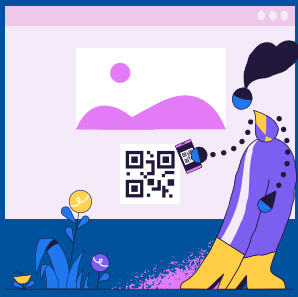


# Exercise QRx

## West Virginia University Exercise Physiology



### Main Goal

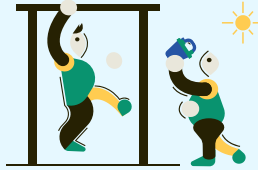
Implement QR code signage to exercise recommendations around the tri-county areas

### Research Findings



# 200

Community members positively impacted



# 5

different programs developed onto QR code



# 8.4%

opt-in rate

Many people want to exercise but are not sure what to do. This allows people to have a program that can be geared towards their needs and improves their access to physical activity and encouragement to participate.



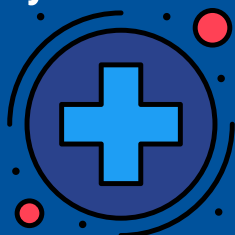
### Environmental Changes

Created physical and observable change to the built and social environment in the Tri-County area



ActiveWV 2030 Physical Activity Plan Sector:

Healthcare



### Building Capacity

Stronger Communities



A program is directed towards those with disabilities, One geared towards women.

A program is directed towards the elderly and safe exercises for them, another towards children.

### The Bottom Line

The project has been a success with reaching the community. They continue to do live events and marketing events on social media to continue reaching people. Not only does the website have exercise programs but also daily motivational emails to help encourage community members. They also work along many organizations throughout the area.

