have also noticed that it gives me more energy for my work day." ~**UNUM Employee**



Resources

Workplace Wellness

University of Southern Maine Lifeline Center Institute for Workplace Health Promotion

<http://www.usm.maine.edu/lifeline/council2.html>

The Wellness Councils of America

<http://www.welcoa.org/>

National Wellness Institute

<http://www.nationalwellness.org/>

Healthy Maine Partnerships Good Work! Tool Kit

http://www.healthymainepartnerships.org/MCVHP/resource_good_work_manual.aspx

Eat Smart, Move More North Carolina

<http://www.eatsmartmovemorenc.com/>

StairWELL Initiative Resources

An introduction to the CDC program

<http://www.cdc.gov/nccdphp/dnpa/stairwell/index.htm>

More ideas for point of decision prompts and motivational posters

http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/stairwell/motivational_signs.htm

California 5 a Day- Be Active! Worksite Program

<http://www.dhs.ca.gov/ps/cdic/cpns/worksite/FitBusinessKit.htm>

Walking

Healthy Maine Walks

<http://www.healthymainewalks.org/>

Pedometer Information

<http://www.pedometers.com/>

Map Walking Routes

Type in your town or city and create a walking route near your organization

<http://www.gmap-pedometer.com/>

Pedestrian and Bicycle Information Center

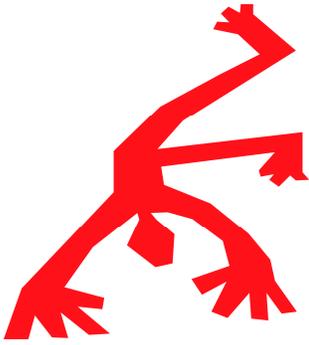
<http://www.walkinginfo.org/>

American Heart Association's Southern Maine Heart Walk

<http://www.americanheart.org/presenter.jhtml?identifier=3042551>

Bicycle Coalition of Maine

<http://www.bikemaine.org/safeways/index.html>



Resources

Family Resources

Project ACES (All children exercising simultaneously)

Encourage employees to find out if their child's school is participating in ACES (first Wednesday in May)

<http://www.lensaunders.com/aces/aces.html>

National Institutes of Health & National Institute of Child Health & Human Development

Milk Matters is a public health education campaign to promote calcium consumption among tweens and teens, especially during the ages of 11 to 15, a time of critical bone growth.

<http://www.nichd.nih.gov/milk/>

Healthy People 2010 challenges individuals, communities, and professionals to take specific steps to ensure that good health, as well as long life, are enjoyed by all

<http://www.healthypeople.gov/>

A new Web site for parents with resources and creative ways to help your daughters make healthy choices that build and maintain strong bones.

<http://www.cdc.gov/powerfulbones/parents/>

Centers for Disease Control and Prevention's BMI calculators for adults and children

<http://www.cdc.gov/nccdphp/dnpa/bmi/index.htm>

Resources on Physical Activity and People with Disabilities

The National Center on Physical Activity and Disability

Department of Disability and Human Development

<http://www.ncpad.org/>

Disabled Sports USA

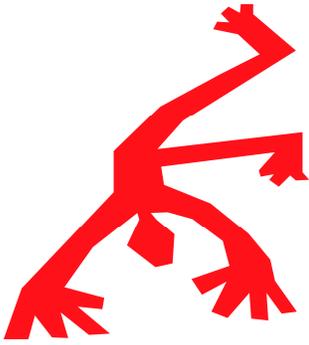
<http://www.dsusa.org>

National Center on Accessibility

<http://www.indiana.edu/~nca>

American Council on Exercise (IDEA)

<http://www.acefitness.org/fitfacts>



Greater Portland Community Links

Cape Elizabeth Community Services

<http://www.cape.k12.me.us/commserv.htm>

Cumberland Recreation and Community Education

<http://www.cumberlandmaine.com/Recreation.cfm>

Falmouth Trail Guide

<http://www.town.falmouth.me.us/parkscommunity/home.html>

Freeport

Wolfe's Neck Woods State Park

http://www.maine.gov/cgi-bin/doc/parks/find_one_name.pl?park_id=31oc/prksInds/wolfe.htm

