



Be Wild. Be Wonderful.

be Active.

WEST VIRGINIA PHYSICAL ACTIVITY PLAN

ActiveWV2030: West Virginia Physical Activity Plan, 2nd Edition

Revised 2/2025

2030



Be Wild. Be Wonderful.

beActive.

WEST VIRGINIA PHYSICAL ACTIVITY PLAN

For more information, updates, and additional resources, go to wvphysicalactivity.org.

ActiveWV2030: **West Virginia Physical Activity Plan**, 2nd Edition

Revised 2/2025

Table of Contents

West Virginia Physical Activity Plan Acknowledgements	4
West Virginia Physical Activity Plan Overview	6-7
Priority Areas	8-14
Structural Capacity	8-9
Public Awareness and Social Marketing	9-10
Community Engagement and Environment	11-12
Policy	12-13
Multi-Sector Collaboration	13-14
Sector Strategies and Tactics	16-59
Business and Industry	16-20
Community Recreation, Fitness, and Parks	21-24
Education	25-30
Faith-Based	31-34
Healthcare	35-39
Media and Communications	40-43
Military	44-47
Public Health	48-51
Sport	52-55
Transportation, Land Use, and Community Design	56-59
Engaging Communities in Implementation	60-61
References and Resources	64-65
Publications	64
National Resources	64-65
Appendices	66-70
Appendix A - The History of the West Virginia Physical Activity Plan	66-68
Appendix B - West Virginia Physical Activity Plan Sector Expert Representatives	69-70



West Virginia Physical Activity Plan Acknowledgements

Coordinating Committee

Eloise Elliott, PhD, Chair
Christiaan Abildso, PhD
Sean Bulger, EdD
Dina Jones, PT, PhD
Emily Murphy, PhD
Jessica Riffie, MEd
Samuel Zizzi, EdD

WVU College of Applied Human Sciences
WVU School of Public Health
WVU College of Applied Human Sciences
WVU School of Medicine
WVU College of Applied Human Sciences
WVU College of Applied Human Sciences
WVU College of Applied Human Sciences

Organizational Partners

The West Virginia Physical Activity Plan (“The Plan”) was facilitated by the West Virginia University, College of Applied Human Sciences Center for ActiveWV. The Center for ActiveWV houses several projects aimed at improving West Virginians health, including Be Healthy WV, the WV CARDIAC project, and the Be ActiveWV Grant program. A number of the Center’s organizational partners have also lent support to The Plan’s processes.

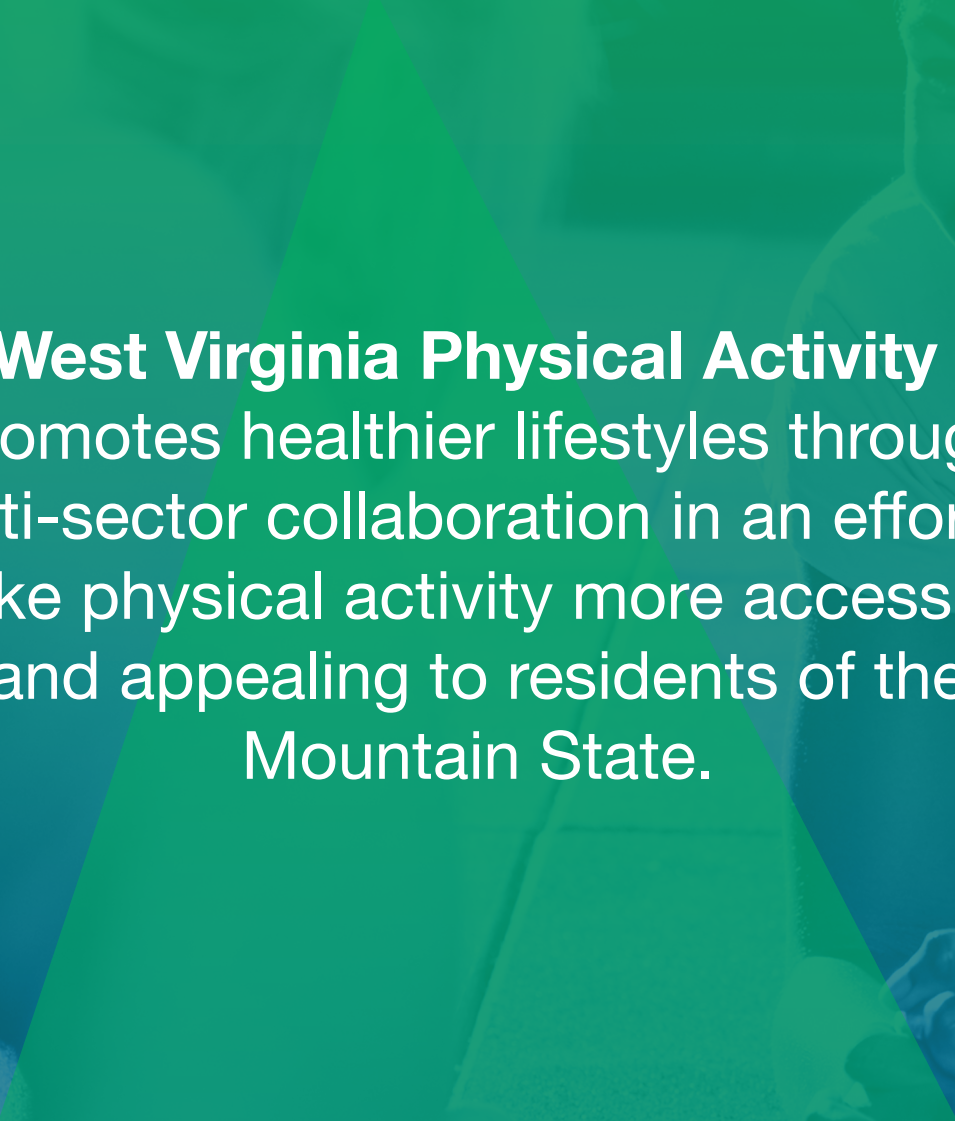
Funding

The National Association for Chronic Disease Directors and the West Virginia Department of Health Division of Health Promotion and Chronic Disease are sponsors of the Symposium and Plan release.

Special Acknowledgements

We are most grateful for the outstanding contributions of numerous individuals who comprised the infrastructure responsible for bringing this Physical Activity Plan to fruition. They represent all regions and multidisciplinary sectors of our state, generously providing creativity and enthusiasm to this effort. A full list of key stakeholders that aided in reviewing and refining the document can be found in Appendix B.

Design and layout of report and supporting materials: JJN Multimedia



The **West Virginia Physical Activity Plan** promotes healthier lifestyles through multi-sector collaboration in an effort to make physical activity more accessible and appealing to residents of the Mountain State.

West Virginia Physical Activity Plan Overview

West Virginia is wild and wonderful! We live in rural Appalachia with its scenic mountain landscape, welcoming people, and rich cultural heritage. While the people of West Virginia take great pride in the beauty of the natural surroundings and traditions of their Appalachian heritage, a number of disparities related to quality of life persist when compared to other geographic regions of the United States. West Virginia consistently ranks as one of the most disadvantaged in relation to a variety of health indicators including obesity, heart disease, and diabetes. These chronic health problems have multiple contributing biological, psychological, social, and environmental factors. Faced with this reality, West Virginians must continue to work together to reduce risk for chronic disease and manage the associated impact on mortality, morbidity, quality of life, and economic viability.

Physical activity is one of the most important behaviors that West Virginians of all ages can adopt to improve their health status. The relationship between regular physical activity and reduced risk for chronic disease is well established, and small to moderate increases in physical activity offer significant health-related benefits. A little physical activity goes a long way!

Our collective challenge is to find feasible solutions to this public health concern that make a physically active lifestyle the easy choice for every West Virginian. The original version of the West Virginia Physical Activity Plan (The Plan) was released in 2015 and was our first attempt to identify cross-sector strategies and tactics tailored to the unique problems in the mountain state. Modeled on the [National Physical Activity Plan](#), we adapted priorities to fit the specific demographic, cultural, and geographical challenges to physical activity in the mountain state. Since that time, many dedicated professionals have worked to implement programs, community initiatives, legislation, improved access, and policies related to physical activity.

The goal of this revised plan is to increase the physical activity levels of children and adults to meet or exceed the national physical activity recommendations, and to therefore improve the health and quality of life of West Virginians. The achievement of these outcomes is dependent on the establishment of a culture that facilitates physically active lifestyles in every societal sector and geographic region, regardless of the various environmental, social, and individual barriers that people may face.

The target audience for the West Virginia Physical Activity Plan 2030 includes: (a) policy leaders at the local and state levels, (b) key stakeholders representing state and local groups in each societal sector who can assist with plan implementation and evaluation, and (c) West Virginians who can promote physical activity in their communities and advocate for personal, policy, and environmental change.

Mirroring from the National Physical Activity Plan, the West Virginia Physical Activity Plan is organized around ten societal sectors identified as key contributors to promoting physical activity as a public health priority:

- **Business and Industry**
- **Community Recreation, Fitness, and Parks**
- **Education**
- **Faith-Based**
- **Healthcare**
- **Media and Communications**
- **Military**
- **Public Health**
- **Sport**
- **Transportation, Land Use, and Community Design**

From 2022-2024, a substantial revision to The Plan was conducted by a team of professionals and community partners with the Center for ActiveWV at West Virginia University. This multi-step process resulted in the identification of five priority areas that provide the conceptual framework for the West Virginia Physical Activity Plan. The overarching priority areas include:

- 1. Structural Capacity**
- 2. Public Awareness and Social Marketing**
- 3. Community Engagement and Environment**
- 4. Policy**
- 5. Multi-Sector Collaboration**

These five priority areas provide the structural foundation for the specific strategies and tactics that are featured within each societal sector. Using this guide, physical activity advocates can pick up The Plan and immediately identify specific strategies and tactics they are willing to bring to life in their communities. Many dedicated West Virginians are already doing this work, and we have highlighted many of our partners in the Community Engagement section of this Plan.

This ActiveWV 2030 report is organized in the following sections. The Priority Areas section provides a description of each area and a summary of key messages and strategies identified across sectors by priority area. The Sector Strategies and Tactics sections outline sector-specific calls to action statements, strategies, and actionable tactics by priority area. The Engaging Communities in Implementation section provides basic guidelines and initial steps for community leaders to engage their communities in physical activity promotion. The References and Resources section offers brief overviews of strategic planning initiatives within West Virginia and identification of national resources designed to inform physical activity program development, implementation, and evaluation. Two appendices accompany this report, including: The History of the West Virginia Physical Activity Plan and West Virginia Physical Activity Plan Sector Expert Representatives.

Priority Areas

The Plan development process resulted in the identification of five priority areas that need to be addressed across all societal sectors. In this section, the key messages resulting from the planning process are summarized using the priority areas as the conceptual framework.

Priority Area 1: Structural Capacity

Despite the numerous unique strengths each sector has, there is a need for capacity-building efforts to supplement and maximize existing resources in support of physical activity. We must also place greater emphasis on increasing the quantity and improving the quality of physical activity resources, places, and programming with particular attention paid to expanding access to culturally relevant forms of lifetime physical activity for all ages and abilities. Building structural capacity should be focused on integrating best-practices for increasing physical activity into human resources (e.g., workforce training, professional development), organizational resources (e.g., committing all state agencies to a physical activity goal), information resources (e.g., sharing data), physical resources (i.e., safe physical spaces for physical activity), and fiscal resources to build capacity.

