



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.