

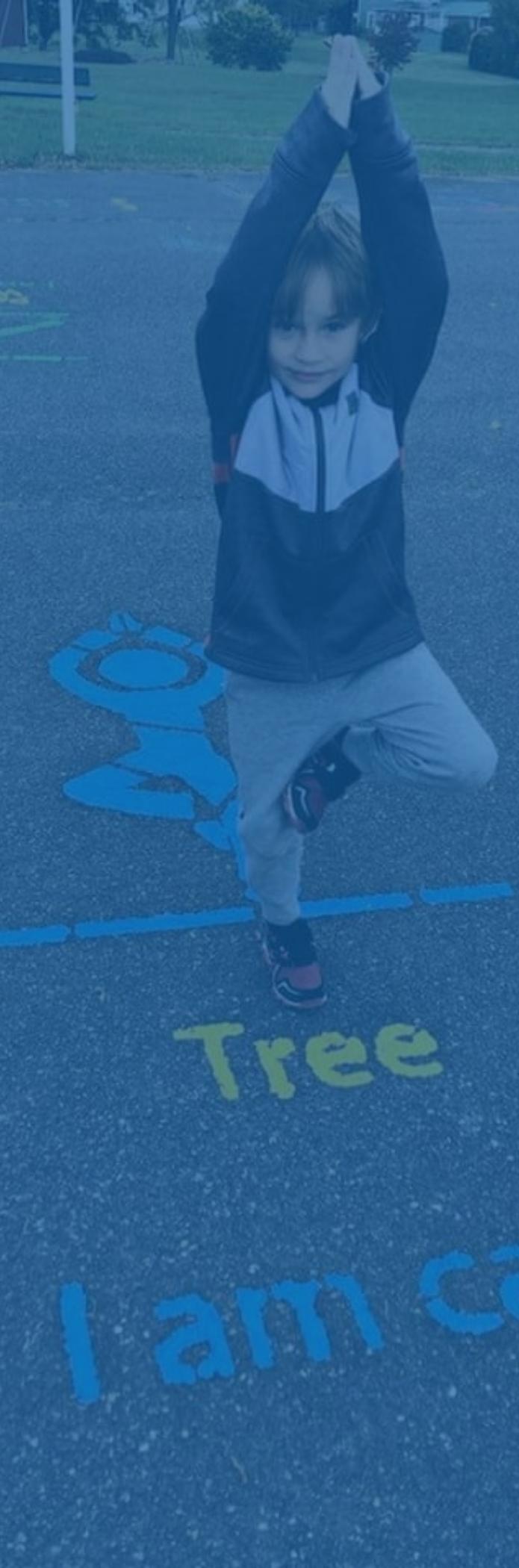
# ANNUAL REPORT 2021

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Be Wild. Be Wonderful.  
**beActive.**  
Center for ActiveWV



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# Our Work in Communities 2021 Recap

## Be ActiveWV Grant Program (WV DHHR)

- Funded 14 community partners, in 13 counties around West Virginia, for a total of \$62,778 spent to fund community-led projects.
- Projects focused on increasing opportunities for physical activity for children throughout the school day and beyond (2 projects), increasing or improving pedestrian and bike infrastructure (10 projects), creating opportunities for physical activity referrals in healthcare settings (2 projects).
- Funding was increased in 2021 for Building Resilient and Inclusive Communities (BRIC) project and ELC Health Equity funding adding an additional \$50,000 to go directly to WV communities in the FY 2021 and be continued into FY 2022.

## WV CARDIAC Project (SNAP Ed.)

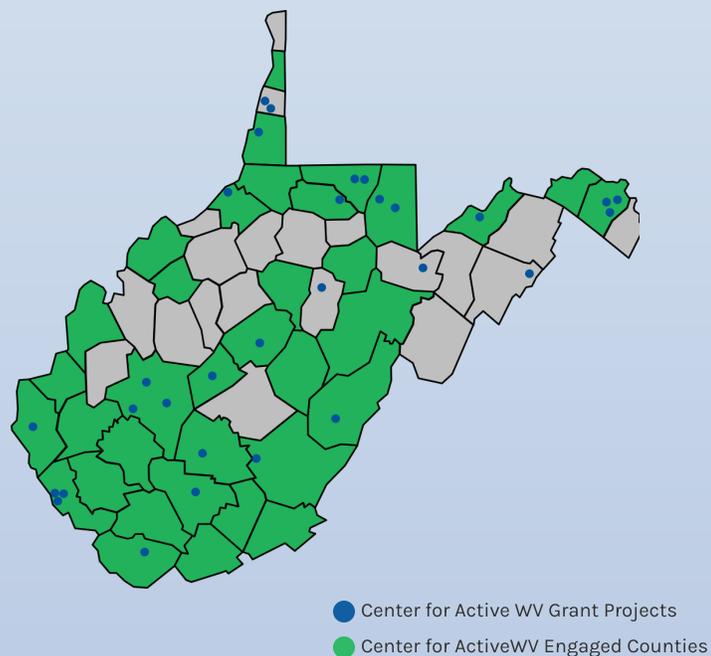
- WV Healthy Kids Educational Module ([www.wvhealthykids.com](http://www.wvhealthykids.com))- Members of the WV CARDIAC Project team developed and piloted this online instructional module focused on physical activity, nutrition, and overall health. During the pilot with 5th grade classrooms, 991 students, across 25 counties and 56 schools completed the module and teachers surveyed after the pilot indicated that the module was very useful and a resource that they would be interested in using again in the future. The WV CARDIAC Project team is current exploring ways to increase the audience and reach of WV Healthy Kids in the upcoming year.
- CARDIAC Screening Implementation Training- This year, members of the WV CARDIAC Project team, along with CPASS instructional designers, created an online instructional module to train WVU Extension Health Educators and others on the CARDIAC Project implementation procedures in WV public schools. The online Training module is set to be finalized and launched in August 2021.
- Take Charge! Be Healthy! Instructional module- The WV CARDIAC Project team has worked on the development of a prototype online instructional module that will provide instruction and application on physical activity participation, healthy eating, health challenges, and benefits of healthy choices. In addition to the lesson content, the module will include knowledge application activities and features such as physical activity and diet trackers with feedback and goal-setting. The target audience is 5th-8th grade students, and will be implemented by teachers. This prototype was funded through a cooperative agreement with faculty in the WVU School of Medicine Exercise Physiology program through a grant from the Whipkey Trust. Funding to fully develop the module will be sought this coming year.