Priority Area 1: Key Messages, Summary of Strategies, and Societal Sectors

<i>Key Messages</i>	<i>Summary of Strategies</i>	<i>Societal Sectors</i>
Strengthen capacity for promoting physical activity that encourages participation from all individuals	Stimulate/strengthen physical activity promotion in the workforce.	Business and Industry
	Increase the capacity of recreation, fitness, and parks professionals to promote evidence-based physical activity opportunities.	Community Recreation, Fitness, and Parks
	Build capacity for promotion efforts within the faith-based community.	Faith-Based
	Use distinct brand and targeted messages in social and traditional media campaigns.	Media and Communications
	Build capacity for physical activity resources, places, and programming for West Virginians.	Public Health
	Create safe sport opportunities with a focus on eliminating disparities.	Sport

	Increase physical activity access and opportunities in transportation and comprehensive planning via state agencies' strategic plans, policies, and standards of practice.	Transportation, Land Use, and Community Design
Physical activity embedded in healthcare for all	Embed physical activity assessment, counseling, prescription, and referral into healthcare.	Healthcare
	Incorporate evidence-based physical activity programs into health resources.	Military
Quality and accountability for school physical activity/education programs	Improve quality of physical activity/education programs, instruction, resources, environments, and accountability.	Education

Priority Area 2: Public Awareness and Social Marketing

Public awareness and social marketing represent accepted approaches for facilitating changes in health-related knowledge, perceptions, and behaviors. We need to encourage the use of state and local media to raise awareness about the benefits of physical activity, area resources, and opportunities for participation. Specialized public awareness messages targeting sector-specific issues are found to be beneficial.

Priority Area 2: Key Messages, Summary of Strategies, and Societal Sectors

Key Messages	Summary of Strategies	Societal Sectors
Multi-sector, physical activity awareness campaigns that encourage participation from all individuals	Business/industry leaders develop/disseminate multi-sector awareness campaigns.	Business and Industry
	Use social and traditional media to implement multi-sector awareness campaign.	Media and Communications
	Launch/evaluate multi-sector awareness campaigns that encourage all West Virginians to participate.	Public Health

State and local marketing initiatives	Public awareness and social marketing initiatives to highlight comprehensive school physical activity programs, community leaders/ champions, and the natural resources of West Virginia.	Education
Local efforts to increase public awareness about physical activity	Use traditional and social media outlets to raise awareness of physical activity resources, programs, and events within communities.	Community Recreation, Fitness, and Parks
	Promote physical activity using media, community meetings, and other outreach efforts.	Faith-Based
	Circulate information on sport resources, programs, and events.	Sport
	Enhance public awareness of how transportation planning, land use, and comprehensive planning processes may improve active transportation infrastructure within communities.	Transportation, Land Use, and Community Design
Awareness efforts at the organizational/ systems level	Promote physical activity for healthcare systems and providers via clinical and community outreach.	Healthcare
	Implement large-scale multi-media campaigns aligned with the military’s mission, culture, and identity.	Military

Priority Area 3: Community Engagement and Environment

Community engagement and environmental modification represent critical factors in local attempts to facilitate increased physical activity. The assessment of community needs and identification of social and environmental barriers to behavior change are important initial considerations during program development. Additionally, the acquisition of adequate financial support remains an important prerequisite to community-based programming. The identification and engagement of collaborators and stakeholders represents a necessary step when working to increase access to physical activity opportunities for citizens through community-based programming and/or enhanced physical environments. We recommend that communities that have been successful in enhancing physical activity programming and environments be showcased to raise awareness and support.

Priority Area 3: Key Messages, Summary of Strategies, and Societal Sectors

<i>Key Messages</i>	<i>Summary of Strategies</i>	<i>Societal Sectors</i>
Increase access to opportunities for all ages and abilities to be physically active	Increase access to opportunities for employees, retirees, and their families within their communities.	Business and Industry
	Incorporate physical activity programs for individuals at multiple points across the lifespan.	Faith-Based
	Address social and environmental barriers that hinder efforts to promote activity.	Healthcare
	Develop and enhance capacity for physical activity for all populations.	Public Health
Develop and promote physical activity opportunities in a variety of settings	Work with community planners and leaders to develop and preserve parks and recreation spaces/facilities conducive for physical activity.	Community Recreation, Fitness, and Parks
	Promote resident awareness and engagement by showcasing physical activity opportunities across the state.	Media and Communications
	Develop and promote physical activity opportunities in military settings, VA medical centers, and surrounding communities.	Military

Advocate for community investment and support	Advocate for investment of capital by cities, towns, and communities for culturally relevant programming.	Education
	Create communities of practice that promote safety and encourage participation within community sport programs.	Sport
	Engage residents in community plan development to facilitate buy-in and support.	Transportation, Land Use, and Community Design

Priority Area 4: Policy

Policy decision-making at the state, local, and organizational level has the potential to greatly influence accessibility to physical activity opportunities within West Virginia. There is a clear need for better networked leadership and advocacy efforts regarding physical activity programming, research, and policy. We must also emphasize the use of evidence-informed policy decision-making characterized by the use of best practice in the areas of program planning, dissemination, implementation, and evaluation.

Priority Area 4: Key Messages, Summary of Strategies, and Societal Sectors

Key Messages	Summary of Strategies	Societal Sectors
Advocate and support physical activity policy development and implementation	Advocate for policies and incentives to support a physically active workforce.	Business and Industry
	Engage in leadership and advocacy for school physical activity and physical education policy.	Education
	Support initiatives that effectively address the benefits of physical activity for health and spirituality.	Faith-Based
	Facilitate systems and policy changes that promote healthy lifestyles.	Healthcare
	Promote organizational change via actionable physical activity policies, systems, and/or environmental changes.	Military
	Adopt policies and practices that promote physical activity, health, participant growth, and physical literacy development.	Sport
	Advocate for community design policies that effectively promote physical activity and active transportation.	Transportation, Land Use, and Community Design

Facilitate prioritizing physical activity in public policy	Use paid and earned media to influence policy makers' priorities.	Media and Communications
	Elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.	Public Health
Leverage for additional funding, resources, and facilities	Leverage policy support for additional funding, resources, and facilities in physical activity programs.	Community Recreation, Fitness, and Parks

Priority Area 5: Multi-Sector Collaboration

A wide range of institutions and organizations share the responsibility of supporting their various constituent groups in reference to physical activity promotion. We recommend the use of evidence-based approaches to program implementation and the exchange of educational and program resources across institutions and organizations when possible. Multi-sector collaborations via intentional partnerships are recommended in order to address physical inactivity from a variety of perspectives. It is also critical to recognize programs, institutions, and organizations that invest discretionary resources in physical activity promotion and model use of best practice.

Priority Area 5: Key Messages, Summary of Strategies, and Societal Sectors

Key Messages	Summary of Strategies	Societal Sectors
Build capacity for physical activity opportunities and programs	Build support for local and statewide physical activity promotion.	Business and Industry
	Establish mutually beneficial cross-sector relationships and partnerships.	Community Recreation, Fitness, and Parks
	Provide financial support, space, or personnel to develop and implement physical activity opportunities.	Education
	Implement policies and programs for enhancing physical activity.	Military
	Integrate physical activity into community design decisions.	Transportation, Land Use, and Community Design

Increase awareness of and engagement in physical activity efforts	Promote benefits of physical activity in relation to values, beliefs, and practices.	Faith-Based
	Increase engagement in initiatives that support physical activity.	Healthcare
	Promote institutional and organizational efforts to increase physical activity.	Media and Communications
	Implement evidence-based strategies to promote physical activity.	Public Health
	Promote best practices and opportunities for participation within competitive and recreational sport.	Sport



Implementing **The Plan** across multiple sectors demonstrates West Virginia's commitment to enhancing the health and well-being of its residents by promoting physical activity, fostering economic growth, and building strong communities through strategic initiatives.

Sector Strategies and Tactics

The designated sectors include Business and Industry; Community Recreation, Fitness, and Parks; Education; Faith-Based; Healthcare; Media and Communications; Military; Public Health; Sport; and Transportation, Land Use, and Community Design.

Business and Industry

The well-being of West Virginia's workforce greatly impacts the fiscal health of businesses and the overall economic climate of the state. By providing opportunities and encouraging employees to participate in physical activity, business and industry leaders can foster a climate that promotes healthful habits among dependents, community members, and business partners across the state. This can be accomplished through advocating and supporting increased opportunities for physical activity during and outside the workday, and by incentivizing employees to engage in physical activity. Business leaders can also promote physical activity by collaborating with other sector partners to advocate for policy change and build support for local and statewide healthy climates and communities. This might include participating in multi-sector awareness campaigns that focus on physical activity. Business and industry leaders/professionals must begin to view physical activity as a vital tool that will improve the personal health of employees, the fiscal health of the business, and the business climate of the state.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Stimulate and strengthen the creation and coordination of physical activity promotion activities and processes in the workforce and beyond.

Priority Area 1 Tactics

1

Organize physical activity opportunities across multiple environments within the worksite setting, including physical, psychosocial, and cultural environments.

2	Implement organizational-level surveillance using environmental audits that assess workplace physical, psychosocial and cultural characteristics, and personnel audits that assess perceptions, behaviors, and health-related metrics (ex. CDC Worksite Health Scorecard).
3	Provide worksite wellness programs and resources (i.e., allocated time, equipment, workshops, educational materials, media recognition) to help employees succeed in adopting regular physical activity habits.
4	Create physical activity opportunities for employees throughout the day and offer incentives for participation.
5	Establish social support programs such as walking clubs/programs or buddy systems to encourage walking together during breaks and lunch (e.g., Walk With Ease Program).
6	Educate and engage business and industry leaders statewide regarding their role as change agents to promote physically active and healthy lifestyles within the workplace and throughout their communities.
7	Recruit key business and industry leaders to play central roles in influencing their peers and other decision-makers in their communities and at the state level to support physical activity through fiscal resources.
8	Work with business and industrial park managers to incorporate fitness paths and other physical activity opportunities into the built environment.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy	
	Involve business and industry leaders in developing and disseminating multi-sector awareness campaigns that focus on physical activity promotion.

Priority Area 2 Tactics	
1	Develop well-focused and contextually relevant messages and environmental prompts for employers to promote workplace physical activity.
2	Showcase best practices demonstrated by small businesses, corporations, and manufacturers to serve as models for promoting physical activity.
3	Support comprehensive community-wide social marketing campaigns to promote physical activity opportunities that encourage participation from all individuals.
4	Identify influential business and industry leaders to be spokespersons for physical activity.

5	Promote local and state campaigns with focused physical activity messages that target business and industry via defined media networks.
6	Collaborate with state and local physical activity advocacy organizations to provide specific resources with effective physical activity messages that can be promoted in community businesses (i.e., banks, grocery stores, gas stations).
7	Develop a communication strategy to inform workplace employees, school personnel, students and families, and community stakeholders of physical activity promotion activities supported by businesses.
8	Encourage employees to use active transport to and from work.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy	
Collaborate with schools, communities, and local recreation partners to promote physical activity within the workplace and increase access to opportunities for employees, retirees, and their families within their communities.	

Priority Area 3 Tactics	
1	Increase accessibility to worksite wellness, physical activity opportunities, and wellness information for employees and retirees of all ages and abilities within the workplace.
2	Engage in community planning and development efforts to identify existing assets, needed resources, and strategies to improve physical activity.
3	Identify your business/industry's role in improving and supporting community physical activity opportunities for all, regardless of their age, race, income, or ability.
4	Advocate for the investment of capital for accessible and affordable physical activity facilities and programming with a lens toward the overall health and wellbeing of all people.
5	Support tourism that promotes accessible and inexpensive physical activity opportunities.
6	Mentor school administrators and personnel (K-12, community and technical colleges, and higher education) on how to approach and build productive relationships with business and industry.

