



CATCHaFLIGHT<sup>SM</sup>









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**FOR QUESTIONS OR COMMENTS, PLEASE CONTACT:**

Health and Wellness  
**health.management@imail.org**

# Introduction

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Catch A Flight is a worksite health promotion program specifically focused on encouraging employees to take advantage of the benefits of taking the stairs and increase stair usage at work. Customize the program materials to best fit the needs of your employees. This is what makes for a successful program.

Catch A Flight<sup>SM</sup> can be implemented with Summer Slim Down<sup>SM</sup> and/or Holiday Weigh In<sup>SM</sup>. Plus, it is great for those times of the year when you don't have other programs planned.

## **BENEFITS OF TAKING THE STAIRS:**

- > Climbing just eight flights of stairs a day lowers mortality risk.
- > Seven minutes of stair climbing a day can reduce the risk of heart attack.
- > Just two minutes of extra stair climbing a day is enough to stop average middle-age weight gain
- > Stair climbing improves cardiovascular fitness. It's considered a 'vigorous' form of exercise and burns more calories per minute than jogging.

Incidental physical activities—those built up over small amounts throughout the day, like stair climbing—are also associated with improved mental health. They cause our bodies to release endorphins, the so-called feel-good hormones. They also provide time to think and reflect, which are key factors in managing everyday stress and tensions.

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# Program Tools

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**PROGRAM CHECKLIST**

**PROGRAM PROMOTION AND IDEAS**

**PROGRAM MATERIALS**

# Program Checklist

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Complete the checklist to evaluate your organization's resources and capabilities. This will help you determine how resources may benefit or limit the scope of your program and help you decide how to implement the program and when.

## **PRINTING**

Flyers  
Handouts  
Stair Trackers  
Evaluations  
Posters

## **WAYS TO COMMUNICATE PROGRAM TO EMPLOYEES**

Employee newsletter  
Email (Does everyone have access?)  
Social Media  
Voice mail  
Flyers  
Inter/Intranet  
Departmental/corporate meetings  
Cafeteria/break rooms  
Stairs/elevators  
Bulletin boards

## **SCHEDULES**

Differing employee shifts  
Rotating schedules  
Paydays during promotion

## **PERSONNEL**

Who in your organization will be responsible for coordinating and implementing the program?  
Who will assist with facilitating the promotion of the program?  
Who are the key leaders to help promote the program?  
Who is the best person to calculate the evaluation results?

## **CORPORATE CULTURE**

How healthy is your corporate culture?  
Do leaders support corporate health management programs?

## **ENVIRONMENT**

Are the stairs accessible for employees?  
Are the stairs attractive for employee use?  
What can you do to improve the look of the stairs?  
Survey employees to understand their barriers to taking the stairs.  
Survey employees after the stair promotion to see if it changed behaviors.



# Program Promotion and Ideas

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## INCENTIVE AND PRIZE DISTRIBUTION IDEAS

### INCENTIVE IDEAS

Exercise balls

Exercise bands

Camelbaks®

Gift cards for gym shoes and athletic wear from Dicks sporting goods, Footlocker, Running Warehouse, etc.

Dumbbells

Thermoses

Fitbit Tracker or Smartwatch

iPods, iHome, or headphones

Yoga mats

Pens and note pads

Temporary memberships or discounts to local gyms

### PRIZE DISTRIBUTION IDEAS

Prizes for everyone who completes the stair tracker

Prize drawings for everyone who completes the stair tracker

Prize drawing for the most creatively filled out tracker.

Prize drawing in tiered categories:

- 1) most flights taken
- 2) greatest improvement
- 3) prize drawing for team with most completed trackers

## STAIR SIGNAGE

Place signs about the benefits of taking the stairs in places where it could influence a person's decision to use the stairs. The top and bottom of the stairs, in front of the elevator, and/or on the doors that lead into the stairwells are good locations. In the following pages we have provided you with a template to create your own motivational signs.

If possible, make the stairways more inviting and accessible by carpeting the stairs, placing artwork in the stairways, adding music, and making sure the stairwells are well lit.

## STAIR TRACKERS

Use a stair tracker to encourage your employees to take the stairs. There are two tracker provided. One shaped like an airplane which could be used any time of year. The second is shaped as a heart if you want to do a stair promotion for Heart month in February.

