

Fostering Accessibility and Healthy Living on CWU Campus: Campaigning for the Stairs

Andrew Wall Environmental Science, Charlotte Barrett Geography and Sustainability Minor, Central Washington University

Introduction

At Central Washington University, navigating buildings can present challenges that impact both accessibility and personal health. In buildings like Dean Hall, the elevator is difficult to locate, which challenges disabled individuals. Other elevators are more prominently featured, leading to unnecessary reliance on elevators, especially when an elevator's energy consumption is considered. Unclear signage makes navigation difficult for individuals with accessibility needs and may lead to overly easy access to elevators for those without. Our project addresses these concerns by improving and standardizing signage for stairwells and elevators in Dean Hall, Discovery Hall, the Science Building, and the SURC. By implementing affordable and visible signage, we aim to encourage more sustainable behavior while enhancing building accessibility and user experience.

Goals

- Encourage sustainable behavior change by promoting stair use when appropriate.
- Improve campus accessibility by clearly labeling both stairs and elevators.
- Educate students and staff on the health benefits of stair use.
- Campaign in Dean Hall, the Science Building, Discovery Hall, and the SURC.

Project Locations and Survey



Figure 2. Target buildings and locations of elevators

Want to help us gauge the effects of the campaign? Take the survey below:



Figure 3. Survey

<https://forms.gle/qkvwZaGHdDtdkU7>

Methods

- Assessed current signage and visibility of stairs and elevators.
- Consulted with Disability Services on the inclusivity of the messaging
- Consulted with Facilities Management on the presentation and printing of the messaging
 - Installed new signs pointing to stairs and elevators.
 - Distributed a short survey to gauge awareness and use of stairs.

TAKE THE STAIRS CAMPAIGN

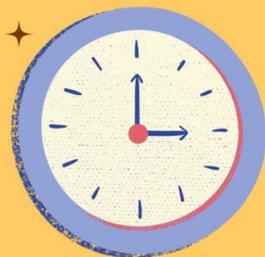


Health Benefits

Boost Your Health
Taking the stairs can improve mental health by reducing stress and anxiety, and contribute to an active lifestyle supporting healthy living.

Time Savings

Late to class?
Studies have found that it takes students, on average, twice as long to use the elevator as compared to the stairs.



Accessibility Benefits

Be mindful of others who may need the elevator
Elevators are a necessary transportation method for many. Taking the stairs helps ensure this stays open for those who need it.



Project Benefits and Highlights

- Taking the stairs is often faster than taking an elevator. Almost late to class? Take the stairs!
- Using stairs helps to maintain an active lifestyle. Taking the stairs can promote health and well-being.
- Small interventions—like signs—can make a significant impact on personal health and accessibility.
 - Campaign messaging emphasized that elevators remain necessary and important for many individuals.
 - The project highlights the importance of inclusive design while encouraging sustainable behaviors.
 - The cost-to-benefit ratio is high—the price of signs is relatively inexpensive compared to the potential benefits of a healthier culture.

Conclusion

- Making stairs more visible supports both sustainability and accessibility on campus.
- Clear, inclusive signage helps create a healthier and more navigable university environment.
- This low-cost project has long-term potential for positive cultural and environmental impact.

This Project Supports UN Sustainable Development Goals



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References

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Figure 1. Decal posted around campus