Priority Area 4: Policy

Priority Area 4 Strategy

Advocate for and adopt policies to support a physically active workforce and incentivize employers to develop healthy business climates and communities.

Priority Area 4 Tactics

1

Lobby for and support state and local public policies that positively influence regular physical activity, such as incentives for physical activity-oriented businesses and workplace wellness programs in which participants meet clinically significant goals.

2

Consider internal policy changes that enhance physical activity opportunities, such as employer-subsidized off-site exercise facilities, paid physical activity breaks during work hours, an onsite exercise room, active workstations, physical activity counseling, etc.

3

Urge local and state leaders and policy makers to provide funding for community physical activity infrastructure (i.e., parks, trails, community centers).

4

Educate key decision makers (i.e., business leaders, chambers of commerce) of the need for physical activity participation for all citizens.

5

Urge state and government agencies to allocate funds for physical activity marketing and programming.

6

Seek out policy or consultant resources that can highlight applicable internal policy considerations and provide examples of best practices for promoting physical activity for all employees in the workplace.



Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Identify and collaborate with promising cross-sector partners to build support for local and statewide physical activity promotion.

Priority Area 5 Tactics

- 1 Advocate for the integration of physical activity promotion in existing business school leadership development curricula, continuing education, and professional conferences. (Education)
- 2 Collaborate with the surrounding community to assist and support master plans that include a focus on environmental, systems, and policy changes to enhance physical activity opportunities and participation. (Transportation, Land Use, Community Design)
- 3 Work with community recreation groups and coalitions to establish physical activity opportunities to offer to workplace employees. (Parks, Rec, Fitness)
- 4 Collaborate with university researchers to develop and implement an evaluation plan to determine the effectiveness of workplace physical activity programs. (Education)
- 5 Work with healthcare providers and workers to conduct periodic worksite-based health screenings that measure physical activity levels and other health-related risk factors (e.g., chronic conditions) of employees. (Healthcare)
- 6 Collaborate with others outside of the workplace to provide the necessary resources to support physical activity behavior adoption (i.e., access to relevant expertise and professionals). (multiple sectors)
- 7 Support the development and dissemination of virtual resources for employees, children, and families through partnerships with technology/media companies, universities, content experts, and others (Media, Education)
- 8 Work with public health, healthcare, and academic institutions on return on investment (ROI)/value on investment (VOI) studies to build the business case for physical activity.

Community Recreation, Fitness, and Parks

West Virginia is home to beautiful state parks and natural resources, providing an ideal setting/environment for enjoyable and meaningful leisure-time physical activity. Therefore, community recreation, fitness, and parks professionals play an important role in designing and delivering opportunities for citizens to incorporate physical activity into their daily lives. This can be accomplished through strategies to provide better access to, and education about, existing resources, natural environments, and facilities. Further capacity building by embracing best practices in developing and implementing programs can serve to provide increased opportunities for physical activity for individuals of all ages. Community recreation, fitness, and parks professionals have a responsibility to network and advocate for multi-sector collaborations, policy change, fiscal support and resources for parks, facilities, and programs to positively impact physical activity levels in West Virginia.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Increase the capacity of community recreation, parks, and fitness professionals to incorporate evidence-based physical activity opportunities within community recreation, parks, and fitness areas.

Priority Area 1 Tactics

1

Provide evidence-based physical activity programs for adult populations that will improve function, mood, and quality of life for those with chronic diseases (i.e., arthritis, heart disease, diabetes, osteoporosis).

2

Facilitate the adoption of physical activity programs that encourage free and organized play in nature for youth populations (e.g., outdoor classrooms).

3

Use evidence-informed resources and practices to educate recreation, fitness, and park leaders and staff to deliver developmentally appropriate, modifiable based on safe and accessible physical activity programming.

4

Seek funding to support retaining a group of leaders, staff, and volunteers within community recreation and park organizations to promote, organize, lead, and advocate for initiatives that encourage physical activity in their communities.

5

Engage grant writers in efforts to gain federal/state funding to improve parks and recreational facilities' physical activity equipment and accessibility to equitably support populations of all ages and abilities.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Use traditional and social media outlets to inform and raise public awareness of physical activity resources, programs, and events offered by parks, recreation, and fitness areas within local communities.

Priority Area 2 Tactics

1

Utilize various forms of media to educate and encourage the general public about the benefits of leisure physical activity for all with particular interest in taking advantage of West Virginia's natural resources (i.e., hiking, backpacking, etc.).

2

Execute comprehensive social marketing campaigns to target underserved populations emphasizing inexpensive, family-friendly options at local parks and recreation facilities.

3

Market physical activity opportunities within existing unique local, regional, and statewide parks, trails, and other outdoor recreation areas.

4

Encourage other groups and individuals with their own social media influences to create public service announcements about the advantages of physical activity as well as the local fitness and outdoor adventure resources for their followers (e.g., West Virginia Tourism, school groups, "influencers").

5

Circulate the contributions of recreation, fitness, and park areas and services to increasing physical activity within the communities they serve as well as various stakeholders.

6

Provide up-to-date listings of available physical activity groups and classes within recreation, fitness, and park areas' webpages as well as share online brochures and offer downloadable maps.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Work with community planners and leaders to develop and preserve parks and recreation spaces/facilities that are conducive for leisure physical activity for all.

Priority Area 3 Tactics

1

Provide safe and accessible spaces (i.e., well-maintained equipment, proper lighting) within community recreation, parks, and fitness areas for physical activity participation of a variety of users across the lifespan.

2

Engage the community in lobbying for upgrades to existing parks and recreational areas and develop new physical activity opportunities in areas of high need.

3

Utilize the communities' input on how to create or improve accessibility to local recreation areas and parks with particular interest in people with disabilities (e.g., mobility device access, vision-impaired aides) and underserved populations.

4

Contribute to comprehensive city and county planning initiatives to ensure that they incorporate close-to-home opportunities to access parks and recreation spaces/facilities for physical activity.

Priority Area 4: Policy

Priority Area 4 Strategy

Advocate for use of best practices in physical activity program planning, implementation, management, and evaluation to leverage policy support for additional funding, resources, and facilities.

Priority Area 4 Tactics

1

Educate and encourage collaboration between key decision makers throughout the state regarding the need for support of physical activity for all citizens utilizing parks and recreation spaces.

2

Partner with local and state advocacy groups that promote physical activity policies directed at improving holistic health and quality of life.

3

Promote park programs and policies that make it safe and easy for residents to be physically active, regardless of their age, race, income, or ability.

4

Advocate for the establishment of a state office for outdoor recreation to develop policies and partnerships between federal, state, and local land management agencies that promote physical activity.

5

Organize lobbyists at the state level that will serve as proponents of accessible and relevant physical activity policies in recreational parks and spaces.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Establish mutually beneficial cross-sector relationships and partnerships with key health and physical activity stakeholders, researchers, and related industry experts.

Priority Area 5 Tactics

1

Foster collaboration with public health and higher education researchers to identify and write grant applications to create new, or enhance existing, physical activity facilities and services.

2

Partner with teachers across schools to offer environmental education programs, active classes in alternative spaces, and physical activity-related field trips for school-aged students to local and state resources, such as parks, golf courses, hiking trails, public swimming pools, and recreational facilities.

3

Become engaged in community planning efforts and advocate for the improvement of infrastructure to support safe active transport (i.e., bike lanes, sidewalks, widened roadways, walkable communities, trail systems) and better connectivity within communities.

4

Work with public health and industry evaluators to develop and utilize methods for monitoring and evaluating the use and programming of facilities and parks that offer physical activity opportunities.

5

Offer incentives (i.e., naming rights, promotional signage) to local businesses that are willing to invest in community recreation and park facilities and spaces.

6

Establish shared-use agreements with faith-based facilities to promote physical activity opportunities for all ages and abilities.

7

Collaborate with aging service providers (e.g., State Units on Aging, Area Agencies on Aging, etc.) to provide physical activity opportunities for older adults that are adaptable for all levels of fitness and ability.



Education

This sector incorporates a range of educational contexts that span the entire developmental perspective from early childhood centers to Pre-K-12 schools, to institutions of higher education and related community outreach initiatives serving all age groups. These education organizations represent the heart of many local communities and serve as a bridge to each societal sector. Perhaps most visibly, professionals within our Pre-K-12 schools teach future generations the skills necessary to succeed in life, including how to make healthy decisions and live well. Schools provide a structured and safe environment for children/youth to learn and grow into healthy, contributing members of society. Recognizing the significant impact education has on the lives of students in West Virginia, education professionals (i.e., school administrators, educators, staff) have a crucial role to play in optimizing opportunities for physical activity and healthy decision making. This can be accomplished through advocating for increased quality, culturally relevant physical education programming and opportunities for physical activity across the school day and before and after school. By enhancing the quality of physical activity programming and opportunities, educators should develop partnerships to assist with establishing a school culture that values healthy behaviors across a lifetime and extends beyond the school, and into the homes of students and their communities.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Maintain and improve the quality of physical education/activity programs, instruction, resources, environments, and accountability that maximizes opportunities for increased physical activity for all from early childhood to young adulthood in the school setting.

Priority Area 1 Tactics

1

Increase accountability of schools in implementing the Comprehensive School Physical Activity Program model - quality physical education, physical activity throughout the school day (i.e., classroom, recess, lunch time, drop-in opportunities), and before and after school (i.e., intramural sport, interscholastic sport, active commuting to school, planned school activities), community involvement (i.e., programs, classes, facilities), and staff wellness (i.e., physical activity challenges, incentives).

2

Diversify the school physical education curriculum to include a greater use of lifetime leisure activities; in particular, activities that take advantage of West Virginia's natural resources (i.e., hiking, backpacking, etc.).

3	Support accountability of student learning in physical education through a state assessment plan that monitors program goals and outcomes in meeting the National Standards for K-12 Physical Education (SHAPE America) through ongoing data collection and analysis.
4	Hold physical educators accountable for delivering quality, standards- based, and evidence-based programming.
5	Provide teachers and other school staff with professional development opportunities on physical activity programming that is developmentally and culturally appropriate, and supportive of all students' needs and abilities.
6	Ensure that students with disabilities are provided with adaptations and appropriate instruction to participate successfully in physical education/activity in a supportive learning environment.
7	Promote both opportunities and incentives for college and university students and faculty/staff to adopt and maintain physical activity lifestyles.
8	Provide structured and unstructured physical activity programming throughout the day in early childcare settings.
9	Include a focus on population-based physical activity promotion across higher education curricula in a broad range of programs.
10	Create physical activity opportunities (i.e., facilities, programs, extended active lunch) for school employees, allocate time for physical activity during the workday, and provide related incentives.



Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Promote physical activity and physical education through public awareness and social marketing initiatives, highlighting comprehensive school physical activity programs (CSPAP), community leaders/champions, and the natural resources of West Virginia.