### **ADDITIONAL STAIR PROGRAM IDEAS**

- > Decorate the stairs with the artwork of employees' children and grandchildren.
- > Hide something in the stairwell and have a weekly competition to see who can locate the hidden item.
- > Post stair promotion signs in the stairwells.
- > Have a competition between floors or departments to see who can take the most stairs in a week.
- > Caught in the Act – give away prizes when you catch someone taking the stairs.
- > Mobile Phone Photo Contest – Show us a creative picture of the stairs you take outside of work and post them in the stairwell. Picture with the most votes wins a prize!



# Flight Tips

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Use the blank template included to create your own Flight Tips posters. Here are some suggestions:

- > Fight fat. Feel fit. Frequent these flights.
- > Taking the stairs is a free fitness program.
- > Have you had your exercise today? Take the stairs!
- > No time to exercise today? Your opportunity is now.
- > Sneak activity into your daily routine.
- > Step up to a healthier lifestyle. Take the stairs!
- > Step up to a new level of fitness. Take the stairs!
- > The cheapest gym anywhere—the stairs!
- > The first wealth is health. (Ralph Waldo Emerson)
- > There are 1,440 minutes in each day—schedule 30 of them for physical activity.
- > Want to help control your weight? Take the stairs!
- > Walk stairs, burn calories, feel better.
- > We are what we repeatedly do. (Aristotle)
- > He who has health has hope, and he who has hope has everything. (Arabian Proverb)
- > It is easier to maintain good health through proper exercise, diet, and emotional balance than to regain it once it is lost. (Dr. Kenneth Cooper, The Cooper Institute)
- > Dr. Harvey Simon, Associate Professor of Medicine at Harvard Medical School, puts it: “Walking up stairs is one of the best-kept secrets in preventive medicine.”
- > Climbing stairs burns more calories per minute than jogging.

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Flight Tip:



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Flight Tip:

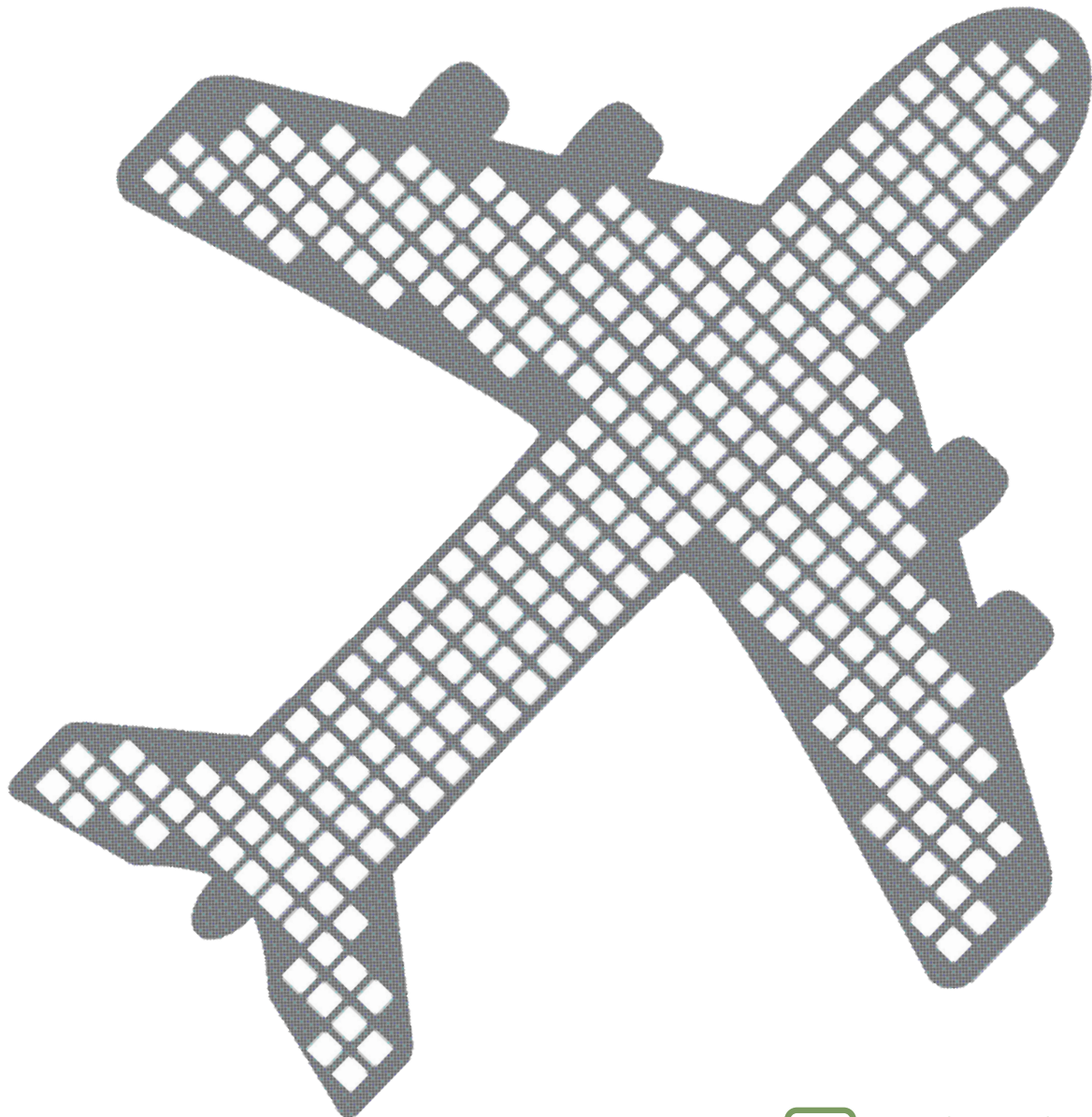
**SKIP THE  
ELEVATOR  
AND TAKE A  
FLIGHT FOR  
FITNESS.**