Gorham Parks and Recreation

http://www.gorham-me.org/Public_Documents/GorhamME_Recreation/index

City of Portland, Parks and Recreation Department

<http://www.ci.portland.me.us/rec.htm>

Portland Trails

<http://www.trails.org/>

South Portland Parks and Recreation

http://www.southportland.org/index.asp?Type=B_BASIC&SEC=%7BAF350ABD-5E46-4935-8820-9A3B83E345D0%7D

Windham Parks and Recreation

<http://www.windhamparksandrec.com/>

Yarmouth

Local recreation areas

http://www.yarmouth.me.us/index.asp?Type=B_BASIC&SEC={58AF8916-51FF-4DA0-9C5C-7807702D2782}&DE={58CAB6C7-B930-4A42-AEFB-898CD943BF



**StairWELL Employee Survey
Post-intervention (1 month)**

Electronic Survey Link Provided by www.letsgo.org

PHYSICAL ACTIVITY AND NUTRITION

In an average week, how many days do you participate in physical activities that cause increases in your breathing or heart rate?

- 0 – Never
- 1 – 1 day
- 2 – 2 days
- 3 – 3 days
- 4 – 4 days
- 5 – 5 days or more

On the days you participate in physical activities, how much time do you spend being physically active?

- 0 – Less than 10 minutes
- 1 – At least 10 minutes
- 2 – At least 20 minutes
- 3 – At least 30 minutes
- 4 – More than 30 minutes

Which of the following best describes your physical activity level?

- 0 – Not physically active on a regular basis now and do not intend to start
- 1 – Not physically active on a regular basis now but am thinking of starting
- 2 – Trying to become physically active, or am physically active infrequently
- 3 – Physically active less than 5 times/week for 1-6 months
- 4 – Physically active 5 or more times/week for 1-6 months
- 5 – Physically active 5 or more times/week for 7 months or more

My employer provides opportunities for me to be physically active.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

In a usual week, how many days do you eat 5 or more servings of fruits and/or vegetables? (*Circle the appropriate response*)

- 0 – Never
- 1 – 1 day
- 2 – 2 days
- 3 – 3 days
- 4 – 4 days
- 5 – 5 days or more

My employer provides opportunities for me to eat fruits and vegetables.

Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5

STAIRWELL PROGRAM

In the past month were you aware of the StairWELL program?

- 0 – yes
- 1 – no

In the past month have you participated in the StairWELL program?

- 0 – yes
- 1 – no

What floor do you work on?

Prior to the StairWELL program, when traveling to floors in this building how often did you take the stairs?

- 1 time daily
- 2-4 times daily
- 4 or more times daily
- Don't know
- Don't use stairs

After the StairWELL program when traveling to floors in this building how often did you take the stairs?

- 1 time daily
- 2-4 times daily
- 4 or more times daily
- Don't know
- Don't use stairs

Prior to the StairWELL program, how often did you take the stairs at your work place?

- 1 time daily
- 2-4 times daily
- 4 or more times daily
- Don't know
- Don't use stairs

Thinking about the times when you do not use the stairs, please select the reasons why you do not:

- Not well lit
- Stairwell not accessible
- Not clean
- I am always running late
- I am not physically able to use the stairs
- Not convenient
- I need to carry or transport materials
- Health reasons (please specify)
- Other (please specify)

After to the StairWELL program, how often do you take the stairs at your work place?

- 1 time daily
- 2-4 times daily
- 4 or more times daily
- Don't know
- Don't use stairs

Which of the following would increase your usage of the stairs? (*Check your top three*)

- Better light
- Carpeted treads
- Motivational signage
- Organized activity (i.e. wellness challenge)
- Incentives (i.e. money, t-shirts, recognition)
- The elevators were locked
- Peer pressure
- Music

Has the StairWELL program prompted you to use the stairs in other places (i.e. when shopping)?