Priority Area 2 Tactics

- 1 Deliver focused physical activity and physical education messages to targeted demographics (i.e., children and their families) through defined media networks.
- 2 Disseminate best practices that exemplify effective physical activity and physical education programs and their influences on health and its associated benefits (e.g., chronic disease prevention, enjoyment, weight control, improved mental health, academic achievement.) to families and communities.
- 3 Improve public awareness by marketing existing opportunities for physical activity programming within the state, including state parks and other natural resources.
- 4 Educate school administrators, state and local policy makers and stakeholders, and parents/guardians about the elements of quality, comprehensive, school physical activity programming, and the beneficial effects of physical activity on learning and lifelong health and wellbeing.
- 5 Increase accessibility to physical activity opportunities and wellness information for people of different ages, ability levels, cultures, interests, and demographics within communities across the state.
- 6 Engage in proactive advocacy to ensure the viability and capacity building of physical education and physical activity programs in daycares, early childhood, K-12 schools, and higher education institutions.
- 7 Collaborate with media outlets to launch campaigns to promote physical activity opportunities at low or no-cost to students, families, and the general population.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Advocate for adequate investment of capital by cities, towns, and communities for accessible, affordable physical activity facilities and spaces, and culturally relevant programming.

Priority Area 3 Tactics

- 1 Seek partnerships to establish formal joint-use agreements between schools and communities to share space, costs, and related responsibilities to increase local physical activity opportunities.
- 2 Advocate for improved infrastructure for active transport (e.g., sidewalks, bike infrastructure) and safe environments (i.e., well-maintained equipment, proper lighting, well-qualified supervision) on campus and in neighborhoods near schools to promote physical activity participation.
- 3 Provide technical assistance (by educational institutions) to communities and individuals/groups in preparing grant applications to fund accessible, affordable physical activities and physical education programming.
- 4 Encourage local organizations to partner with schools to host/promote intergenerational family-friendly physical activity events at no/low costs outside of school time.
- 5 Engage with the WV Safe Routes to School to ensure safe active transportation for children and adults of all ages and abilities.
- 6 Establish walking programs for all ages (children, adults, older adults) and abilities that encourage regular participation and includes a monitoring system to encourage goal setting and increased participation.
- 7 Ensure that all schools have indoor and outdoor facilities and equipment that encourage physical activity.
- 8 Ensure that all schools allow community access to available outdoor facilities (i.e., playing fields, courts, playgrounds) for community use.
- 9 Advocate for culturally relevant physical activity programming that meets the needs of those from a variety of backgrounds, with disabilities, and with other chronic health conditions.
- 10 Conduct a needs assessment to identify and address disparities in access to physical activity opportunities and resources for marginalized groups.

Priority Area 4: Policy

Priority Area 4 Strategy

Engage in leadership and advocacy for school physical activity and physical education research and policy development and implementation.

Priority Area 4 Tactics

- 1 Educate key decision makers of the beneficial effects of physical activity on learning and lifelong health and the need for physical activity and physical education for all.
- 2 Urge local and state policy makers to provide funding for school personnel professional development and quality school environments to promote physical activity.
- 3 Advocate for state/federal funding for population-based physical activity and school-based physical education programs.
- 4 Adopt school policies that support implementation of a Comprehensive School Physical Activity program model that make it easier for students to be physically active before, during, and after school.
- 5 Adopt school policies that preclude withholding or using physical activity as punishment, or allows for waivers and substitutions for physical education.
- 6 Publicize adopted policies on university campuses that cultivate a physically active environment.
- 7 Conduct research studies of evidence-informed practices through a collaboration between researchers and practitioners to inform policies.
- 8 Update School Building Authority policies to ensure they encourage the rehabilitation and/or construction of schools that are within walking/biking distance and have indoor and outdoor facilities for daily physical activity.
- 9 Establish walking programs for all ages (children, adults, older adults) and abilities that encourage regular participation and includes a monitoring system to encourage goal setting and increased participation by children, adolescents, family members, and friends.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Develop partnerships across sectors to provide financial support, space, or personnel to develop and implement physical activity opportunities and to increase awareness of the importance of a physically active lifestyle.

Priority Area 5 Tactics

- 1 Coordinate with human resource officers and health insurance providers in managing and incentivizing physical activity programs for employees that would support behavior change.
- 2 Educate health care providers on how to discuss with children, youth, and caregivers the importance of physical activity in the school setting.
- 3 Establish partnerships to fund or implement supportive physical activity policies and programs, especially for underserved groups.
- 4 Increase opportunities for students and their families to engage in physical activity during after school hours, such as evenings, weekends, and summers, using schools and school-based facilities (i.e., tracks, fields, gyms, playgrounds, etc.) as community resources.
- 5 Build cross-sector partnerships with community-based organizations (e.g., recreation centers, healthcare providers, faith-based organizations) that can provide children, adolescents, and families with affordable movement and low-organized game/sports programming beyond the school hours.
- 6 Develop “physical activity kits” through a school/healthcare/public health partnership for distribution to families that includes information such as community physical activities and sport resources and programming and a reminder about annual healthcare visits.
- 7 Encourage adoption of physical activity as a pediatric vital sign in children’s routine health checks.
- 8 Engage community partners and stakeholders from a variety of backgrounds to provide input and feedback on physical activity programs and resources that address the unique barriers faced by different groups (e.g., low income, minority groups, those with disabilities, chronic conditions, or other physical limitations).
- 9 Expand the availability and accessibility of evidence-based physical activity programs appropriate for those with disabilities and chronic conditions to local, regional, and state organizations.
- 10 Collaborate with public health and communities to develop joint policies, processes, and practices that increase physical activity for the whole school (i.e., Whole School, Whole Community, Whole Child model).

Faith-Based

Faith-based organizations permeate virtually every region of West Virginia and serve the state’s population by promoting spiritual growth and wellbeing. Faith-based leaders have abundant resources, including well-established networks, expertise, and relationships within their communities, that can greatly influence the health of West Virginians. Thus, faith-based leaders and organizations are poised to play an important role in promoting physical activity at the community level. This can be accomplished by advocating and supporting increased physical activity programming and messaging that aligns clearly with community and constituent needs. Faith-based leaders and organizations can mobilize local expertise and motivate citizens by communicating the importance of physical activity to those within and across constituent networks. By promoting relevant physical activity programming and collaborating across sectors, faith-based organizations can begin grassroots initiatives that raise awareness for physical activity and healthy lifestyles among the citizens of West Virginia.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Establish an emphasis on physical activity promotion efforts within the faith-based community.

Priority Area 1 Tactics

- 1 Create an environment supportive of physical activity, regardless of race, age, or ability, by delivering evidence-based physical activity messaging and programs that are consistent with the faith community’s religious beliefs.
- 2 Identify or develop educational resources tailored to enhance the perceptions of faith community leaders on the value of physical activity to improve the quality of life of their community members.
- 3 Engage with external grant writers to seek funding to design and implement physical activity and other health initiatives in the faith-based setting.
- 4 Recruit staff or volunteers that are dedicated to improving physical activity levels within their communities.
- 5 Support the promotion of physical activity programs within faith-based organizations as a worksite wellness and community health promotion activity.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Identify and promote faith-based physical activity efforts using media, community meetings, and other outreach efforts.

Priority Area 2 Tactics

1

Showcase faith-based leaders and organizations that model or support healthy lifestyles to raise awareness of the importance of physical activity and related resources available in the state, region, and local areas.

2

Identify and promote existing physical activity programs and initiatives via health ministries that are accessible to and tailored for a wide range of constituents.

3

Disseminate literature detailing how health ministries can serve as physical activity resources for individuals of all abilities.

4

Encourage faith leaders to incorporate physical activity and other messages related to holistic health in their religious and secular communication.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Develop and/or implement community outreach efforts that incorporate physical activity programs for individuals at multiple points across the lifespan and uphold the faith community's values, practices, and beliefs.

Priority Area 3 Tactics

1

Host family-friendly community events that incorporate intergenerational physical activity opportunities that are appropriate and adaptable for all ages and abilities.

2

Develop programs that link physical activity programs to other activities, such as prayer and study groups.

3

Promote involvement in community volunteer activities that include physical activity (i.e., trash pick-up, meal delivery programs, etc.).

4

Support the planning and implementation of physical activity programs that use existing resources and infrastructures in faith-based organizations, and include various youth, women's, and men's groups.

5

Work with the surrounding community to assess the active transportation infrastructure around faith-based organizations from the perspective of all stakeholders (e.g., older adults, children) and advocate for improvements.



Priority Area 4: Policy

Priority Area 4 Strategy

Support policies and initiatives that effectively address the beneficial effects of physical activity programs for communities' health and spirituality.

Priority Area 4 Tactics

1

Advocate for funding from local and state policy leaders to support and encourage physical activity in the faith community.

2

Foster partnerships that promote accessible physical activity opportunities between community facilities and faith-based organizations of various doctrines via shared-use policies and agreements, increasing operating hours, and affordable user fees and scholarships.

3

Communicate to local and state policy makers how ministries can support and encourage engagement in physical activity and other positive health behaviors.

4

Use existing infrastructures, such as ministerial organizations and interfaith coalitions, to support the development of messages from all religions and denominations that demonstrate how scripture and religious law can support and encourage engagement in physical activity and other positive health behaviors.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Establish partnerships with other sectors to promote physical activity in a manner that is consistent with faith-based organizations' values, beliefs, and practices.

Priority Area 5 Tactics

1

Foster multi sector collaboration for funding (e.g. grants), technical assistance, and expertise to implement evidence-based physical activity programs to increase opportunities for community members of all ages and abilities to engage in physical activity.

2

Partner with media organizations to boost awareness of faith-based community outreach efforts that center on physical activity.

3

Collaborate with university researchers and local healthcare providers to identify physical activity programs, best practices, and other evidence-informed health resources that are in line with the specific faith education doctrine.

4

Work with education and business leaders to develop training programs to help faith-based organizations build their own capacities to adopt effective physical activity promotion programs.

Healthcare

For years, healthcare providers have served as trusted sources for the latest health and wellness information. Patients of all ages entrust their health and well-being to the sound advice and direction of many health care professionals across their lifespan. Treating physical activity as an important “vital sign” within a patient’s electronic health record is an important development in preventative health care. Counseling patients regarding the role of physical activity in the prevention and treatment of disease is a key component of modern, high quality healthcare. By becoming more engaged in promoting physical activity via multi-sector collaborations, health care professionals extend their impact on the health of West Virginians regardless of age, disability, or economic status.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Prioritize physical activity assessment, counseling, prescription, and referral in healthcare delivery.

Priority Area 1 Tactics

- 1 Integrate physical activity assessment into electronic medical records as a vital sign.
- 2 Form referral networks that link clinical practices to community-based physical activity opportunities and providers.
- 3 Integrate physical activity assessment and counseling best practices into medical school curricula for all healthcare providers in West Virginia higher education institutions.
- 4 Recommend measurement strategies to help patients develop and monitor their physical activity, such as wearable devices or smartphone applications.
- 5 Discuss physical activity as a “vital sign” with all patients and emphasize its importance for quality of life.
- 6 Encourage statewide healthcare organizations to recognize exemplary physically active clinicians and/or physical activity promoting healthcare systems.

7	Establish a repository of lifestyle management programs and physical activity resources that can be used for referrals for those with disabilities, chronic diseases, age-related limitations, or other limiting factors.
8	Invest in evidence-based programs that can be offered in the healthcare facility or community facility that provide physical activity opportunities for adults of all ages to manage pain, increase physical function, and improve their quality of life (i.e., Walk with a Doc, Fit and Strong!, EnhanceFitness, Walk With Ease, Arthritis Foundation Aquatic Program).
9	Increase healthcare providers' patient counseling about the benefits of physical activity with particular attention paid to older adults and those with chronic diseases (i.e., arthritis, heart disease, diabetes, obesity) and encourage/prescribe walking programs.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy	
Engage health care systems and providers in promoting physical activity through clinical practice and community outreach.	

