

ANNUAL REPORT FY 2022

Be Wild. Be Wonderful.

beActive.
Center for ActiveWV



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Message from Our Co-Directors



Welcome to the 2021-22 Annual Report from the Center for ActiveWV,

The mission of the Center is to improve physical activity levels throughout the Mountain State through a variety of innovative ways. This year, the staff in our Center supported many initiatives that did just that! Within this report, you'll find detailed summaries of each of our funded projects, and the continued work on revisions to the WV Physical Activity Plan. The Center brought in over \$700,000 in external funding to support our work this year, and awarded \$72,913 in capacity building grants to 15 communities to support their efforts to improve physical activity access. Since the Center was established in 2017, we have received over \$1.5 million from external sources to help support our efforts to improve the health of WV children and adults across 23 counties in WV. These efforts have reached kids at school, patients at medical clinics, and adults where they work and play.



Eloise Elliott
Co-Director

Here are a few details about the three main projects in the Center this year:

1. **The WV CARDIAC Project:** The mission of the WV CARDIAC Project is to provide sustainable comprehensive risk factor identification, education, awareness and advocacy to engage and empower West Virginia children, families and communities to embrace a culture of wellness. For 2021-22, the WV CARDIAC Project screened of 14,335 students from 188 schools across 28 counties.
2. **The Be ActiveWV Grant Program:** This program offers capacity building grants to WV communities to expand access to physical activity in school, healthcare, or community settings. Last year we partnered with 15 communities in 11 counties, and awarded approximately \$72,913 in funding. These projects used local solutions to enhance playgrounds and trails to improve walking and biking conditions. Additionally, some partners improved access for marginalized populations, such as those with a disability. Check out some of our success stories at <https://activewv.org/our-work-in-communities/be-activewv-grant-program/>
3. **The WV PA Plan:** The original WV Physical Activity Plan, called ActiveWV 2015, was released in January 2012. Now, the Coordinating Committee is working to revise the Plan to the second edition, ActiveWV 2030. The committee has been meeting regularly over the past year to discuss the most recent literature surrounding physical activity promotion and strategically plan the revision process. Moving forward, the committee will be organizing and verifying revisions with experts of each of the Plan's sectors: Business and Industry; Education; Healthcare; Military; Community Recreation, Fitness and Parks; Sport; Public Health; Transportation, Land Use, and Community Design; and Faith-Based. The new version of the plan is expected to come out in Spring or Summer of 2023.



Samuel Zizzi
Co-Director

If you are not already doing so, please follows us @BeActiveWV and get involved in the physical activity community in WV. Together, we can move mountains!

West Virginia Physical Activity Plan

- The overarching goal of the WV Physical Activity Plan (WVPAP) is to provide a strategic direction to increase/maintain healthy physical activity levels of the citizens of WV through the development, implementation, and evaluation of an effective WV Physical Activity Plan that will facilitate sector input and collaboration, and guide policy and practice
- The West Virginia Physical Activity Plan is currently being reviewed and revised by the Coordinating Committee. The committee has been meeting regularly over the past year to discuss the most recent literature surrounding physical activity promotion, strategically plan the revision process, and garner support from prospective sector team members.