- 0 – yes
- 1 – no

Has the StairWELL program promoted you to become more physically active outside of the work place?

- 0 – yes
- 1 – no

Has the StairWELL program prompted you to consider and evaluate your overall physical health?

- 0 – yes
- 1 – no

DEMOGRAPHICS

Are you Hispanic or Latino/a?

- 0 - Yes
- 1 - No
- 2 - Don't know / Not sure
- 3 - Refuse

Which one or more of the following would you say is your race? (*Check all that apply*)

- 0 - White
- 2 - Black or African American
- 3 - Asian
- 4 - Native Hawaiian or Other Pacific Islander
- 5 - American Indian or Alaska Native
- 6 - Other (*please specify*)
- 7 - Refuse

What is the highest grade or year of school you completed?

- 0 - Never attended school or only attended kindergarten
- 1 - Grades 1 through 8 (Elementary)
- 2 - Grades 9 through 11 (Some high school)
- 3 - Grade 12 or GED (High school graduate)
- 4 - College 1 year to 3 years (Some college or technical school)
- 5 - College 4 years or more (College graduate)
- 6 - Refuse

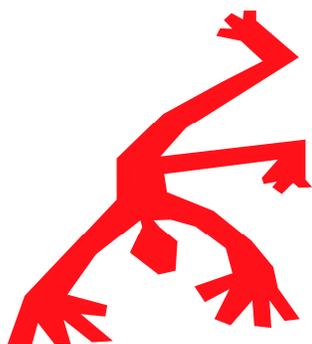
Please indicate your height: _____ feet, _____ inches

Please indicate your weight: _____ lbs

Please indicate your age: _____ years

Please select your gender: 1- female 2 - male 3 - refuse

APPENDIX A



Sample emails:

What?

Sample emails are provided for your organizations to use as a guide and/or template to help promote the Let's Go! Stairwell initiative and healthy lifestyles.

Why?

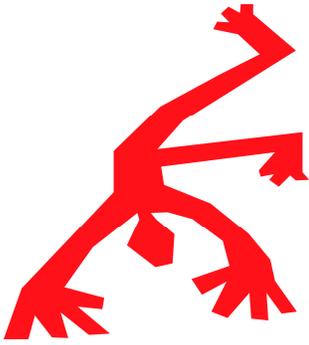
Successful Initiatives promote awareness of the campaign and encourage employee participation. By using existing resources such as newsletters or e-news communications organizations can effectively market the campaign with minimal cost.

How?

Weekly e-mails to employees are an easy effective way to achieve visibility and scope. Send emails to your employees once a week, and set a goal of sending your emails on the same day of the week for the duration of the program (12 weeks).

When?

The first email should be sent out the week that the Point of Decision Prompt posters and motivational signs are posted in your building.



Week One: Introduction

Goal: To Introduce the Let's Go! Campaign and StairWELL Initiative to employees.

CEO/Senior Management may want to insert personal thoughts and feelings as to why the company became involved in the Let's Go! campaign and the importance of the company/organization being a leader in the community.

Sample Email Content:

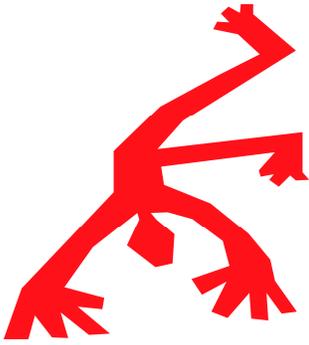
Let's Go! is a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities. Our goal is to increase physical activity and healthy eating for children and youth ages 0 – 18.

Let's Go! recognizes that families play an integral role in creating healthy lifestyles for youth. A stairwell campaign is a simple and easy **first step** that will promote the benefits of physical activity with employees and their families.

Take the first step! By making small changes in your daily routine like taking the stairs or walking at work you can start living an active, healthy life! Each time you take the stairs or go for a walk you are making a decision to be active!