Priority Area 2 Tactics	
1	Develop mass media campaigns to promote public awareness of physical activity opportunities that are provided in or by the healthcare setting.
2	Educate patients on the health benefits of physical activity and the risks of a sedentary lifestyle, and encourage the promotion of physical activity participation that meets the needs of each individual.
3	Use contemporary social media assets to promote physical activity.
4	Access tools and resources provided by national healthcare organizations that provide guidance in promoting , educating, and prescribing physical activity (i.e., American College of Sports Medicine Exercise is Medicine).
5	Use social media outlets to make all West Virginia citizens aware of safe and accessible locations for physical activity throughout the state.
6	Create a state or local virtual resource guide with physical activity educational materials, motivational techniques and devices, and physical resources that are local and accessible to the surrounding population (i.e., local and state parks, community facilities and spaces).

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Partner with other community groups and healthcare providers to minimize social and environmental barriers that hinder physical activity promotion.

Priority Area 3 Tactics

- 1 Encourage payers of healthcare to incentivize the use of community recreational centers/facilities where practical (ex. Silver Sneakers).
- 2 Support the capacity of school/child care campuses and programs (e.g., school-based health centers) to promote physical activity, including children and youth with special health care needs.
- 3 Encourage state and local healthcare facilities to improve their facilities/campuses to include places for physical activity.
- 4 Utilize the Community Health Needs Assessment process to determine community assets and weaknesses, and develop solutions and ways to engage with community members and collaborators (ex. local health departments, non-profits, etc.) to improve access to places to be physically active.
- 5 Identify high risk and underserved communities and populations that need low cost or free physical activity resources for increased participation.
- 6 Support local physical activity opportunities, such as 5K runs, paddle days, pickleball tournaments/leagues, community youth sports, etc.
- 7 Counsel older adults and others with chronic conditions to increase daily physical activity to manage pain, increase physical function, and improve their quality of life by utilizing available community-based programs and facilities.

Priority Area 4: Policy

Priority Area 4 Strategy

Support systems and policy changes that promote healthy lifestyles.

Priority Area 4 Tactics

- 1 Advocate for health care systems and clinicians to apply physical activity assessments and prescriptions as a required preventive health measure.

2	Identify current research and support increased research that identifies best practice for physical activity assessment, counseling, and promotion in healthcare settings.
3	Advocate for and adopt local policies in support of physical activity within clinics, hospitals, and workplaces.
4	Identify and acknowledge clinicians/healthcare systems that integrate physical activity assessment as a vital sign, provide physical activity prescriptions, and/or integrate objectively measured physical activity into clinical care.
5	Ensure that children and adolescents ages 3-17 will receive physical activity assessment and counseling by a healthcare provider at well child visits following current guidelines (e.g., AAP, FAAP-Bright Futures).
6	Ensure that older adults, particularly those with chronic conditions, will receive physical activity assessment and counseling by a healthcare provider and will be prescribed appropriate physical activity (e.g., walking programs).
7	Identify and acknowledge individual or group advocacy efforts and accomplishments related to physical activity promotion in the healthcare setting.



Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Increase healthcare provider engagement in school and community-based initiatives that support physical activity.

Priority Area 5 Tactics

- 1 Increase the number of healthcare providers actively serving on local school wellness policy committees.
- 2 Partner with community physical activity providers to form referral networks to ensure access to physical activity opportunities with a lens toward the overall health and wellbeing of all people.
- 3 Encourage school based health centers to promote physical activity and physical education and connect students and families with community programs and resources.
- 4 Establish partnerships with community groups, state government units, and other organizations to fund and implement physical activity policies and programs to underserved groups.
- 5 Ensure that universities, training programs, and professional societies are including basic physical activity education in healthcare professional training and additional professional development programs.
- 6 Support shared-use agreements among schools, faith-based organizations, communities and local recreation partners to share physical activity facilities and equipment.
- 7 Establish partnerships to provide evidence-based physical activity interventions for chronic disease management to improve quality of life for those suffering with chronic illnesses and other limiting health conditions.
- 8 Actively participate in multi-sector, collaborative policy and promotional efforts, including The Plan.

Media and Communications

Media appeals to people of all ages, demographics, and economic status and has the capability of reaching West Virginians in their homes, schools, workplaces, and in transit. Media plays an important role in promoting physical activity and its related health benefits through consistent evidence-based, culturally relevant, targeted, hard-hitting messages. This promotion should be done through the communication of stories, programs, and events that promote and encourage physical activity across the state of West Virginia. The various media platforms used should include both social media and traditional media (i.e., television, radio, newspapers, printed materials, billboards). By increasing media communication of physical activity-related content and encouraging West Virginians to become more active, media professionals can reinforce healthy decisions and challenge residents of all ages to engage in physical activity for its related health benefits. Media professionals must provide a voice and raise awareness for physical activity efforts across the state while at the same time enabling individuals to collaborate across geographic regions and societal sectors.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Use social and traditional media to promote local and state-level physical activity campaigns with a distinct brand and targeted messages.

Priority Area 1 Tactics

- 1 Support public health agencies and key stakeholders at all levels to incorporate traditional and social media techniques in physical activity promotion programs.
- 2 Identify and promote media champions for physical activity promotion initiatives for all sectors.
- 3 Utilize media outlets to promote the importance of daily, quality physical education and increased opportunities for physical activity before, during, and after school.
- 4 Generate social/traditional media that increases support for improved infrastructure for safe and active transportation and walking.
- 5 Develop and disseminate an ActiveWV Media Toolkit that would support the application of the messages and the standardized brand for promoting physical activity for all sectors.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Use social and traditional media to implement multi-sector physical activity awareness campaigns.

Priority Area 2 Tactics

- 1 Generate social and traditional media coverage for local and regional physical activity related news and events.
- 2 Identify champions with strong, positive affiliations to West Virginia to be the voice and face of a physical activity marketing campaign.
- 3 Launch a statewide physical activity campaign to educate individuals of all ages and backgrounds about effective behavioral strategies to increase physical activity and subsequently prevent and treat various chronic diseases.
- 4 Urge local, regional, and state organizations to provide funding for the purchase of traditional and social media advertisements to promote physical activity.
- 5 Develop a campaign logo and slogan to promote physical activity in all sectors.
- 6 Develop and disseminate a media toolkit with key messages for promoting physical activity at the state and local levels.
- 7 Leverage existing physical activity initiatives/campaigns (e.g., Move Your Way, Active People Healthy Nation, Physical Activity: The Arthritis Pain Reliever) and adapt culturally relevant messages for local communities and a variety of populations.



Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Increase resident awareness and engagement in physical activity by showcasing physical activity opportunities across the state.

Priority Area 3 Tactics

- 1 Use participatory planning to engage stakeholders, community leaders, and government officials in promoting physical activity and reducing sedentary behavior.
- 2 Use social and traditional media to influence key decision makers to make effective decisions regarding funding and policies that increase physical activity and subsequently prevent and/or treat chronic disease.
- 3 Provide social and traditional media coverage for communities that promote quality physical activity opportunities for residents.
- 4 Communicate through media outlets the importance of parks, trails and play spaces in all West Virginia communities.

Priority Area 4: Policy

Priority Area 4 Strategy

Develop multi-sector awareness campaigns that use paid and earned media to influence policy makers' priorities.

Priority Area 4 Tactics

- 1 Advocate for local and state policy makers to provide funding for local physical activity programs and resources.
- 2 Encourage decision makers at various media outlets to market special initiatives to promote physical activity in the community.
- 3 Encourage decision makers at various media outlets to cover physical activity policy-related initiatives.
- 4 Collaborate with health agencies to launch an advocacy campaign to educate key stakeholders and policy leaders on the need for physical activity for all residents.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Use media to promote institutional and organizational efforts to increase physical activity.

Priority Area 5 Tactics

- 1 Collaborate with all other sectors to develop and use media to promote more accessible places to be active and programs that support physical activity.
- 2 Support media coverages across sectors for events where physical activity awareness is raised.
- 3 In partnership with leaders from all other sectors, develop a communication plan and media toolkit to disseminate evidence-informed messages that highlight the importance of and opportunities for physical activity across the state.
- 4 Work with partners to provide virtual physical activity programs and educational information for adults of all ages that meets the needs of those with limited resources and facilities, including those with a variety of disabilities and chronic conditions.

Military

Within the West Virginia Military community, including our esteemed National Guard and Reserve Forces, it is imperative that physical activity is embraced as an integral part of life. It is also paramount that physical activity is also promoted with our veterans, military families and civilians working for the military. This can be accomplished by advocating for organizational change that embeds physical activity into policies, systems, and environments. Military leaders can lead the charge in making physical activity an actionable and integral part of our military's operations, can spearhead the creation of physical activity opportunities within military settings, VA medical centers, and their surrounding communities, and can engage in multi-sector collaborations to implement policies and practices that enhance physical activity opportunities for all. The military sector can lead the charge toward a healthier and more resilient military community that extends beyond today far into the future.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Promote the development and incorporation of evidence-based physical activity programs into health resources for service members, veterans, their families, and civilians working for the military.

Priority Area 1 Tactics

- 1 Invest in personnel with appropriate credentials to develop and implement physical activity programs aimed at improving holistic health and quality of life.
- 2 Conduct periodic worksite health screenings or visits that assess the physical activity and fitness levels of civilians working for the military.
- 3 Develop physical training and education programs to ensure optimal physical readiness through the lifespan of service members to improve individual- and population-level health and fitness outcomes.
- 4 Promote existing resources and programs within the military setting as well as the surrounding community that support physical activity engagement among service members, veterans, their families, and military employees (i.e., Hiking Clubs, Couch to 5K programs, reading and activity groups).
- 5 Advocate for support from military leaders and potential funding sources to develop environments that facilitate physical activity opportunities.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Foster the development and implementation of large-scale, multi-media campaigns to promote physical activity aligned with the military's mission, culture, and identity.

Priority Area 2 Tactics

- 1 Develop strategic campaigns that target motivations to establish physically active lifestyles within service members, veterans, their families, and military employees.
- 2 Incorporate physical activity marketing campaigns into procedures and practices of military-affiliated entities.
- 3 Develop campaigns that address and promote service members' physical readiness by framing physical inactivity as a threat to national security.
- 4 Invest in developing, implementing, and evaluating physical activity campaigns that are effective in increasing physical activity.
- 5 Incorporate messaging into campaigns that emphasizes the role of physical activity in preventing injuries and disabilities.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Develop and promote physical activity opportunities in military settings, VA medical centers, and their surrounding communities.

