

JOIN THE MOVEMENT FOR A HEALTHIER WEST VIRGINIA

ActiveWV2030: West Virginia Physical Activity Plan

Are you proud of West Virginia's natural beauty and traditions?

Let's ensure our health matches our stunning surroundings! We face significant health challenges, with chronic issues like obesity, heart disease, and diabetes more prevalent here than in other parts of the U.S.

The West Virginia Physical Activity Plan (The Plan) is here to change that. By fostering multi-sector collaboration, The Plan aims to make physical activity more accessible and appealing to everyone in the Mountain State. Together, we can integrate physical activity into daily life and create a healthier, happier future for all.

Embrace an Active Lifestyle:

Make small changes today for a healthier tomorrow.

Collaborate with Us: Join forces with community leaders and organizations.

Encourage Others: Inspire your friends and family to get moving!

Societal Sectors

The Plan is structured around ten societal sectors crucial in promoting physical activity:

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

Priority Areas

The Plan identifies five priority areas as a foundation for strategies and tactics within each sector:

- **Structural Capacity**
- **Public Awareness and Social Marketing**
- **Community Engagement and Environment**
- **Policy**
- **Multi-Sector Collaboration**

Be Wild. Be Wonderful.



Become part of a movement that enhances the quality of life for all West Virginians.
For more information, updates, and resources, visit wvphysicalactivity.org.

WEST VIRGINIA LEADERS CAN PROMOTE PHYSICAL ACTIVITY THROUGH WALKING AND JOIN THE WV MOUNTAINEER MILE CHALLENGE

As a low-impact exercise, walking improves cardiovascular health, boosts mood, and helps maintain a healthy weight. Here's how you can get involved to encourage walking as an integral part of daily routines using West Virginia Physical Activity Plan tactics in each of the ten societal sectors:



Business and Industry:

Establish social support programs like walking clubs or buddy systems to encourage walking during breaks and lunch, while also motivating employees to use active transport to and from work.



Media and Communications:

Develop social and traditional media content that increases support for improved infrastructure for safe and active transportation and walking.



Community Recreation, Fitness, and Parks:

Actively participate in community planning to advocate for infrastructure improvements that support safe active transport, such as bike lanes, sidewalks, widened roadways, walkable communities, and trail systems, to enhance connectivity within communities.



Military:

Promote resources and programs within military and community settings that support physical activity among service members, veterans, their families, and military employees, such as hiking clubs, Couch to 5K programs, and reading and activity groups.



Education:

Expand the school physical education curriculum to include lifetime leisure activities using West Virginia's natural resources. Advocate for better infrastructure like sidewalks and bike lanes, collaborate with WV Safe Routes to School for safe transport, and create walking programs for all ages with a system to monitor goals and boost participation among children, adolescents, and families.



Public Health:

Advocate for community infrastructure that supports walking, using the Surgeon General's Call to Action. Partner with local groups to implement evidence-based walking and self-management programs, ensuring adults with disabilities or chronic conditions can access affordable options and learn health self-management.



Faith-Based Organizations:

Create a welcoming space for physical activity by offering evidence-based programs aligned with faith community beliefs. Highlight leaders who promote healthy lifestyles to raise awareness of resources. Foster collaboration with external partners for funding, implement initiatives, and advocate for infrastructure improvements to support active transportation near faith-based organizations.



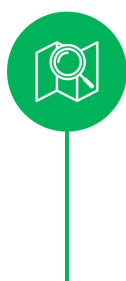
Sport:

Offer affordable community-level sports for all ages, including youth, adults, and older adults, with options for noncompetitive or low-level competitive recreational activities such as swimming, golf, biking, dancing, hiking, and walking.



Healthcare:

Invest in evidence-based programs in healthcare and community facilities to offer physical activity opportunities for adults, focusing on pain management, physical function, and quality of life. Encourage healthcare providers to counsel patients, especially older adults and those with chronic diseases, on the benefits of physical activity, and ensure they receive appropriate assessments and prescribed activities like walking programs.



Transportation, Land Use, and Community Design:

Enhance access to physical activity spaces by training officials on local plans and zoning, participating in events like Walk to School Day, and conducting audits for walkability and bikeability. Emphasize safe infrastructure for active transportation, encourage investment in trails and biking facilities, and collaborate with community organizations to support related programs.

IT'S ALL A PART OF THE PLAN

Go to wvphysicalactivity.org to view the full breakdown of strategies and tactics for a healthier West Virginia.