Sample Link:

Check out www.letsgo.org for other ideas to help you become more physically active



Week Two: Encouragement

Goal: To promote awareness of the Let's Go! StairWELL Initiative and encourage employee participation by promoting health benefits.

Update on company Challenge:

Sample Email Content:

Take small steps to help make health a priority. Small changes make a big difference over time! Incorporate the stairs (or walking) into activities you would be doing anyway. If you need to go to a different floor, use the stairs! Take the long way to the restroom and take a flight each way! Studies have shown that people are most likely to stick to exercise when it is part of their daily lives. Get started today!

Along with its benefits to the heart, walking:

- improves circulation
- helps breathing
- combats depression
- bolsters the immune system
- helps prevent osteoporosis
- helps prevent and control diabetes

Sample Links:

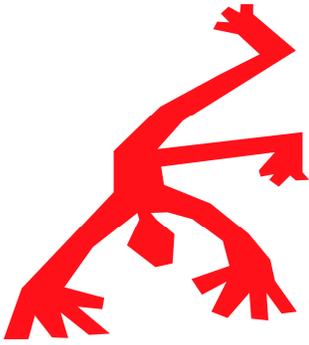
Find out how many calories are burned while engaging in different types of activity, including climbing the stairs at:

http://www.fitday.com/WebFit/burned/calories_burned.html

American Heart Association: Physical Activity in Your Daily Life

<http://www.americanheart.org/presenter.jhtml?identifier=2155>

Content source: http://www.ci.cambridge.ma.us/CDD/et/ped/ped_hlth.html



Week Three: Let's Go! at Work

Goal: To promote awareness of the Let's Go! StairWELL Initiative and encourage employee to increase physical activity during the day.

Update on CEO Challenge: Has CEO been "caught" in the elevator? How high have they "climbed"?

Sample E-mail Content:

Don't waste time waiting for the elevator, use the stairs! Challenge yourself to take the stairs all day today. If it is not possible to use the stairs, challenge yourself to pick two new ways this week to Be Active! and increase your physical activity during the work day:

- Use the stairs instead of the elevator
- Schedule a walking meeting with coworkers
- Stand and/or stretch while talking on the telephone
- Rather than using the telephone, walk down the hall to speak with someone
- Walk around your building, stretch your muscles
- Park a few blocks from your work or in the farthest parking spot and walk the rest of the way

Sample links:

FitDay is a free, online calorie counter and weight loss journal.

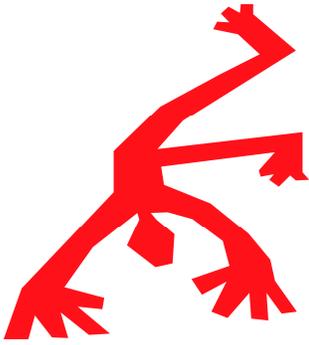
Find out how many calories are burned while engaging in different types of activity, from climbing the stairs to making copies.

http://www.fitday.com/WebFit/burned/calories_burned.html

"Why We Can't, Didn't, Shouldn't-But Promise to Start Tomorrow" by Rebecca Johnson

A great article written with help from walking expert, Mark Fenton, author of Walking Magazine's **Complete Guide to Walking for Health and Fitness**. They tackle some of the explanations folks come up with for not walking in a positive encouraging way.

http://www.walkinginfo.org/insight/features_articles/excuses/printerversion.cfm



Week Four: Motivation

Goal: To encourage the participants of Let's Go! StairWELL Initiative to incorporate physical activity into other times during their day.

Sample Email Content:

Stair climbing and other small bursts of physical activity at work can be accumulated across the course of the day, making a significant contribution to recommended daily amount of 30 minutes (or more) of daily physical activity!

