



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

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| 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.