Priority Area 3 Tactics

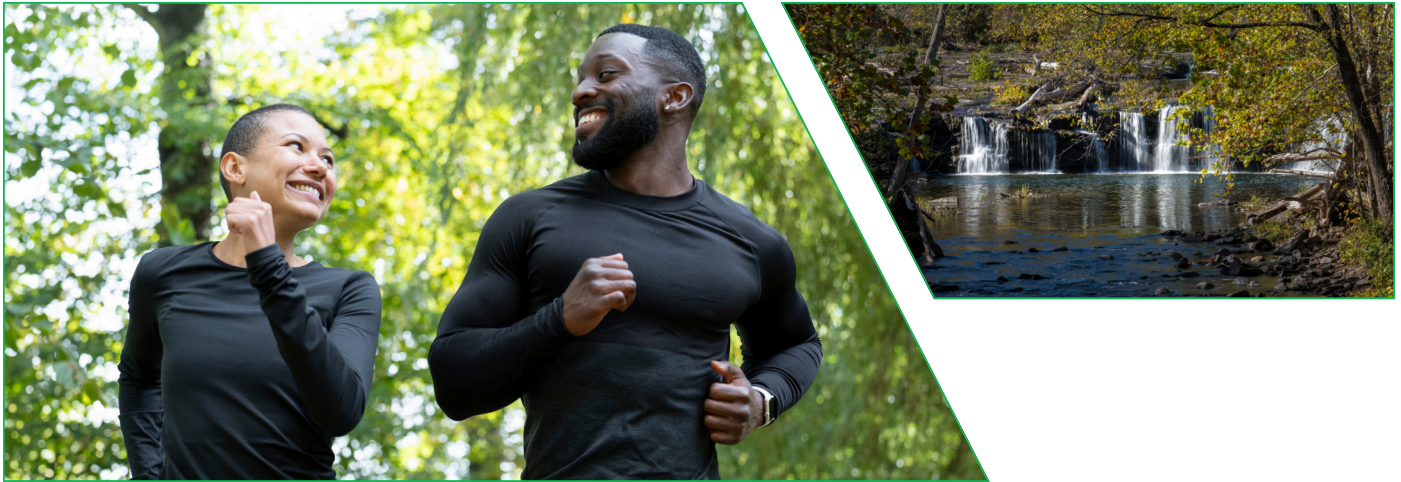
- 1 Identify and promote existing assets in military environments to drive individual- and community-level programs to improve physical activity and health measures (e.g., chronic disease risk factors, joint pain).
- 2 Support the incorporation of physical activity opportunities within the built environment of military settings and VA medical centers (e.g., walking trails, recreation spaces/facilities, etc).
- 3 Provide opportunities for members of the military community and their families to attend intergenerational events and programs that involve physical activity to promote lifespan physical activity.

4

Promote partnerships with surrounding communities to implement physical activity programs.

5

Leverage existing technologies and partnerships to connect service members and their families with each other and community resources to promote an extensive physical activity network.



Priority Area 4: Policy

Priority Area 4 Strategy

Support organizational change and incorporate physical activity into actionable policies, systems, and/or environmental changes.

Priority Area 4 Tactics

1

Implement policies and programs for enhancing physical activity on and around military installations and VA medical centers (e.g., Healthy Base Initiative, Building Healthy Military Communities Toolkit).

2

Strategically develop policies and practices within organizations that serve local military communities that address health disparities (i.e., chronic disease, disabilities).

3

Establish a policy to provide formal recognition of and rewards to leaders of implementing policy, systems, or environmental changes to establish a strong leadership role in enhancing physical activity literacy and promotion.

4

Encourage VA healthcare providers to incentivize the use of community recreational centers/ facilities where practical.

5

Establish a policy for VA healthcare providers to conduct routine physical activity assessments, physical activity counseling, and referral to physical activity opportunities.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Engage in multi-sectoral collaborative efforts to implement policies and programs for enhancing physical activity on and around military installations and VA medical centers.

Priority Area 5 Tactics

- 1 Partner across multiple sectors to develop and implement evidence-based physical activity programs with measurable outcomes for military personnel, veterans, and their families.
- 2 Collaborate with higher education faculty and administrators to validate and promote physical training education and resources for service members, veterans, their families, and military employees.
- 3 Partner with school- and community-based programs to identify new opportunities to increase physical activity and fitness in schools and among military-connected students (e.g., JROTC, ROTC).
- 4 Work with Healthcare administrators to integrate levels of physical activity as vital signs into electronic health records for recruits and on through the lifespan of service members and veterans.
- 5 Establish an advisory committee on physical activity with representatives from multiple sectors to promote a strong leadership in physical activity.
- 6 Partner with community recreation facilities and parks as well as sports organizations to provide a variety of physical activity opportunities and build stronger community relationships.

Public Health

Public health organizations, leaders, and professionals promote and protect the health of West Virginians and their communities. They can serve a vital role in promoting physical activity by conducting surveillance and research; providing training, technical assistance, and resources to communities and organizations; and developing targeted, multi-platform awareness campaigns about the benefits of active living. The public health sector can also engage in advocacy and policy development to promote physical activity, as well as bring multi-sector state and local stakeholders together to implement and evaluate The Plan. Thus, the sector has key responsibilities in shaping public health policy and practice and facilitating the implementation of evidence-based/informed physical activity programming. By advocating for increased physical activity opportunities for individuals and their communities, West Virginians of all ages and abilities have the potential to improve their health and overall quality of life.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Engage members of the public health sector to build capacity for physical activity resources, places, and programming for all people.

Priority Area 1 Tactics

1

Conduct standardized county- and state-level surveillance of physical fitness, physical activity, and physical inactivity in children, adolescents, adults, and older adults with objective measures (e.g., Behavioral Risk Factor Surveillance System Arthritis Module), and use the data to inform future policy, programming, and funding decisions.

2

Provide training and technical assistance for communities on how to fund, implement, and evaluate physical activity programs.

3

Use the Surgeon General's Call to Action on Walking and Walkability to advocate with the state legislature and other potential funders to build community infrastructure to support walking.

4

Provide relevant health (e.g., prevalence of chronic conditions) and physical activity data and resources to institutions/organizations/businesses to inform their decisions and practices.

5

Develop and maintain a public health workforce with competence and expertise in physical activity and health.

6

Conduct research that focuses on accessibility of physical activity.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Develop, launch, and evaluate a marketing plan and multi-sector physical activity awareness campaigns that encourage participation from all individuals.

Priority Area 2 Tactics

- 1 Identify key features associated with previously successful state and national physical activity awareness campaigns and use data to inform future campaigns.
- 2 Coordinate and support multi-sector awareness campaigns with consistent and effective messages tailored to West Virginians that focus on health and common misconceptions about physical activity.
- 3 Develop a multi-platform marketing plan (i.e., television, radio, print, social media, mobile apps, videos) to communicate the benefits of physical activity to the general public (e.g., physical activity to self-manage arthritis).
- 4 Identify and equip proactive community leaders, champions, and community health workers with the tools/resources required to implement physical activity awareness campaigns (e.g., CDC's State and Community Health Media Center).
- 5 Develop, test, and evaluate culturally- and evidence-informed media messages and campaign strategies to identify those with the greatest reach and effectiveness.
- 6 Create an alliance of organizations that share website and social media analytics related to physical activity promotion (e.g., reach into target population).

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Engage and support community-based organizations to develop and enhance the capacity for physical activity for all populations.

Priority Area 3 Tactics

- 1 Encourage community-based organizations to create and embed asset maps of current physical activity venues/opportunities, documented usage of assets, and barriers and facilitators to usage into county and state economic development plans, strategic plans, and local resource listings, etc.

2	Promote usage of current physical activity venues/opportunities in West Virginia communities.
3	Seek input from community and neighborhood organizations (e.g., faith-based organizations, local groups and cohorts) for public health activities related to policy development, accountability, and advocacy.
4	Offer resources (e.g., space, equipment, transportation) to school wellness committees to use as they plan and implement strategic school-wide physical activity and wellness promotion events, initiatives, and programs for students, families, and communities.
5	Summarize and share findings about which evidence-based/informed community approaches work to increase access and maintain physical activity opportunities.
6	Partner with local community groups to establish evidence-informed walking and self-management programs (e.g., Walk with Ease, Chronic Disease Self-Management Program) so all adults with disabilities or chronic conditions can access an affordable walking program and learn how to self-manage their health.

Priority Area 4: Policy

Priority Area 4 Strategy	
	Engage in policy development and advocacy to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.

Priority Area 4 Tactics	
1	Develop and disseminate a series of white papers/technical reports that identify effective high-impact and evidence-driven policy guidelines across all sectors.
2	Create a system that evaluates how policy decisions at the local, state, and regional level impact physical activity.
3	Use physical activity surveillance data to inform future policy and funding decisions at the local, state, and regional level.
4	Use the current version of the Physical Activity Guidelines for Americans and related documents as the foundation for physical activity policy development.
5	Align the development of state-level school policies with current, national, public health priorities.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Create, maintain, and leverage cross-sectoral partnerships to implement evidence-based strategies to promote physical activity.

Priority Area 5 Tactics

- 1 Create a state-level Physical Activity Plan Implementation Task Force to carry out The Plan.
- 2 Establish county/regional-level and multi-sector Physical Activity Plan Committees to implement The Plan under the guidance of the state-level Task Force.
- 3 Develop partnerships between public health and education to leverage all resources available through the school system, public health agencies, and the community for individuals of all ages and abilities.
- 4 Collaborate with the education sector to integrate physical activity and healthy lifestyle promotion (e.g., risk factor reduction for chronic conditions) into educational offerings for all grade levels.
- 5 Encourage existing community-based coalitions to seek multi-sector participation in physical activity planning efforts.
- 6 Educate professionals in other sectors on the benefits of physical activity and activity-friendly communities, how these benefits align with their objectives and values, and how to promote physical activity through their profession.
- 7 Work with other sectors to ensure that West Virginians have access to places to be active and programs that support physical activity.
- 8 Collect and disseminate examples of best practices in collaborating across sectors to promote physical activity.



Sport

Increasing physical activity levels is an inherent process of sports organizations and clubs across the state of West Virginia, further serving as a platform for citizens of all ages and abilities to engage in enjoyable physical activity. Thus, sports professionals can play a vital role in fostering a culture of physical activity. This can be accomplished by leveraging expertise and community connections to strengthen and showcase existing programs that demonstrate best practices. Sports professionals, including coaches, trainers, and organizations, can extend their reach by designing and implementing programs throughout the state. Through multi-sector collaborative efforts, sports organizations and professionals can partner on efforts to inspire, engage, and drive meaningful change in West Virginia's physical activity landscape.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Create safe and supportive sport opportunities for youth, adults, and older adults, with a focus on eliminating disparities based on race, ethnicity, gender, sexual orientation, disability, socioeconomic status, geography, age, or compromised health.

Priority Area 1 Tactics

- 1 Introduce sports opportunities in schools and educate teachers on how to maintain them.
- 2 Facilitate the adoption of supportive practices within community sports programs and educate coaches on how to effectively implement them.
- 3 Identify and disseminate evidence-based practices that prioritize moderate- to vigorous-intensity physical activity for all participants during sport and play participation practices and games (Physical Activity Guidelines).
- 4 Offer affordable community-level sports for youth, adults, and older adults, including non-competitive or low-level competitive recreational sports (i.e., swimming, golf, biking, dancing, hiking, walking).
- 5 Develop and circulate educational materials and training about lifetime physical activity and its impact on preventing injuries and reducing chronic disease risk for sports organizations (e.g., Remain in the Game app).

6	Provide incentives and support existing mandates to increase the number of coaches trained in key competencies, including basic safety and immediate care, and sport-specific rules and protocols.
7	Create opportunities for free and organized play for people of all ages and abilities.
8	Champion sport organizations that already work to create supportive opportunities with evidence-based practices (e.g., West Virginia’s National Interscholastic Cycling Association).



Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Identify sport resources, programs, and events and circulate the information to the public.

Priority Area 2 Tactics

1	Use sporting event venues to deliver messages and create opportunities for increased physical activity using various forms of media.
2	Embed health messages into materials that target reducing barriers and addressing health disparities in formal and recreational sports opportunities.
3	Utilize social media platforms and other technologies to connect people of all ages and abilities with sport and recreation options in their communities.
4	Develop and disseminate resources that encourage family friendly recreational sports (e.g., Pickleball).
5	Identify and promote sports organizations that actively work to facilitate mass physical activity participation across all ages, abilities, and races.

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Create communities of practice that engage various stakeholders to promote safety and encourage participation within community sport programs.