5 Easy Ways to Enjoy Physical Activity at Work

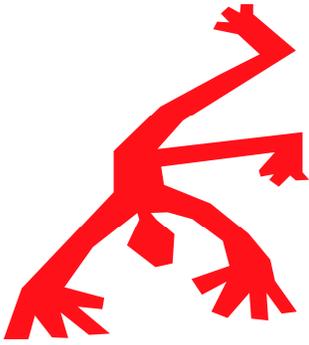
- **Walk up (and down) stairs:** If you have a choice, always take the stairs. If you have stairs, take as many trips up and down as possible.
- **Walk around the office:** There's no need to sit still while you talk on the phone or think. Pacing and fidgeting are physical activity.
- **Walk around the building:** Sometimes a face-to-face talk is the best way to communicate (and it gets you up and moving around).
- **Wear a pedometer at work:** Since every step counts, wearing a pedometer is wonderful motivator to walk more during your workday.
- **Check your pedometer:** How many steps do you take during a typical workday? Any ideas for adding a few more steps here or there?

Sample Link:

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

CDC Tips for Being More Active:

<http://www.cdc.gov/nccdphp/dnpa/physical/life/tips.htm>



Week Five: Encourage each other

Goal: To keep the StairWELL Initiative visible, and challenge employees to use the stairs all day this week!

Sample Email Content:

Think about how others have helped you adopt new behaviors. Support and encouragement from someone may have made a difference in your efforts. You have been making progress through the transition of adding physical activity into your daily life by using the stairs and walking more during the work day. You know it can both hard and rewarding! Share your skills with someone else. Having others depend on you will increase your likelihood of continued success.

Encourage employees/departments to challenge each other to a “stair climbing contest” or “walking break challenge”

Have them name their group and award a prize to the most unique name

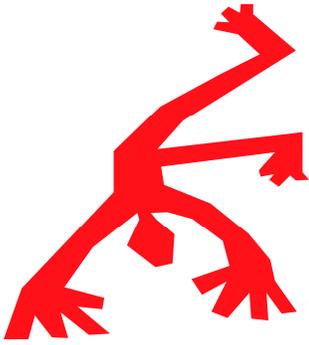
Each group should set an agreed upon goal (so many stairs in so many weeks, or so many miles in so many weeks) and the first group to reach the goal gets a prize

Highlight the competition among these groups to other employees (The Stair Steppers from Department A has challenged the Stair Climbers to see who can climb 500 flights first

Sample Links:

Steps to Healthier Women is a special web section of the National Women’s Health Information Center, devoted to improving women’s health. The website provides information on physical activity and other topics related to women’s health.

<http://www.4women.gov/>



Week Six: Keep Moving!

Goal: To keep employees involved in the campaign and make it an ongoing lifestyle change.

Update on employee challenge from week 5 if appropriate.

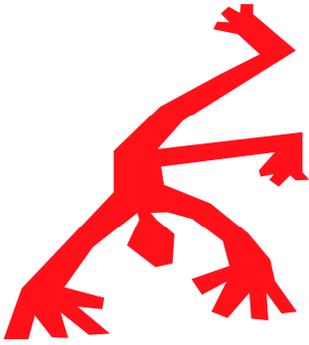
Sample Email Content:

This is week six of the Let's Go! Stairwell Campaign and we hope that using the stairs is now becoming a part of your daily routine. Walking improves your health and your mood and is good for you heart. By walking on a regular basis, you begin to improve your health! Remember:

- Walking helps you lose weight.
- Walking helps lower your blood pressure.
- Walking gives you more energy.
- Walking helps relieve stress.
- Walking helps you sleep better.

Sample Link:

Science-based advice on weight control, getting stronger muscles and bones, and balanced nutrition: www.healthierus.gov



Week Seven: Park and Walk!

Goal: To encourage the he participants of Let's Go! StairWELL Initiative to employees to challenge themselves by parking further away in a designated Let's Go! Parking area.

Sample Email Content:

Challenge Yourself! Park in the lot furthest from your building. Employees who get caught parking in the designated Let's Go! Parking area will receive a \$ gift certificate to XX. By the end of the week just by parking farther away you will have you will have walked (distance or number of steps here)!