KEY PRIORITY AREAS



WV PAP Sectors



Our Work in Communities

2022 Recap

WV CARDIAC Project

- Since 1998, the WV CARDIAC Project has screened over 250,000 students across all of West Virginia's 55 counties for health risk factors. Screenings consist of height and weight measurements to calculate BMI percentile and a visual examination of the neck for Acanthosis Nigricans. In addition, 5th graders had the opportunity to participate in a family history questionnaire and blood pressure screening.
- For 2021-22, the WV CARDIAC Project saw surveillance of 14,335 Kindergarten, 2nd, and 5th grade students across 28 counties and a total of 188 schools. This shows a 64.6% increase in the number of children participating from the last screening year in 2019-2020, which was disrupted due to the COVID-19 pandemic and subsequent closure of schools. Additionally, we completed screenings in 84 more schools (80.8% increase) and 8 more counties (40% increase) than the last screening year in 2019-20.
- During the 2021-22 screening year, we found that 35.75% of kindergarteners, 43.01% of second graders, and 51.3% of fifth graders were overweight or obese. In addition, 4.29% of kindergarteners, 6.44% of second graders, and 9.1% of fifth graders showed evidence of pre-diabetes (i.e. positive AN screen). From the sample of fifth graders that had a completed health history questionnaire and blood pressure screening, we found that 26.29% of them had high blood pressure and that their parents reported that 83.9% of them did not get daily 60 minutes or more of moderate-or-greater physical activity and 85.4% of parents reported that their children did not eat 5 or more servings of fruits or vegetables daily.
- This year, the WV CARDIAC Project team designed and disseminated a survey to parents and guardians of students who participated in WV CARDIAC Project screenings since 2018. The aim of the survey is to learn more about the parent perception of the Project. Preliminary review of the survey data indicates participation from parents in 24 counties and 90 schools. The WV CARDIAC Project team will further examine this survey data to explore ways to improve screening, reporting, as well as look for ways to build connections between screening, intervention, and school and community resources.
- Last year, members of the WV CARDIAC Project team developed and piloted WV Healthy Kids (<https://wvhealthykids.com>), an online instructional module focused on physical activity, nutrition, and overall health. The module was tested with 5th grade classrooms. For 2021-22, use of the module was expanded to accommodate 5th-8th grade learners, as well as non-academic settings (i.e. community or health care programs), and the module was marketed through printed materials, social media, screening results distribution, and word of mouth from WVU Extension Health Educators. The WV CARDIAC Project team is continuing to explore ways to increase the audience and reach for the upcoming year, and will be promoting a version of WV Healthy Kids, but geared toward a national audience (<https://behealthykids.org>).



Active Academics®

- Hosted by the Center and the WV CARDIAC Project, a professional development opportunity is available for all WV teachers and administrators to learn more about Comprehensive School Physical Activity and how to use Active Academics to integrate more physical activity in the classroom and throughout the school day. The virtual professional development training takes about 1 hour to complete and can be accessed at: <https://activeacademics.org/?pid=64>. Active Academics currently has 618 lesson ideas and has 7,454 registered users (1,403 WV users, 6,051 outside of WV), and is an excellent resource for all K-8 teachers.

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.

Our Work in Communities

2022 Recap

Be ActiveWV Grant Program

- The Be ActiveWV Grant Program is a partnership between West Virginia College of Applied Human Sciences, and West Virginia Division of Health Promotion and Chronic Disease, Bureau of Public Health that aims to improve the health of West Virginians by supporting projects that increase access to physical activity. The project focuses on improving the health of communities through increasing opportunities for physical activity for children throughout the school day and beyond, increasing or improving pedestrian and bike infrastructure, and creating opportunities for physical activity referrals in healthcare settings. The project partners recognize that there are communities and organizations all over the state who are making strides to improve the health of West Virginia. With this unique opportunity, the collaboration will engage and support communities who are working to increase access to physical activity throughout the state.
- Funded 15 community partners, in 11 counties throughout West Virginia, for a total of \$72,913 spent to fund community-led projects. Funded physical projects incorporated Policy, Systems, and Environmental (PSE) changes, made plans to address health equity and help reduce health disparities in their interventions, and focused on the sustainability of their intervention to can impact the health of West Virginians in a positive way for years to come!



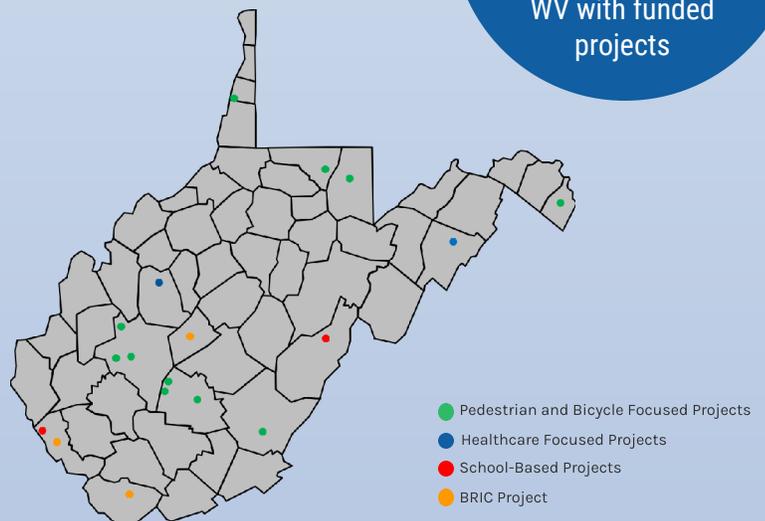
Building Resilient and Inclusive Communities (BRIC) Project