Priority Area 3 Tactics

- 1 Facilitate increased communications between parents, athletes, coaches, teachers, medical professionals, and policy makers to establish safety precautions during sport.
- 2 Offer sport and play opportunities for all ages and abilities within community sport facilities, schools, and recreation areas via shared-use agreements.
- 3 Encourage community sport programs to engage with evidence-based initiatives (i.e., Aspen Institute's Project Play) to address any potential gaps in their practices.
- 4 Develop local asset maps of sport and play opportunities to connect the communities they serve with the full array of sports and recreation options available.

Priority Area 4: Policy

Priority Area 4 Strategy

Adopt policies and practices that promote physical activity, health, participant growth, and development of physical literacy.

Priority Area 4 Tactics

- 1 Engage key stakeholders outside of the sport organization in collaborative meetings to develop sport policies that meet the contextual needs of all participants.
- 2 Encourage sports organizations and programs to become National Sport Strategy Champions to unify and strengthen stakeholders in the sports sector.
- 3 Develop evidence-based policies and practices that ensure sports programs put the highest priority on the health and safety of participants to minimize the risk of sports-related injuries and illnesses.
- 4 Establish collaboration between sport-specific entities to organize pricing models and sport season timelines and encourage multi-sport participation.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Develop collaborative efforts across sectors to promote best practices and opportunities for greater participation within competitive and recreational sport.

Priority Area 5 Tactics

1

Partner with education and business administrators to recruit and train community sport associations, organizers, and volunteer coaches to advocate and deliver developmentally appropriate, safe, and supportive physical activity programming.

2

Collaborate with the public health and/or higher education researchers to identify and write grant applications for the funding of sport-related programs with an emphasis on those that are supportive of individuals facing barriers to participation (ex. Special Olympics and Para Sports).

3

Partner with community leaders to promote an increase of access to facilities and sites, such as recreation centers, colleges with open-access facilities, the YMCA, an armory, etc., to offer a wide range of sport opportunities.

4

Partner with schools to incorporate sports activities into before- and after-school programming.

5

Collaborate with public health agencies to develop a comprehensive surveillance system for monitoring sports participation in all segments of the population.

6

Collaborate with medical professionals to ensure safety procedures are in place at practices and games.

7

Partner with the education and public health sectors to develop and promote educational resources focused on the impact of parental and caregiver behaviors on the development of youth athletes and the overall sport environment.

8

Collaborate with all sectors to link people with disabilities and/or chronic conditions of all ages with the programs, providers, and resources (e.g., equipment, parks) needed to be physically active (e.g., National Center on Health, Physical Activity and Disability).

Transportation, Land Use, and Community Design

The daily routines and lives of West Virginians are significantly influenced by the transportation systems, strategic use of land, and the built environment of their communities. Transportation, land use, and community design professionals have an important role to play in establishing environments that allow citizens to engage in lifestyle physical activity. The planning processes that these professionals engage in should be conducted in a way that promotes all modes of transportation, including walking, bicycling, the use of mobility devices, and mass transportation. Building multi-sector partnerships, providing training for transportation and planning officials, and leveraging policy changes are key strategies to establish physical activity infrastructure and enhance the well-being and lifestyle choices of West Virginians.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Prioritize increasing physical activity access and opportunities in transportation and comprehensive planning through state agencies' strategic plans, internal policies, and standards of practice.

Priority Area 1 Tactics

1

Obligate the full annual apportionment for Transportation Alternatives Set Aside (TASA) or a reduced match for high-need areas (rural, low-income, transit dependent) to aim for comprehensive transportation improvements for funding.

2

Provide professional development to DOT/DOH staff on creating infrastructure that is safe for all users, and across the rural-urban spectrum following a Safe Systems approach.

3

Provide professional development opportunities for planning professionals on how to increase access to places for physical activity into comprehensive plans, particularly in underserved communities (e.g., Healthy Living and Active Design Scorecard).

4

Recruit and provide training for elected officials on how to utilize local comprehensive plans, zoning codes, and land use plans to increase access to physical activity spaces and support pedestrians and bicyclists.

5

Provide training for state and local DOH and MPO staff on new techniques for pedestrian and bicyclist counts on roadways, and fund annual counts.

6

Conduct active lifestyle resource audits to promote indoor and outdoor opportunities for exercise and movement as well as assess for needed improvements or additional resources to support physical activity for all, including those using mobility devices.

Priority Area 2: Public Awareness and Social Marketing

Priority Area 2 Strategy

Enhance public awareness of how land use, transportation planning, and comprehensive planning processes may increase and/or improve active transportation infrastructure within communities.

Priority Area 2 Tactics

1

Increase public awareness of the Comprehensive Plan and Long-Range Transportation Plan processes and impact on physical activity infrastructure through earned, paid, and social media.

2

Encourage all government agencies and media to eliminate the use of “accident” in all media related to motor vehicle crashes - using “crash” instead.

3

Utilize public “pop up” events as part of the transportation planning process to gain community input on how changes to roads can improve bicyclist and pedestrian safety.

4

Engage in Walk to School Day and Bike to School Day events to raise public awareness about non-motorized transportation needs of school children.

5

Conduct walkability or bikeability audits, that also assess the built environment, to raise public awareness of improvements needed to support the safety of pedestrians, and bicyclists, including those with disabilities or chronic conditions (e.g., arthritis).

Priority Area 3: Community Engagement and Environment

Priority Area 3 Strategy

Engage the public in transportation, land use, zoning, and comprehensive plan development to create buy-in and support.

Priority Area 3 Tactics

1

Expand opportunities for citizens to assume an active role in community transportation planning and oversight.

2

Improve access to, and quality of, safe parks and play spaces in small and rural communities.

3	Increase the number of miles of safe infrastructure for active transportation.
4	Increase the number of physical activity advocates on local- and state transportation boards and commissions.
5	Increase the number of physical activity-supportive infrastructure projects in local transportation improvement plans and the State Transportation Improvement Plan (STIP).
6	Increase engagement of physical activity organizations and advocates in the Comprehensive Plan and Long-Range Transportation Plan processes to identify existing and needed physical activity infrastructure, projects, programming, events, or collaborations.
7	Update the WV State Trails Plan with a comprehensive community-engaged process.

Priority Area 4: Policy

Priority Area 4 Strategy	
Advocate for land use, transportation, and community design policies that effectively promote/address physical activity.	

Priority Area 4 Tactics	
1	Add a physical activity requirement in the state comprehensive planning code (§8A-3-1. Purpose and goals of a comprehensive plan).
2	Urge local and state policy makers to increase active transportation and physical activity by enacting policies or ordinances that increase investment in trails, walking, and biking infrastructure and transit.
3	Encourage local and state jurisdictions to adopt regulations that require buildings and transportation facilities to be designed according to principles that maximize safety and compliance with statutory requirements (e.g., ADA).
4	Increase the number of local jurisdictions and metropolitan planning organizations with Complete Streets (or Safe Systems) policies and ordinances.
5	Develop state and local level performance metrics for (a) walking and bicycling for transportation and (b) pedestrian- and bicycle-related crashes, injuries, and fatalities.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy

Collaborate with other sectors to integrate physical activity in transportation, land use, and community design decisions in urban and rural environments.

Priority Area 5 Tactics

1

Provide systematic collection and assessment of land use, zoning, and transportation planning documents as they relate to supporting access to safe places for physical activity (ex. Open Streets Initiatives: Measuring Success Toolkit).

2

Collaborate with public health, healthcare, and advocacy groups to integrate physical activity-related committees in the land use, transportation and comprehensive planning processes.

3

Collaborate with schools, businesses, higher education institutions, nonprofits, sports organizations, and local governments to support applications for programs (i.e., Bicycle Friendly Business, Community, and University programs, Walk Friendly Communities).

4

Collaborate with schools, churches, local Veterans Affairs, law enforcement, and businesses to support Walk/Bike to School, National Bike Month, and Walk/Bike to Work activities.

5

Collaborate with higher education to develop a community planning degree in an accredited degree program.

6

Collaborate with state and local law enforcement to improve timeliness, access to, and use of crash data to identify locations for pedestrian and bicycle safety improvements.



Engaging Communities in Implementation

Although the West Virginia Physical Activity Plan provides guidance to state policy makers and key stakeholders in state organizations and agencies, physical activity programs and initiatives implemented at the local level will be the essential action step resulting in the improved health of a community. This section provides basic guidelines for community leaders looking to engage their communities in physical activity promotion. Some beginning steps to consider for community implementation of the West Virginia Physical Activity Plan follow.

- The first step for community action is establishing a coordinated leadership team that includes key stakeholders representing all or most societal sectors (business/industry, education, faith-based, healthcare, media/communications, parks/recreation/fitness, military, public health, sport, transportation/land use/community design) who are advocates for physical activity as a public health priority. Local government involvement is essential, as they have influence on many decisions that are related to a local physical activity plan, including community planning, land use, transportation, educational programming, etc., and are well positioned to facilitate environmental changes.
- Once a leadership team is identified, it is important to determine the community's physical activity needs and priorities. Conducting a community needs assessment will help to answer the following questions:

How can my community provide more opportunities to increase physical activity?

What are the priority needs in my community (i.e., populations, sectors, resources)?

What should happen in my community within four years related to physical activity?

Which of the West Virginia Physical Activity Plan's priority areas/sector strategies should be our initial focus?

- In addition to providing a basis for programming decisions, needs assessment results can be used to establish baseline measures related to physical activity in the community.
- Next, long and short-term goals and objectives for improving physical activity in the community should be established using the five priority areas identified in the West Virginia Physical Activity Plan to facilitate cross-sector implementation.

- Identify and develop community partnerships to ensure collaborative investment of resources (i.e., facilities, staff, funds, land use, etc.) and promote local policy and environmental changes.
- Based on community needs, available resources, and expertise, final action steps for physical activity interventions or initiatives should be established.
- Track the success of your programs and initiatives through effective process and outcomes measures to demonstrate progress in reaching your local goals and objectives.
- Share and showcase successful examples of implementation efforts to highlight your achievements and inspire others to adopt similar strategies.

These steps to community implementation of the West Virginia Physical Activity Plan represent a general overview of the process for improving physical activity participation and opportunities in communities. Each community's approach will be different. It will be determined by the community's leadership, size, resources, needs, and interests.



Move towards a



healthier tomorrow.

Go to wvphysicalactivity.org.

References and Resources

Publications

There are several publications that support physical activity from key sectors represented in the West Virginia Physical Activity Plan.

The [2021 Statewide Comprehensive Outdoor Recreation Plan \(SCORP\)](#) is another statewide plan that complements the West Virginia Physical Activity Plan. SCORP is developed by the West Virginia Development Office every five years. Just as the West Virginia Physical Activity Plan emphasizes collaboration among various sectors, the 2021 SCORP recommends developing closer linkages among economic, cultural, public health, and environmental sectors to develop the state's recreational resources. SCORP priorities include the acquisition, renovation, and expansion of state or local parks to promote active lifestyles for individuals of all ages and abilities.

Article 1E of West Virginia's legislation establishes the [Healthy West Virginia Program](#). This initiative aims to improve the health and wellness of residents through various strategies, such as promoting physical activity, healthy eating, and preventive healthcare services. The program also focuses on addressing public health challenges specific to West Virginia, such as obesity, chronic diseases, and substance abuse.

House Bill 4018, Article 5E, pertains to [School Shared Use Agreements](#) in West Virginia. This legislation encourages schools to make their facilities available for community use outside of regular school hours. The intent is to foster partnerships between schools and local organizations, thereby enhancing access to recreational and educational resources for residents.

