

ANNUAL REPORT FY 2024

Be Wild. Be Wonderful.



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Message from Our Director

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

The Center for ActiveWV in a collaborative organization situated within WVU's College of Applied Human Sciences. The mission of the Center is to provide an effective statewide physical activity framework that will promote collaboration among sectors to guide policy, research, and practice with the goal of improving the physical activity rates and health of WV citizens.

We had a highly productive year in the Center, with our largest year of external funding to date. In total, five community-focused projects were externally funded for a total of \$1.4 million dollars. Details on the accomplishments of each of these projects is enclosed in our annual report. These projects also carry with them a promise of several million additional dollars in funding in the next 3-4 years.

We are thrilled to let you know that we officially launched the updated WV Physical Activity Plan, entitled ActiveWV 2030: The WV Physical Activity Plan on May 29, 2024. This Plan serves as the blueprint for making meaningful systems, environmental, and policy changes to positively impact all West Virginians in leading active lifestyles. We held a successful WV Physical Activity Symposium at Stonewall Resort to promote the Plan that was a gathering of like-minded individuals and organizations who are passionate about promoting physical activity throughout West Virginia. In the coming year, we intend to engage our partners in implementing key strategies within the Plan to improve the health of children, adults, and older adults all across the state.

Finally, we would like 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 communities healthy and vibrant places, and we are very happy to be a small part of those efforts.

Eloise Elliott, Director
Ware Distinguished Professor

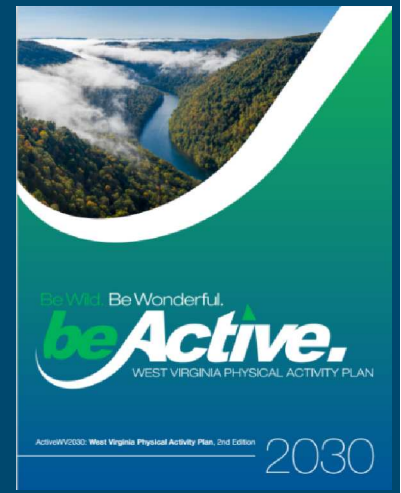




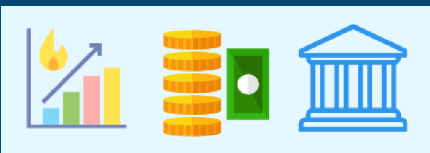
1.

ActiveWV 2030: The West Virginia Physical Activity Plan

In May 2024, we launched the plan during the 2nd WV Physical Activity Symposium. This plan serves as the road map to improving physical activity across 10 societal sectors.



2.



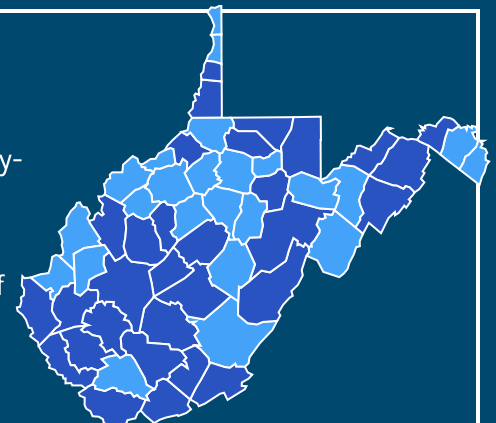
\$1.4 Million in External Funding Last Year

There were five externally funded projects in the Center last year sponsored by the CDC, NACDD, WV SNAP-Ed, and the WV Bureau of Public Health. All of the Center's projects are self-sufficient, receiving \$0 from WVU. Details on each project are provided within this report.

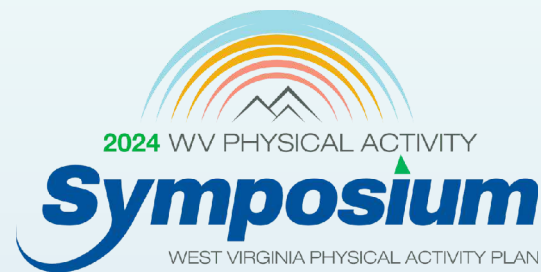
3.

Serving the Land-Grant Mission at WVU

In total, across all of the collaborative, community-centered projects, our work reached 92,000 WV citizens across 31 counties. We continue to be successful in maintaining a statewide network of partners that amplifies our work, allowing us to extend the land-grant mission.



The 2024 WV Physical Activity Symposium



On May 29, the Center for ActiveWV hosted the “2024 WV Physical Activity Symposium – United Leaders for an ActiveWV” at Stonewall Resort in Roanoke, WV. Nearly 100 leaders from around the state gathered to discuss how to better promote physical activity and health and inspire other organizations to join in this initiative.