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## Stair Tracker

A flight is one floor of stairs with an average twelve steps. Use this tracker to complete 300 flights of stairs. Check off a box for each flight of stairs you take.

Name \_\_\_\_\_ Phone \_\_\_\_\_



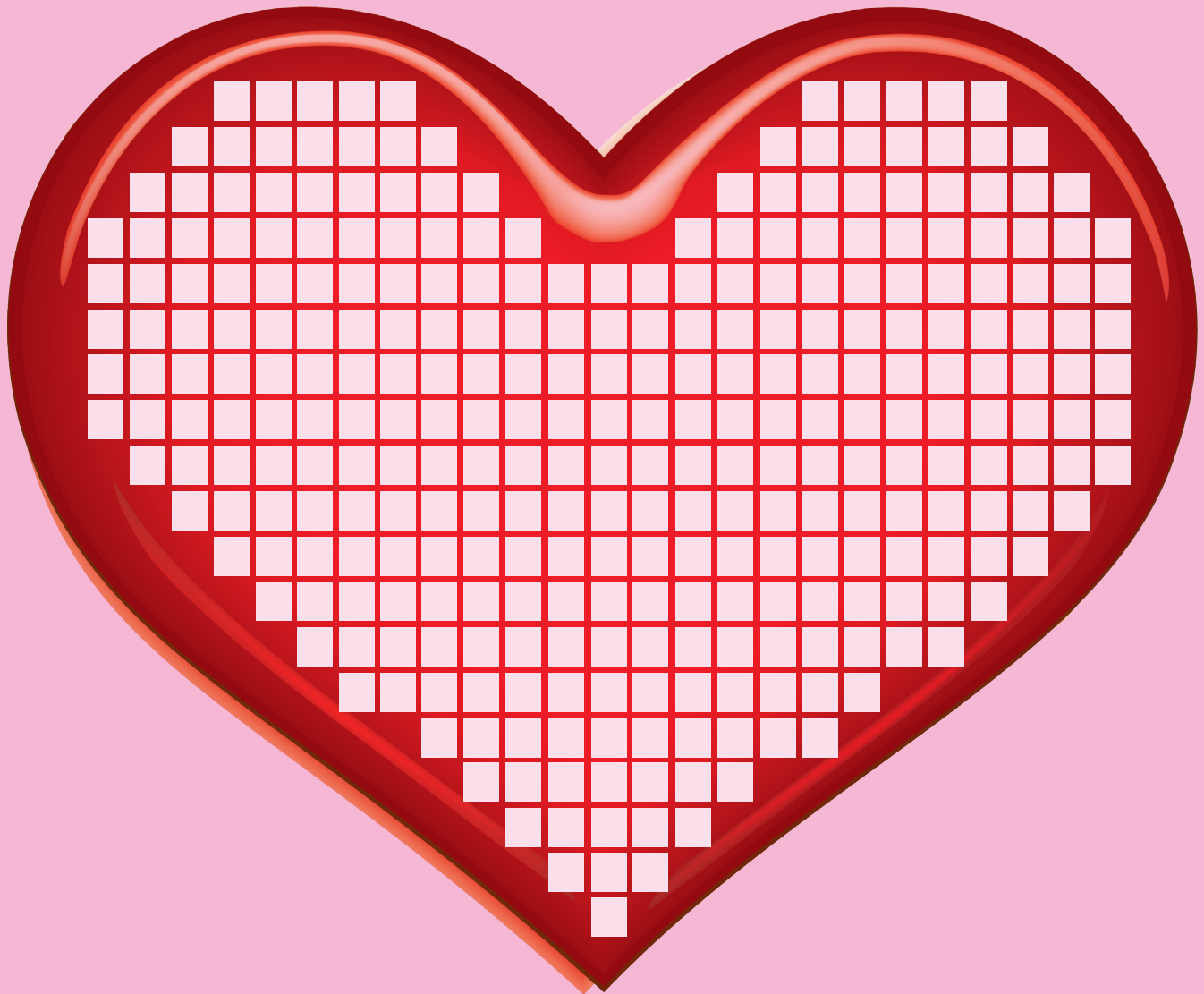


# LOVE YOUR **HEART** CHALLENGE

## Take the Stairs in February for Your Heart!

Use the heart-shaped stair tracker to check off one box for each flight of stairs you complete during the month of February. Each box equals one flight of stairs (one flight equals 10-15 steps).

It doesn't matter if you go up or down—everything counts. Finish one tracker and start another.



Name \_\_\_\_\_

Phone Number \_\_\_\_\_



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# Program Follow-up

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**PROGRAM EVALUATION FORM**

**PARTICIPANT EVALUATION FORM**

# Program Evaluation

**To be completed by the person(s) who implemented the program.**

Program Name \_\_\_\_\_ Program Start/End Dates \_\_\_\_\_

Number of participants who completed the program \_\_\_\_\_

## INCENTIVES

Did you use incentives? ☐ Yes ☐ No

Why or why not? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If so, what incentives were used?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PROMOTION STRATEGIES

What did you use to promote this program?

- ☐ Posters and flyers
- ☐ Company newsletter
- ☐ Email/voice mail
- ☐ Bulletin boards
- ☐ Social media
- ☐ Other

What promotion strategies worked? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What didn't work? \_\_\_\_\_

\_\_\_\_\_

## PROGRAM MATERIALS

What program materials did you use?

