

ANNUAL REPORT FY 2023

Be Wild. Be Wonderful.



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Message from Our Co-Directors

Greetings from Morgantown, and the College of Applied Human Sciences at WVU!

The Center for ActiveWV was part of the merger of WVU's College of Physical Activity and Sport Sciences along with the College of Education. Though this merger presented many challenges in our roles as faculty members, our operations within the Center for ActiveWV were largely unchanged. We kept on rolling with our active projects in communities, schools, and healthcare settings, and we expanded our efforts on the revised version of the WV Physical Activity Plan. We were lucky again this year to partner with hundreds of teachers, community members, and volunteers on a variety of projects that spanned 30 counties across West Virginia. We provide details on each of our primary projects, and some key findings from data collection efforts throughout the state.

We are excited to let you know that we plan to launch the revised WV Physical Activity Plan, entitled **ActiveWV 2030**, during the next year. Keep an eye out on all of our social media channels as we begin to roll out the revised strategies and tactics that aim to improve physical activity across all sectors. This plan will serve as the blueprint for making meaningful changes in a variety of settings where WV residents live, work, and play.

Finally, we wish to thank all of our partners and neighbors in the towns, cities, and counties of West Virginia who help us bring this work to life. You are the ones working every day to make your community a healthy and vibrant place, and we are just so happy to be a small part of those efforts.

Eloise Elliott, Co-Director
Ware Distinguished Professor

Sam Zizzi, Co-Director
Dr. Pat Fehl Endowed Professor



Our Work in Communities

-->Project Summaries July 1, 2022-June 30, 2023

Be ActiveWV Grant Program (WV DHHR, Bureau of Public Health, Division of Health Promotion and Chronic Disease)

- In our 4th year of partnering with our colleagues in the Bureau, we Funded 14 community partners, in 10 counties around West Virginia, for a total of over \$67,000 spent to fund community-led projects.
- Projects focused on increasing opportunities for physical activity for children throughout the school day and beyond (5 projects), increasing or improving pedestrian and bike infrastructure (8 projects), or promoting physical activity in community settings (1 project).
- In total, these projects reached an estimated more than 10,000 WV residents, and partners generated an additional \$25,000 in leveraged funds.
- We also completed interviews with 20 community partners focused on health equity, and are working on a training guide for health professionals related to health equity in physical activity.

Be Healthy WV (Centers for Disease Control and Prevention, High Obesity Program Grant)

- Several faculty and graduate assistants contributed to the implementation and evaluation for the Be Healthy WV Project which ends Sept 30.
- This project focuses on expanding physical activity and health food access in Clay and McDowell Counties
- Our team member, Emily Murphy, was awarded another 5-year project that will run through the Center starting October 1, 2023. The newest version of the High Obesity Program will be conducted across 8 counties, and will build upon the work of two previously successful projects.

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

-->Project Summaries July 1, 2022-June 30, 2023

WV CARDIAC Project (SNAP Ed.)

- 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. Additionally, students in select counties had the opportunity to participate in a family health history questionnaire, a health behavior survey, and complete a blood pressure screening.
- For 2022-23, the WV CARDIAC Project saw surveillance of 12,056 Kindergarten, 2nd, and 5th grade students across 26 counties and 175 schools in WV. CARDIAC screened a total of 4,077 fifth-grade students, 3,952 second-grade students, and 4,027 kindergarten students. The data indicates that 31.67% of fifth-grade students, 24.37% of 2nd graders, and 16.87% of kindergarteners are obese (95th percentile or greater based on CDC Growth Charts for sex-specific BMI-for-age percentiles), and that 17.91% of fifth-grade students, 15.61% of 2nd graders, and 15.15% of kindergarteners are overweight (85th percentile to less than the 95th percentile, based on CDC Growth Charts for sex-specific BMI-for-age percentiles). In addition, 3.2% of kindergarteners, 5.6% of second-graders, and 8% of fifth-graders showed evidence of pre-diabetes (i.e. positive AN screening).
- Of those participating students, 833 agreed to additional screening, which included blood pressure and other questions about their child's health. Of the 221 fifth-grade students completing additional screening, 33.7% had high blood pressure and 86.3% of their parents reported their child did not eat 5 or more servings of fruits or vegetables daily. CARDIAC saw 304 kindergarteners and 308 second-graders complete additional screening. For kindergarten parents, 78.7% reported that their child did not eat 5 or more servings of fruits and vegetables and 53% reported insufficient physical activity. 18.3% of kindergarteners had high blood pressure. For second-grade parents, 84.1% reported insufficient fruit and vegetable consumption and 66.2% reported insufficient physical activity. 23.5% of second graders had high blood pressure.
- Parents of children completing additional screening also had the opportunity to consent to release their child's CARDIAC screening report to their child's primary care physician. For example, across the 2022-23 school year, 349 letters were mailed to physicians, informing them of a child's health status as identified by the CARDIAC screening.
- In 2021, 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 initially, then 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. To date, the module has been completed by 1,340 students across 37 counties.
- The WV CARDIAC Project team designed and disseminated a survey to parents and guardians of students who participated in WV CARDIAC Project Screenings during the 2022-23 school year. 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 106 responses from parents in 20 counties and 46 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.

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. There have been 85 teachers take advantage of this resource so far. 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 620 published lesson ideas and has 7,619 users (1,453 WV users, 6,166 out-of-WV users) and is an excellent resource for all K-8 teachers.

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Health Advocacy and Community Networking

Leaning on Our Partners


Center staff, along with doctoral student Karly Casanave, recruited participation in a research project focused on learning about how to frame physical activity equity work in communities. Karly conducted 20 interviews with Center-funded partners, and explored their understanding of healthy equity and their willingness to receive training in the future. These interviews will serve as the basis for a Best Practices guide for HPCD staff, and for journal articles to be shared with the research community. We really appreciate the partners that took the extra time to help out with this project!



Our Social Engagement

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. Last year, we launched our #HealthEquityInMotion campaign that resulted in additional page likes and positive engagement. In 2022-2023, we were less active due to loss of staff but we expect additional reach in the coming year with the launch of the new WV Physical Activity Plan.

	2019	2020	2021	2022	2023
 Facebook Followers	655	770	874	1,331	1,473
 Instagram Likes	est. in 2019	203	367	478	528
 Twitter Followers	510	528	576	530	515

-  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.

Center Team Members

Eloise Elliott, PhD

Co-Director

Sam Zizzi, EdD

Co-Director

Kaitlyn Shaffer, MPA

Project Manager
WV CARDIAC Project

Leanne Watson & Jessica Riffie

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Christiaan Abildso, PhD

Associate Professor, WVU School of Public Health

Sean Bulger, EdD

CAHS Associate Dean for Graduate and Online Education

Kristin McCartney, MPH, RDN

WV SNAP-Ed Director & Assistant Professor, WVU Extension Services

Emily Murphy, PhD

Associate Professor, Health and Well-Being, WVU College of Applied Human Sciences

Expenditures

	Direct Funding	Indirect Funding	Total Funding
Be ActiveWV Grant	\$148,332	\$48,208	\$196,540
WV CARDIAC Project	\$188,394	\$48,983	\$237,377
National Association of Chronic Disease Directors	\$20,000	\$0	\$20,000
Total Funding	\$356,726	\$97,191	\$435,917

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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