- National Association of Chronic Disease Directors (NACDD) provided funding to 20 states to promote healthy living and reduce social isolation during the COVID pandemic through the Building Resilient Inclusive Communities (BRIC) Program. West Virginia was awarded this funding in 2020 and again in 2021.
- Through a partnership with the WV Division of Health Promotions and Chronic Disease and Active Southern WV, the BRIC Project targeted six counties to address food and nutrition security, improve safe physical activity access, and reduce social isolation and loneliness through a policy, systems, and environmental change lens. Social determinants of health, health equity, and social justice principles are integrated into the planning and implementation of all three strategy areas, in addition to accounting for the impact of the COVID-19 pandemic.
- The Center worked with partners in Clay, McDowell, and Mingo Counties and was able to provide \$75,000 in their efforts to improve nutrition, physical activity and social connectedness.



Be Healthy WV (CDC HOP Grant)

- Be Wild. Be Wonderful. Be Healthy. is a 5-year project promoting increased access to physical activity and improved access to healthy foods in Clay and McDowell counties. This project is a partnership between WVU Extension Service and the Centers for Disease Control and Prevention (CDC) that aims to build connections through identifying local resources, building connections, and learning about the viewpoint and suggested solutions of community members.
- Several faculty and graduate assistants contribute to the evaluation and communications for the Be Healthy WV Project.



Our Work in Communities

2022 Recap



#HealthEquityInMotion

Research-Based Content Creation and Campaigns

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 grant partners with the Be ActiveWV Grant Program. This included the research topics of: health equity related to physical activity in WV, trail use, physical activity prescriptions, dose/response for physical activity benefits, comprehensive school based physical activity, and PSE changes. Content has been published on the Center's website and shared widely on social media platforms under the #HealthEquityInMotion hashtag.



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. In March 2021 we launched our first quarterly Newsletter and have gained new subscribers and positive engagement and in February of 2022 we launched our #HealthEquityInMotion campaign that resulted in additional page likes and positive engagement. Between March 2, 2022 and June 11, 2022, posts reached over 74,000 people. Overall, the campaign generated over 140,000 social media impressions in the state of West Virginia and resulted in a 40% increase in page likes on Facebook and 10% increase in Instagram followers during the campaign

	2019	2020	2021	2022
 Newsletter Subscribers	---	---	1,280	1,368
 Facebook Likes	655	770	874	1,331
 Instagram Likes	est. in 2019	203	367	478
 Twitter Followers	510	528	576	530

-  Center For ActiveWV
-  @BeActiveWV
-  @BeActiveWV
-  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.

Our Team

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

Jessica Riffie, MS
Graduate Assistant
Center for ActiveWV

Executive Management Board

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

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

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

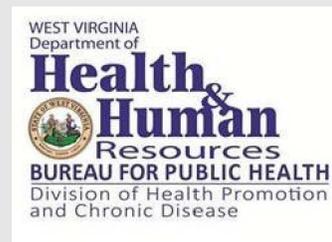
Emily Murphy, PhD
Associate Professor, WVU College of Applied Human Sciences

Andrea Taliaferro, PhD
Associate Professor, WVU College of Applied Human Sciences

Expenditures

	Direct Funding	Indirect Funding	Total Funding
Be ActiveWV Grant	\$315,000	\$102,000	\$417,000
WV CARDIAC Project	\$163,062	\$42,396	\$205,458
Total Funding FY 22	\$478,062	\$144,396	\$622,458
Total Funding Since July 1, 2019	\$1,212,417	\$408,544	\$1,620,961

Funding Partners



WV Division of Health Promotion and Chronic Disease



USDA SNAP-Ed



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

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