The West Virginia Code §17-4A-1, also known as the [Complete Streets Legislation](#), requires transportation projects to consider the needs of all users by including features like sidewalks, bike lanes, crosswalks, and accessible public transportation options. This approach aims to promote healthier and more accessible communities by designing streets that accommodate various modes of transportation.

National Resources

There are a number of other national resources that inform physical activity program development, implementation, and evaluation at both the state and local levels:

[National Physical Activity Plan](#)

The National Physical Activity Plan (NPAP) is a comprehensive document designed to improve

physical activity levels and promote a healthier nation by engaging stakeholders from multiple sectors. Through evidence-based strategies and tactics, the NPAP seeks to create environments and opportunities that support and encourage regular physical activity for people of all ages and abilities, ultimately aiming to reduce the prevalence of chronic diseases and enhance overall well-being nationwide.

[Physical Activity Guidelines for Americans \(2nd Edition\)](#)

The Physical Activity Guidelines for Americans (2nd Edition) provide evidence-based recommendations to guide individuals of all ages and abilities in maintaining or improving their health through regular physical activity. The 2nd edition was published in 2018, ten years after the first.

[It's Time to Move](#)

The Physical Activity Alliance's "It's Time to Move" campaign is a 5-point plan aimed at integrating physical activity into the nation's healthcare system.

[Healthy People 2030](#)

This document from the US Department of Health and Human Services includes science-based national goals that Americans should strive to achieve over the next ten years. The physical activity area contains an overview of physical activity, the 2030 objectives, and evidence-based information and recommendations (clinical, community, consumer) related to physical activity.

[Active People, Healthy Nation](#)

The Active People, Healthy Nation movement, spearheaded by the Centers for Disease Control and Prevention, is a multifaceted national initiative that encompasses a wide array of strategies and interventions aimed at elevating physical activity levels and fostering holistic health and well-being among individuals and communities throughout the United States.

[Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities](#)

"Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities" is a comprehensive document that outlines strategies and recommendations for increasing walking and creating pedestrian-friendly communities to improve public health and well-being.

[Physical Activity Recommendations for Children and Adolescents: More Important Than Ever](#)

The document "Physical Activity Recommendations for Children and Adolescents: More Important Than Ever" emphasizes the pivotal role of consistent physical activity in enhancing the health, development, and overall well-being of children and adolescents. It additionally highlights the relevance of prioritizing physical activity promotion, especially in light of modern-day challenges.

Appendix A

The History of the West Virginia Physical Activity Plan

2010 WV Physical Activity Symposium

The initial step in developing a statewide physical activity plan was the 2010 WV Physical Activity Symposium held in Charleston, WV. The Symposium brought together practitioners, organizations, agencies, and policy makers to share ideas about increasing opportunities for regular, health-enhancing physical activity in the communities where West Virginians live, work, and play. The goals of the Symposium were to: (a) educate participants about the National Physical Activity Plan and its implications for all sectors of the population, (b) build awareness and support for a statewide strategic plan for physical activity in WV, and (c) showcase physical activity programs and initiatives that model best practices. The Symposium attracted more than 250 professionals representing all societal sectors and geographic regions within WV. Sector- and region-specific working sessions were moderated during the Symposium to facilitate collaboration among participants and initiate the process of drafting the West Virginia Physical Activity Plan. Several themes emerged across those working sessions that proved critical in identifying the necessary steps for plan development and the common barriers to physical activity in West Virginia communities. Furthermore, a number of key individuals, programs, and organizations were recommended as important contributors to the West Virginia Physical Activity Plan's development, implementation, and evaluation.

In the months that followed, capacity building efforts based on the findings from the Symposium led to the acquisition of additional funding to support plan development and marketing. Furthermore, state government officials and health policy leaders were asked for their advice and recommendations for plan development moving forward. The positive momentum generated during the Symposium and networking efforts that followed resulted in the identification of an impressive list of organizational partners and representatives who comprise the West Virginia Physical Activity Plan Sector Teams.

ActiveWV 2015: WV Physical Activity Plan Development

Based on the findings of the 2010 WV Physical Activity Symposium and the capacity-building efforts over the following year, the Coordinating Committee facilitated a group decision-making process in the summer of 2011 with the intent to establish a conceptual framework for the Plan. This multi-phase concept mapping process included brainstorming ideas (Phase I), structuring ideas through expert rating and sorting (Phase II), and interpreting results by key stakeholders

(Phase III). The concept mapping data was collected using a web-based format that allowed for the asynchronous participation of individuals from a wide range of geographic locations across the state.

A total of 154 West Virginians contributed to the brainstorming activities in the first phase representing all societal sectors and geographic regions within WV. The participants generated a total of 240 initial ideas or statements in response to the prompt, “One specific thing that needs to happen to increase or promote physical activity in West Virginia is...”

A final list of 61 ideas or statements were formatted and used in Phase II of the concept mapping process. Within Phase II, 32 experts representing the societal sectors completed: (a) sorting similar ideas into piles or groups based on self-identified themes; (b) rating each idea based on importance to statewide physical activity promotion; and (c) rating each idea based on feasibility or the likelihood that it could be implemented in the next five years. Data aggregation and analysis were completed using multi-dimensional scaling and cluster analysis to determine the relationships among ideas. A variety of maps were then developed to graphically display these relationships for the purpose of interpretation. The structuring of ideas resulted in the identification of five priority areas that provide the conceptual framework for the Plan.

In Phase III, a Sector Team meeting was held October 5, 2011 with a total of 72 sector representatives in attendance. These Sector Teams were enlisted to develop sector-specific calls to action and strategies/tactics within each of the priority areas that could be realized within the next five years. The Sector Teams were encouraged to use multiple sources of information including the National Physical Activity Plan strategies and tactics, the concept mapping findings (including sector-specific analysis), and WV Physical Activity Symposium work group results.

As a final step in the plan development process, a preliminary draft was available November 8–22, 2011 for public comment. The Coordinating Committee used the resultant comments and feedback to finalize the written report and prepare it for wider dissemination in multiple formats (e.g., technical report, executive summary, fact sheets).

ActiveWV 2015: WV Physical Activity Plan Release

The launch of ActiveWV: 2015 was celebrated across the state, and the date of its release – January 19, 2012 – was officially declared “West Virginia Physical Activity Day” by the governor. The all-day event involved sector-based displays, organizational demonstrations, as well as addresses from state and national physical activity advocates and statements of support from local legislature and policymakers. Additionally, communities across the state hosted local celebrations, and 44 of 55 county commissioners signed resolutions to prioritize increasing physical activity on the local level. A total of 313 schools were also coordinated to simultaneously perform a line dance via a partnership with the West Virginia Department of Education’s Office of Healthy Schools Let’s Move! WV initiative. Following the launch, ActiveWV: 2015 has been showcased on national and international levels, and a formal dissemination plan was created, encompassing social marketing, brand value, and a second Symposium.

2015 WV Physical Activity Symposium

In June of 2015, the second symposium was hosted in Charleston, WV to showcase and celebrate successful programs, policies, and initiatives that promote physical activity in a variety of sectors. The 2015 WV Physical Activity Symposium aimed to forecast future directions for physical activity in West Virginia as well as build awareness and support for a statewide Physical Activity Network to promote implementation at the community level. The program boasted engaging sessions led by national and state leaders, who shared their insights and strategies aimed at cultivating a healthier and more physically active West Virginia. The event further included a poster session, featuring innovative ideas and research related to the obesity epidemic and other physical activity areas of study. The 2015 Symposium was also a crucial platform for the evaluability assessment of the plan. Thus, it further featured a 4-hour sector team meeting where state and local leaders worked collaboratively to review the strategies, tactics, and measurable outcomes outlined in the plan. Each sector team was given the task of 1) deciding whether to keep, revise, or remove the strategies and tactics for each priority area and 2) identifying which measurable outcome(s) each strategy would work toward. This effort led to the formation of recommendations guiding future revisions, implementation, and evaluations.

ActiveWV 2030: WV Physical Activity Plan Revision

Following the COVID-19 pandemic, the Coordinating Committee initiated regular meetings to delve into the latest literature surrounding physical activity promotion, initiatives, and programs. These meetings were also aimed at strategically orchestrating the revision process over the course of 2022. In the spring of 2023, the first draft of the revised strategies/tactics was circulated to 32 experts representing the societal sectors to enlist their feedback and recommendations. Their input in combination with key recommendations from national- and state-level resources were invaluable in finalizing the sector-specific calls to action and strategies/tactics within each of the priority areas.

Appendix B

West Virginia Physical Activity Plan Sector Expert Representatives

Bill Austin, AICP, Executive Director, The Morgantown Monongalia Metropolitan Planning Organization

Jennifer Bauman, Board Member, Kanawha State Forest Foundation

J.D. Belcher, Owner, JLN Multimedia

Jill Cochran, Associate Professor, West Virginia School of Osteopathic Medicine

Dana DeJarnett, Promotions Coordinator, WVU Medicine Berkeley/Jefferson Medical Center

Kristen Dieffenbach, Professor, College of Applied Human Sciences, West Virginia University

Lisa Erck, Public Health Consultant, National Association of Chronic Disease Directors Center

Eric Eyre, West Virginia Journalist and Author

Michael Fisher, Workplace Wellness Director, Active Southern WV

Kerry Gabbert, Assistant Professor, Extension Service, West Virginia University

Charlene Galluzzo, Past President, SHAPEWV

Katherine Garvey, Director, Land Use and Sustainable Development Law Clinic, West Virginia University

Kelsey Harrah, Director of Communications, Kanawha Valley Regional Transportation Authority

Major General James Hoyer, Vice President for Economic Innovation, West Virginia University

Christine Jones, Family Medicine Specialist, Community Care of Big Otter

Patricia Kelly, Director, Adolescent Medicine Rotation, Marshall Pediatrics

Heather Murphy, Public Health Consultant, National Association of Chronic Disease Directors Center

Geah Pressgrove, Advertising and Public Relations Program Chair, Reed College of Media, West Virginia University

Joshua Roe, Program Director of Adventure Recreation Management, Institute of Technology, West Virginia University

Megan Ross, Epidemiologist Manager, Division of Health Promotion and Chronic Disease, WV Bureau for Public Health

Derek Scarbro, Director, Advanced Manufacturing Center, Marshall University

Melanie Seiler, Executive Director, Active Southern WV

Samantha Shawley Brzoska, Office of Health Services Research, West Virginia University

Brad Smith, President, Marshall University

Jessica Stroope, Physical Activity Specialist, Louisiana State University

Julia Tracy, President, SHAPE WV

Emi Tsuda, Assistant Professor, College of Applied Human Sciences, West Virginia University

Frank Vitale, President, Country Roads Angel Network

Chris White, Professor, Marshall University

Whitney Wright, Clinician, Land Use and Sustainable Development Law Clinic, West Virginia University

James Wyant, Assistant Professor, College of Applied Human Sciences, West Virginia University

Adam Zundell, Director of Marketing and Communications, College of Applied Human Sciences, West Virginia University



Be Wild. Be Wonderful.

beActive.

WEST VIRGINIA PHYSICAL ACTIVITY PLAN

For more information, updates, and additional resources, go to wvphysicalactivity.org.

ActiveWV2030: **West Virginia Physical Activity Plan**, 2nd Edition

Revised 2/2025

It's all a part of **The Plan.**



For more information, updates, and additional resources, go to wvphysicalactivity.org.

ActiveWV2030: **West Virginia Physical Activity Plan**, 2nd Edition

Revised 2/2025