The symposium also gathered an array of speakers and prominent figures from West Virginia, including:

- Gayle Manchin, Federal Co-Chair, Appalachian Regional Commission
- Michelle Blatt, State Superintendent of Schools, WV Dept. of Education
- Honorable Roger Hanshaw, PhD, JD, Speaker of the House of Delegates, WV
- Sherri Young, DO, Secretary of the WV Dept. of Health
- Clay Marsh, MD, Chancellor and Executive Dean, WVU Health Services

During the symposium, the Center for ActiveWV also unveiled **ActiveWV 2030: The 2024 Physical Activity Plan** which highlights strategies and tactics to increase physical activity promotion in all population sectors. There were a total of 45 organizations from 21 WV counties represented at the symposium. We were excited that all societal sectors embedded within the plan had representation including Business (10); Community Recreation, Fitness, and Parks (22); Education (59); Faith-Based (5); Healthcare (21); Media and Communications (4); Military (2); Public Health (34); Sport (12); and Transportation, Land Use, and Community Design (10).

To learn more about the Symposium, visit <https://activewv.org/symposium/>

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.

ActiveWV 2030: The WV Physical Activity Plan (2nd Edition)

The WV Physical Activity Plan, **ActiveWV 2030**, provides strategies and tactics across every societal sector to facilitate a state-wide promotion of healthy physical activity levels for West Virginians

- You can access the full plan here: [ActiveWV 2030](#)

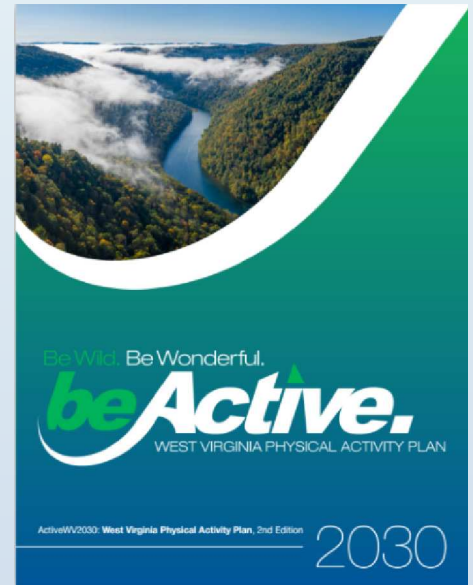
Five Priority Areas for the WV Physical Activity Plan

1. Increase structural capacity
2. Enhance public awareness through social marketing
3. Engage community members to enhance social and built environments
4. Advocate for policy change
5. Promote multisector collaboration

The 10 Societal Sectors Involved in the Plan

1. Business and industry
2. Community Recreation, Fitness, and Parks
3. Education
4. Faith-Based Settings
5. Healthcare
6. Media and Communications
7. Military
8. Public Health
9. Sport
10. Transportation, Land Use, and Community Design

Using the sector-specific tactics and strategies outlined in the plan, we and our partners intend to increase the physical activity levels of all WV citizens, to meet or exceed the national physical activity recommendations, and to therefore improve the health and quality of life of West Virginians.



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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.

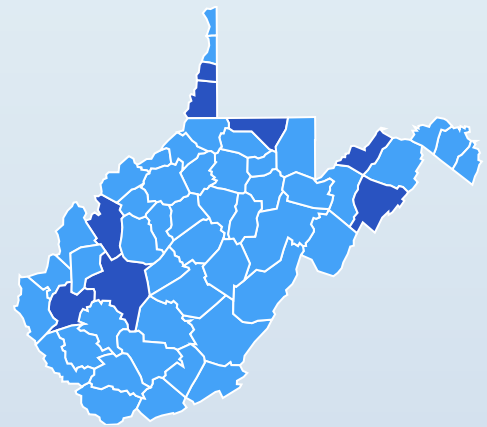
Our Work in Communities: Summaries of Funded Projects

(July 1, 2023-June 30, 2024)

Be ActiveWV Grant Program (WV DHHR, Bureau of Public Health, Division of Health Promotion and Chronic Disease) - Year 6

- In our 5th year of partnering with our colleagues in the Bureau, we Funded 11 community partners for a total of \$55,000
- Projects focused on increasing increasing or improving pedestrian and bike infrastructure, enhancing quality of park facilities, promoting physical activity in community settings, or physical activity systems in a healthcare setting.
- In total, these projects reached an estimated 70,000 WV residents, and partners generated an additional \$30,000 in leveraged funds nearly doubling the investment!

