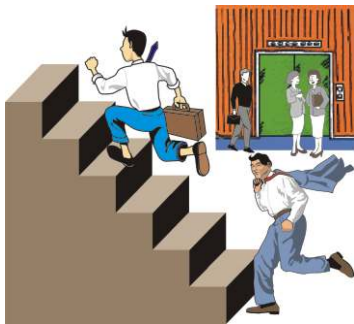


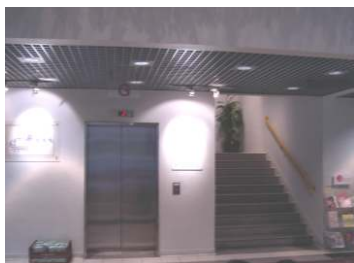
# Evaluation Study of Point-of-Decision Prompt Intervention to Promote Stair Use in LCSD Venues

The importance of physical activity advocacy to improve physical and psychological health in the community has gained greater prominence in recent years. Despite this development, there remains a high prevalence of sedentariness in industrialised countries. According to the estimate from the World Health Organization (WHO), physical inactivity causes 2 million deaths in a year. At least 60% of the global population failed to achieve 30 minutes moderate physical activity daily.



In Hong Kong, a survey commissioned by the Department of Health (DH) in 1999 revealed that only 47.7% of the respondents had engaged in some forms of exercise 1 month preceding the survey. The Population Health Survey in 2003/04 estimated that 33.3% of the Hong Kong population aged 15-64 were physically inactive.

Against the above backdrop, public health authorities are endeavoring to arouse public interests in doing exercise. WHO and Governments of different countries are currently advocating the incorporation of physical activity into everyday lives in which the concept of active living is developed. Encouraging the public to use "stairs instead of elevators" is being promulgated based on the fact that stair climbing is a convenient and easily accessible exercise, which can be performed regularly and does not



require special training.

In this connection, DH commissioned MVA Hong Kong Ltd. (MVA) to conduct an observational study (the Study) to assess the effectiveness of employing the Point-of-Decision Prompt (PDP) intervention in



venues managed by the Leisure and Cultural Services Department (LCSD).

## Objectives of the Study

- ▶ To observe if there is any significant increase in the proportion of visitors who use the stairs in the venues managed by LCSD 1 day and 3 weeks after the PDP intervention was implemented.
- ▶ To observe if there is any significant increase in the proportion of visitors who use stairs in the venues managed by LCSD in different genders (male or female), directions of travel



(upstairs or downstairs) and days of travel (weekday or weekend) after the PDP intervention was implemented.



## MVA Head Office in Asia

26/F China Resources Building  
26 Harbour Road  
Wanchai Hong Kong

Tel : (852) 2529 7037  
Fax : (852) 2527 8490  
mva@mva.com.hk  
www.mva-group.com

**MVA**  
Business, Market & Social Research