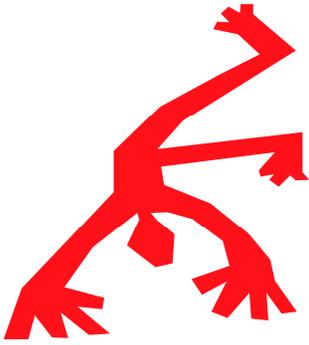
Remember to keep it simple! Even brief bursts of activity, like a 10-minute walk, can improve your concentration, creativity and performance!

You can easily monitor your progress with a pedometer. All these small steps do add up! 2000 steps is the equivalent of one mile. Check out the following links for more information on pedometers and walking routes.

Sample Links:

Walking routes offer a safe and fun way to get active in your community. Find a walking route in your community and bring the family! Visit the Healthy Maine Walks Registry for more information about walking routes all over Maine: <http://www.healthymainewalks.org/>

Pedometer Information: <http://www.pedometers.com/>



Week Eight: Walking Routes

Goal: Encourage employees to leverage other opportunities during their day to incorporate physical activity.

Sample Email Content:

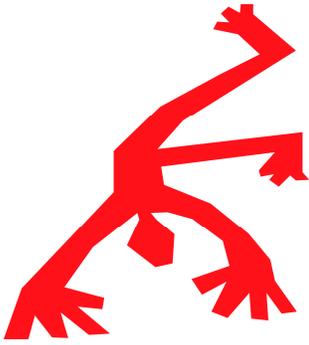
- Do a little bit more, a little more often! Walk around the building before you go to your car. Invite a co-worker for a walk during lunch. Make an appointment for yourself and your health! Schedule time in your day to take a walk! Start with 10-15 minutes a day.
- During a ten minute walk, a 150 lb person burns 44 calories walking at a moderate pace (3 mph).
- Gradually build up the time spent doing the activity by adding a few minutes every few days or so until you can comfortably perform a minimum recommended amount of activity (30 minutes per day).
- Walking is a great way to start being active more often!
- Once you start looking for opportunities to walk, you will be amazed at how many there are.

Sample Links:

Map Walking Routes

Type in your town or city and create a walking route near your organization:

<http://www.gmap-pedometer.com/>



Week Nine: Eat Right! Be Active!

Goal: To challenge employees to “step up” their program and promote healthy choices.

Sample Email Content:

Work takes up a significant part of the day and most of us spend a lot of that time sitting at our desks. Visit the University of Maine’s Workplace Wellness site, “Healthy U” for some great Workstation Stretching Exercises.

<http://www.umaine.edu/wellness/stretch.htm>

How do I know if I am eating right and being active?

My Pyramid offers a detailed assessment of your food intake and physical activity level. Check out the link below for an in-depth look at your food and physical activity choices.

<http://www.mypyramid.gov/index.html>

Challenge employees to answer a trivia question about physical activity or nutrition via email

First 5 responses get a prize

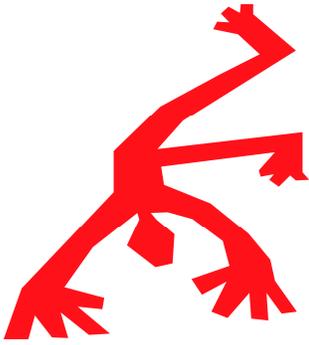
Sample Links:

Tips to help your employees and their families Get Healthy!

<http://www.healthymainepartnerships.org/panp>

Use a trivia question(s) to challenge employees. The 2007 National Nutrition Month Quiz:

http://www.eatright.org/ada/files/Quiz_2_Pages.doc



Week Ten: Friends and Families

Goal: To encourage employees to keep “climbing” and bring Let’s Go! home to their friends and families

Sample Email Content:

Now that you have been taking steps to become more physically active by using the stairs and walking at work, encourage your friends and family to do the same.

Make getting more physical activity a family project. Encourage everyone to think of fun things to do to get up and moving!

