Wellness Engagement
Stair Climbing Campaigns

Proven Effective HPSM Team-Based Programs

ATLAS  Athletes Training & Learning to Avoid Steroids

ATHENA  Athletes Targeting Healthy Exercise & Nutrition Alternatives

HEALTHY  Middle School Program to Prevent Type 2 Diabetes & Obesity

PHLAME  Firefighter Wellness Program

SHIELD  Wellness Program for Police Officers

Healthy Programs at OHSU

Healthy TEAM Healthy U

• Evidence-based
• Twelve 30-minute sessions
• Team-based
• Peer-led
• High touch and high tech
• Sequential curriculum
• Interactive/fun
• Goal-setting
• Feedback

Healthy Steps

• Individual tracking program designed to encourage & reward healthy behaviors.
Why A Stair Climbing Campaign?

- Engage workforce in healthy activity
- Demonstrate that physical activity can be built into the workday
- Physical activity does not have to be vigorous to have benefits

Stair Climbing Benefits

- 2010 study of sedentary hospital workers
  - Increasing 5 to 20 flights per day
  - Cardiac function
  - Fat mass
  - Body weight
  - Blood pressure


Stair Climbing Benefits

- Harvard Alumni Study (1998)
  - Prospective cohort study (1997 to 1988)
  - Climbing 3-5 flights of stairs a day is associated with lower stroke risk in men

Stair Climbing Interventions

CDC’s StairWELL to Better Health
- Initially conducted in 1998 at the CDC
- Total cost of intervention = $16,000
- Intervention included:
  - Stairwell appearance & environment (largest cost)
  - Motivational signs (no monetary inducement)
  - Music
  - Proximity sensors monitored activity
  - 8.9% increase in stair usage from baseline

Source: www.cdc.gov/nccdphp/dnpao/hwi/toolkits/stairwell/

Stair Climbing Interventions

NYC Dept. of Health & Mental Hygiene
Stair Prompts
- ~30,000 signs distributed throughout NYC
- ~18,000 observations
- 9.2-34.7% relative increase in stair climbing after posting signs
- 42.7% relative increase 9 months after posting signs in public housing building; 20.3% in health clinic


Stair Climbing Campaign at OHSU
- Stair prompts (point-of-decision) signs near elevators and staircases in select OHSU buildings
- Mt. Hood Stair Climbing Challenge
Stairs Prompts at OHSU

- Signs posted through OHSU non-patient buildings March-June 2013
- Four observations times - over 1,000 observations
- Observations took place in five buildings on Marquam Hill

Mount Hood Stair Climbing Challenge (individual)
Mount Hood Challenge

The Mt. Hood Challenge Stair Climbing Challenge worksheet included over 370 flights of stairs.
- Two Mt. Hood Challenge raffle events/parties (July and October 2013)
- Approximately 600 participants
- All received Bob’s Red Mill Steel Cut Oatmeal & Zing Nutrition Bars
- 41 individual raffle winners

2014 Mount Rainier Stair Climbing Challenge (individual)
• The Mt. Rainer Challenge Stair Climbing Challenge worksheet includes 120 boxes for 600 total flights climbed
• Finishers receive 150 HealthySteps points; 14 finishers

2014 Mount Everest TEAM Stair Climbing Challenge

• Teams of 3-7 people join to climb 2,900 flights of stairs or 580 boxes
• Participants have until September 31, 2014 to submit evidence of completing the challenge
• 89 Mt. Everest posters delivered to teams; 32 teams have completed the challenge- 19X participation
• Finishers receive 100 Healthy Steps points and chance to win a Fitbit One for everyone their team
Lessons Learned

- Team-based vs. individual programs
- Marketing & communication
- Incentivize (monetary inducement, raffles)
- Fun & interactive
- Target sign messages (focus groups)
- Comprehensive program is best for lasting benefits

“That which is measured improves. That which is measured & reported improves exponentially.”
- Karl Pearson

Resources

- Healthy Team Healthy U https://pebb.healthyteam-secure.com/public/learn-more

References


Thank you!

For any questions, please contact:
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Healthy Team Healthy U
Proven Results

- Felt healthier*
- Lowered stress levels*
- Reduced high blood pressure*
- Improved diet (fruit & vegetable intake)*
- Weight loss (in BMI ≥ 25 & ≥ 30)*
- Decreased depression*
- Increased physical activity*

*significant improvements

These Health Behaviors Stick!

The Healthy Behaviors Stick!
(1.0 + 1.0 Program)
OHSU