



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.