- Celebrate family occasions with a walk or hike
- Get outside and play
- Bike to your children’s sporting events
- Walk the dog
- Encourage your family to use the stairs whenever possible
- Post an activity log and keep track of your family’s progress

Sample Links:

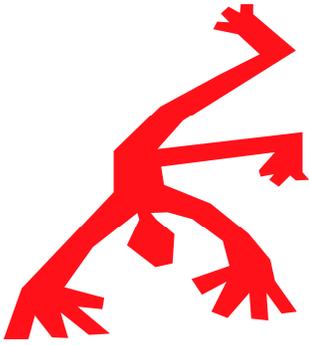
Invite employees to make Family Time Active Time!

<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/live-it/family-time.htm>

Invite employees to check out Hannaford’s Guiding Stars

Guiding Stars is the first-ever storewide nutrition navigation system. Hannaford created Guiding Stars to give you a quick, at-a-glance tool to help find the most nutritious foods in our stores.

http://www.hannaford.com/Contents/Healthy_Living/Guiding_Stars/index.shtml



Week Eleven: Steps in the Right Direction

Goal: Encourage employees to continue to think about physical activity in new ways and reflect on the progress of the StairWELL Initiative

Sample Email Content:

Try to continue to work activity into all areas of your daily life by setting realistic goals. You know have begun to realize that activity doesn't have to take up a lot of time in your day or a lot of planning. You can continue to significantly increase physical activity by continuing to take small steps.

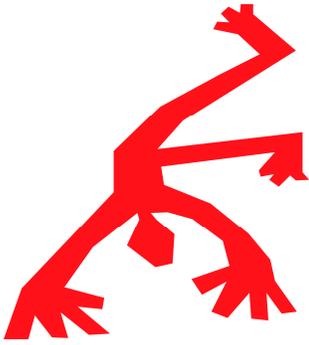
It's essential to be realistic about what you can do -- either because you're busy, or because you simply haven't been active in quite a while. Some examples of realistic goals:

- Add 15 minutes of activity to your daily routine-whether it's walking, playing with the kids, swimming, or another activity that you enjoy.
- When given the choice between walking or driving, choose walking!
- Remember to use the stairs instead of the elevator
- Park further away from the store.
- Walk the kids home from school or activities.
- Set a goal : For example : Each weekend day, spend an hour doing something physically active gardening, hiking, playing a sport, taking a fitness class.

Write down your goal and give yourself a timeframe (i.e. one month) to accomplish that goal. The timeframe is very important and will help you monitor and celebrate your successes!

Sample Links:

<http://www.fruitsandveggiesmorematters.org/>



Week Twelve: We've Come a Long Way!

Goal: Remind employees how far they have “climbed” and encourage continued participation. Acknowledge employee participation.

Sample Email Content:

Hopefully by being more physically active during your daily living activities you have realized that you don't have to be a marathon runner or mountain climber to reap the benefits. Little things add up! There are real benefits from doing a little exercise more often.

Tips for including physical activity in your everyday routine

- Develop a simple routine — something you can do in two or three minutes. Do it as you brush your teeth, watch T.V., or wait for water to boil.?
- Include housework in your plan. Dust, vacuum, and wash windows. Outside work helps, too. Depending on the season, you can push a wheelbarrow, rake leaves, hand mow the lawn, dig the garden
- Walk to and from short journeys
- Include active hobbies in your leisure time. Hike. Bike. Go dancing.
- Make active living part of your family life. Participate together. Go for a walk, play catch, walk the dog
- Adopting a healthier lifestyle can be hard at first but one step at a time makes it easier everyday.
- Take the stairs instead of taking the elevator
- Many people get active and then decide they'd like to lose weight or stop smoking. One thing does lead to the next

Sample Link:

Bicycle Coalition of Maine offers a listing of road bike trails and select on road routes selected by local bicyclists. Click here to find the best bike tours and trails in your community:

<http://www.bikemaine.org/trails/>