

Be Wild. Be Wonderful.



2021 Community Partner

ACCESS WV

#GetOutWayne Campaign



HIKING AND BIKING TRAILS

WV TRAIL INVENTORY

The West Virginia Trail Inventory application allows mobile phone and desktop access to publicly accessible recreational trails in West Virginia.

The West Virginia Trail Inventory project is funded by the WV Division of Highways to inventory, collect, and integrate all publicly accessible trails in West Virginia. Currently there are approximately 6,200 inventoried trails in West Virginia.

Desktop & Tablet Trail App

Mobile Trail App

What Public Health Problem Was Addressed?

Wayne County, with population of about 38,000 residents, is located in the southwestern part of West Virginia. According to the WV Department of Health and Human Resource (WVDHHR), Wayne County has 30.1% of residents with poor health and has the state's 5th highest prevalence of cardiovascular disease. ACCESS WV feels strongly that their work in creating a more sustainable community with emphasis on natural resources, lakes, mountains, streams and trails that traverse them, will have an impact on addressing barriers and promote a cultural shift that places emphasis on outdoor recreation and sustainable food systems for future generations. The Get Out Wayne Campaign aims to compile resources, share ideas, and inspire more folks to #GetOutWayne – whether that's starting up a recreation based business or venturing out to "their neck of the woods" for the first time.

What Approach Did They Take?

ACCESS WV set out to build upon the work they've already accomplished- working with the local Beech Fork State Park, Army Corps of Engineer sites at East Lynn Lake and Beech Fork Marina, as well as Cabwaylingo State Forest to further develop a trail system that integrates all of these existing trails. The trails would offer both public and private access. They also worked to integrate all access points for canoeing and kayaking along Twelvepole Creek, the primary stream in Wayne County. Through this process, ACCESS WV helped develop a cohesive document that identified all existing trails in Wayne County and created one cohesive, recognizable system that locals and visitors alike can navigate available at GetOutWayne.com.



What Were The Results?

ACCESS WV worked with a local marketing firm to create the #GetOutWayne Campaign and house all the physical activity assets in one place at GetOutWayne.com.

ACCESS WV received a tremendous amount of feedback from their partners and community members about this campaign. A big win was simply formalizing a committee/ coalition to continue this work and promoting outdoor recreation projects in their county!

What's Next?

ACCESS WV and a health coalition in Wayne County will work together on creating a strategic plan that includes rail trail development, additional camping and kayaking launch points, and plugging in more eco-tourism businesses!

They will continue to work with public and private partners to allow or clear access to adjacent trails and stream access points and continue to work on development of trail heads and launch points.

WATER ACTIVITIES



Twelvepole Creek

Twelvepole Creek is a 32.2-mile-long creek. The East Fork headwaters form East Lynn Lake. The West Fork flows north through Dunlow and joins the East Fork at the Town of Wayne. The creek then flows north again before draining into the Ohio River just east of Ceredo. There are many places to fish, boat and kayak. There are 2 points for kayak access near Ceredo, and one new kayak launch in Wayne.

MORE INFO

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www.activewv.org