Counties with Funded @BeActiveWV Projects in FY24



WV Healthy Schools: Mercer County (US Centers for Disease Control and Prevention) - Year 1

- This initiative focuses on improving school health and wellness in West Virginia (WV), particularly in Mercer County, using the CDC's Whole School, Whole Community, and Whole Child and Comprehensive School Physical Activity Program (CSPAP) frameworks.
- During Year 1, all participating schools completed health assessments and developed formal action plans. The steps taken toward institutionalizing formalized school health assessment in Mercer County, using the CDC's School Health Index (SHI), represents an important early accomplishment.
- Specifically, 38 PD events were delivered, focusing on CSPAP components, health improvement strategies, and physical activity integration, reaching 2,732 attendees. Additionally, 74 TA events were provided, emphasizing CSPAP implementation, local school wellness policies, and school health services, reaching 1,214 attendees.
- Health equity initiatives, namely the WV Healthy Kids educational program, addressed disparities in health education by delivering web-based educational lessons to 196 fifth through eighth-grade learners and 15 teachers.
- Year 2 will focus on the formalized delivery and assessment of new statewide PD and TA opportunities as well as the reinvigoration of state and local level school health coalitions, councils, and teams.



Our Work in Communities: Summaries of Funded Projects

(July 1, 2023-June 30, 2024)

The "HOP" project (High Obesity Program funded by the US Centers for Disease Control and Prevention)

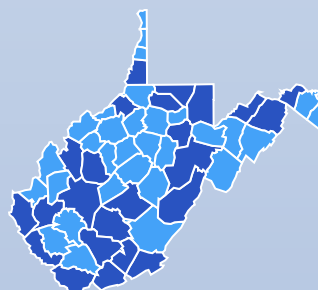
- This 5 year project focuses on improving health outcomes through the development of policies and systems that promote access to healthy foods and physical activity
- In year 1, the team and their community partners focused on coalition building in each of the eight participating counties
- The grant team traveled extensively to all counties to do asset mapping, 16 community meetings, and 31 interviews with key informants.
- The team conducted GIS-focused asset mapping of food and physical activity access points in each county, and developed a database of existing planning documents
- These efforts resulted in the development of 8 community plans for improving access to healthy foods and physical activity opportunities. These plans are aligned with the CDC Active People, Healthy Nation initiatives.

WV CARDIAC Project - Supplemental Nutrition Assistance Plan (SNAP-Ed)

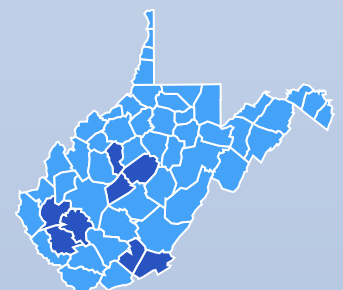
- In it's 25th year, the CARDIAC project continues to serve dozens of WV counties and supports health education and health screening in the school system
- For 2023-24, screenings were completed in 24 counties with the approval of the county superintendent and school principals. Any kindergarten, 2nd, or 5th grade student attending public school in one of the targeted counties was eligible to participate in the Project. Ultimately, just over 65% of the eligible student population (N= 27,490) participated in school screenings.
- These screenings were completed across 209 schools and for a total of 5,617 kindergarten students, 6,097 second-grade students, and 6,294 5th-grade students (total screened = 18,008).
- Additionally, over 300 students completed an online educational module regarding healthy eating and exercise habits (WV Healthy Kids module, 5-2-1-0 initiative)



CARDIAC Participating Counties



HOP Participating Counties



Social Media Engagement



Since 2019, we have worked to expand our reach with social media including Facebook & Instagram. In 2023-2024, we have maintained our network. We plan to expand our reach in the next year through a partnership with the WV-owned media company JJN Media.

	2019	2020	2021	2022	2023	2024
Facebook Followers	655	770	874	1,331	1,473	1496
Instagram Likes	--	203	367	478	528	524



Center For ActiveWV



@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

Director

Eloise Elliott, PhD

Leadership Team

Sean Bulger, EdD

Sam Zizzi, EdD

Emily Murphy, PhD

Project Managers

Kaitlyn Shaffer, MPA (CARDIAC)

Samantha Moyers-Kinsella, PhD (HOP)

Udday Datta, MS (HOP)

Angela Watkins, MS (Healthy Schools)

Graduate Assistants

Jessica Riffée & Leanne Watson

Expenditures

	Approximate Funding (annual)
Be ActiveWV Grant	\$144000
WV CARDIAC Project	\$291000
National Association of Chronic Disease Directors	\$20,000
CDC High Obesity Grant	\$550000
CDC Healthy Schools Grant	\$390000
Total External Funding in the Center (FY24)	\$1,396,000

Funding Partners


WV Division of Health Promotion and Chronic Disease


WV SNAP-Ed

US Centers for Disease Control and Prevention

National Association of Chronic Disease Directors



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