- ☐ Flyer
- ☐ Quizzes
- ☐ Stair Trackers
- ☐ Other

What aspects of the program were successful?

\_\_\_\_\_

\_\_\_\_\_

Which aspects of the program, if any, will  
you change for next year? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Help us improve our program by emailing the completed Program Evaluation and Participant Evaluations to Health and Wellness at **health.management@imail.org**.



# Participant Evaluation

Please take a few moments to evaluate the Catch A Flight (stair) program. Your feedback will help us continue to make the program successful in the future.

## PLEASE CIRCLE THE NUMBER WHICH BEST REPRESENTS YOUR OPINION

*1 - Not valuable 2 - Somewhat valuable 3 - Very valuable 4 - Extremely valuable*

Overall Catch A Flight program	1	2	3	4
Educational poster/flyers	1	2	3	4
Stair Tracker	1	2	3	4
Catch A Flight and motivation to take the stairs	1	2	3	4
Prize incentives and motivation to take the stairs	1	2	3	4
Team support and motivation to lose/maintain weight	1	2	3	4

## PLEASE ANSWER THE FOLLOWING QUESTIONS

- Did you enjoy the Catch A Flight program? ☐ Yes ☐ No
- Did you increase your stair usage? ☐ Yes ☐ No
- Would you participate in this program again next year? ☐ Yes ☐ No
- If not, why? \_\_\_\_\_
- What was your number one motivation to participate in the Catch A Flight program?
  - ☐ Prizes
  - ☐ Posters
  - ☐ Fun
  - ☐ To increase your daily physical activity
  - ☐ Other
- If you could change one thing about the Catch A Flight program to make it better, what would you change? \_\_\_\_\_  
\_\_\_\_\_
- Any additional comments or suggestions? \_\_\_\_\_  
\_\_\_\_\_







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