

**Self-report pre-testing.**

**Intervention test with objective measures.**

**Self-report follow-up of effects of campaign.**

Attitudes to  
calorific stairwell  
messages  
(n = 300)

Extended message poster.  
Point-of-choice prompt.  
Six stairwell messages.  
(n = 25,335)

Attitudes and  
intentions.  
(n = 123)

Extended message poster.  
Point-of-choice prompt.  
(n = 32,871)

Attitudes and  
intentions.  
(n = 165)