## Active Academics®

- Active Academics® ([activeacademics.org](http://activeacademics.org)), an online resource for teachers to integrate movement throughout the school day, hosted a National Teacher Challenge (January 25 to March 21) to encourage educators to use and create movement-based activities or lessons for their classes. Thanks to partners at S&S Worldwide and US Games, were awarded to the top point earners based on engagement with the Challenge! A total of 65 teachers in 19 WV counties and 15 additional states signed up for the Challenge and the Challenge gained national attention through Active Schools US.
- In June 2021, members of the Center and the CARDIAC Project launched a new online professional development opportunity for teachers, administrators, parents, and others with an interest in learning about the importance of physical activity, and how to integrate movement in the classroom and throughout the day! The module was piloted this summer and will be widely disseminated in September 2021.

## Be Healthy WV (CDC HOP Grant)

- Several faculty and graduate assistants contribute to the evaluation and communications for the Be Healthy WV Project.



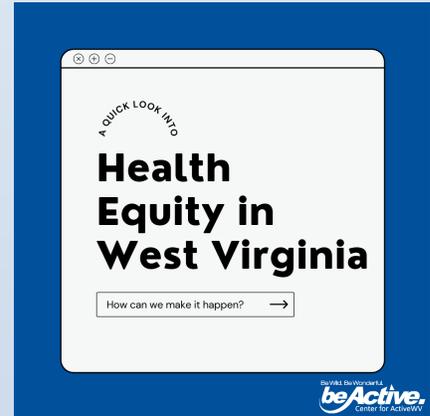
## OUR VISION

To increase the physical activity levels of both children and adults in our state to meet or exceed the national physical activity recommendations (2018 Physical Activity Guidelines for Americans) and to, therefore, improve the health and quality of life of all West Virginians.

# Health Advocacy and Community Networking

## Research-Based Content Creation

Center staff and graduate assistants worked on reviewing peer-reviewed research and creating infographics, social media graphics, and toolkits with West Virginia specific content that is consumable to community partners, healthcare professionals, and the general public. Content was created based on the need of mini-grant partners with the Be ActiveWV (formerly Take Back Our Health WV!) Grant Program. This included the research topics of trail use, physical activity prescriptions, dose/response for physical activity benefits, comprehensive school based physical activity, health equity related to physical activity, and PSE changes. Content has been published on the Center's website and shared widely on social media platforms.



## Our Social Engagement

Social media is updated on a regular basis to showcase Center initiatives and projects, relevant resources for the community, and health advocacy and networking throughout the state. Since 2019, we have worked to expand our reach with social media including Facebook, Instagram, and Twitter. March 2021 we launched our first quarterly Newsletter and have gained subscribers and positive engagement.

	2019	2020	2021
Facebook Likes	655	770	874
Instagram Likes	est. in 2019	203	367
Twitter Followers	510	528	576
Subscribers	---	---	1,280

- Center For ActiveWV
- @BeActiveWV
- @BeActiveWV
- [www.activewv.org](http://www.activewv.org)

## Our Mission

The overarching goal of the Center for ActiveWV is to provide an effective statewide physical activity framework that will promote sector input and collaboration, facilitate physical activity research among multidisciplinary teams, and guide state and local policy and practice.

### Staff

**Eloise Elliott, PhD**  
Co-Director

**Sam Zizzi, EdD**  
Co-Director

**Rachel Byrne, BS**  
Community Coordinator

**Kaitlyn Shaffer, MPA**  
Project Manager, WV CARDIAC Project

**Olivia Mackey, MS**  
Graduate Assistant, WV CARDIAC Project

**Erika Van Dyke, PhD**  
Intervention and Research Specialist, WV CARDIAC Project

### Executive Management Board

**Christiaan Abildso, PhD**  
Associate Professor, WVU School of Public Health

**Sean Bulger, EdD**  
WVU CPASS Associate Dean for Graduate and Online Education

**Kristin McCartney, MPH, RDN**  
WV SNAP-Ed Director, WVU Extension Services

**Emily Murphy, PhD**  
Associate Professor, WVU College of Physical Activity and Sport Sciences

**Andrea Taliaferro, PhD**  
Associate Professor, WVU College of Physical Activity and Sport Science

## Expenditures

	Direct Funding	Indirect Funding	Total Funding
Be ActiveWV Grant	\$175,500	\$84,500	\$260,000
WV CARDIAC Project	\$205, 897	\$53,533	\$259,430
Total Funding	\$381,397	\$138,033	\$519,430

## Funding Partners



WV Division of Health Promotion and Chronic Disease



WV SNAP-Ed



Improving the culture of physical activity in our state by providing awareness, education, guidance, and opportunities.

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