

# Point of Decision Prompts

www.activelaunceston.com.au

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*There is an expanding body of work examining point of decision marketing and physical activity promotion.*

Consistent with the current public health recommendations for physical activity, individuals should be encouraged to 'accumulate' physical activity throughout the day (at least 30 minutes)

Accumulating short bouts of activity throughout the day (lifestyle or incidental activity) may lead to the accrual of suggested levels of energy expenditure. Lifestyle activity has been shown to enhance fitness, improve cardiovascular risk profiles, and help with weight management.

One opportunity for accumulating appropriate levels of physical activity, is to encourage stair use in lieu of riding escalators, moving walkways, lifts or elevators.

Studies show placing a sign between or next to stairs, an escalator and/or a lift in malls, retail outlets, car parks, health care facilities, school and university campuses, and worksites can successfully encourage commuters to walk up the stairs instead of riding the escalator or taking the lift. To be effective, these signs must address the needs of the audience that they were intended to reach. This may include the creative use of cartoons or catchy phrases such as 'No time for exercise? Try the Stairs!'

Sponsored by the Tassie Hawks, *Active Launceston* has recently installed signs encouraging stair use at many community locations.

Local businesses or property managers who are interested in installing the signage in their facilities should contact Active Launceston on 63 244047.

## References:

This paper is based on the work of Ross Andersen, for more information please visit: <http://ije.oxfordjournals.org/cgi/content/full/35/5/1291>

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**Not enough time to exercise?**

**Well why not take the stairs?**

 It only takes 30 minutes of physical activity a day to improve your health and wellbeing.  
**5 or 10 minutes using the stairs is a great start!**

**The stairs are to your left**

Visit [www.activelaunceston.com.au](http://www.activelaunceston.com.au) to see how you can increase your physical activity levels in Launceston.

Move more, live more!

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**Take the first step to good health,**

**use the stairs instead of the lift!**

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**5 or 10 minutes using the stairs is a great start!**

**The stairs are to your left**

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