

ANNUAL REPORT FY 2025



CONTENTS

- 3** A Message from Our Director
- 4** Five Year Impact Report
- 5** ActiveWV 2030: The WV Physical Activity Plan
- 7** Micro-credentials Offered Through the Center
- 8** Summaries of Community-Based, Funded Projects
- 11** Center Expenditures and Staffing

Message from Our Director

Greetings from Morgantown, and the College of Applied Human Sciences!

The Center for ActiveWV is a collaborative organization housed within WVU's School of Sport Sciences. Our mission is to provide a strong, statewide physical activity framework that fosters collaboration across sectors to guide policy, research, and practice—with the ultimate goal of increasing physical activity levels and improving the health of West Virginians.

This year has been one of exceptional progress and impact. We secured our largest amount of external funding to date—\$1.6 million across four community-focused projects. You can find highlights of each of these projects in this report, and additional details are available on our website at activewv.org.

In May 2024, we proudly launched the updated WV Physical Activity Plan, ActiveWV 2030, at our statewide Physical Activity Symposium. This Plan serves as a blueprint for enacting meaningful systems, environmental, and policy changes that support active lifestyles for all West Virginians. The Symposium brought together passionate individuals and organizations committed to advancing physical activity across our state. We continue to build on that momentum by fostering partnerships and collaborations through our ongoing work. We're especially excited to announce the formation of the WVPAP Advisory Board, a group of distinguished leaders who will help guide and accelerate our statewide efforts.

Finally, we extend our heartfelt thanks to our partners and neighbors across West Virginia. Your commitment and work are what truly bring these efforts to life. You are making your communities healthier, more active, and more vibrant—and we're proud to support you in that mission. We invite you to explore our work, engage with the Center and the Plan, and join us in building a healthier, more active West Virginia!

With gratitude,
Eloise Elliott, PhD
Director, Center for ActiveWV
Ware Distinguished Professor



Our Collective Impact in WV: 2020-2025

CENTER FOR ACTIVEWV IMPACT REPORT 2020-2025

SCHOOL OF SPORT SCIENCES | WEST VIRGINIA UNIVERSITY

2020

2021

2022

2023

2024

2025

\$3.5M

IN FUNDING SECURED
FOR PROJECTS

1. WV Cardiac Project
2. CDC High Obesity Program
3. WV Healthy Schools
4. @BeActiveWV Capacity Building

\$500K+

IN CAPACITY BUILDING
GRANTS DISTRIBUTED TO
WV COMMUNITIES

1. Improve Community Infrastructure for Walking
2. Build Healthy School Environments
3. Deliver Programs in Health Clinics and Schools

1.5M+

SOCIAL MEDIA
IMPRESSIONS

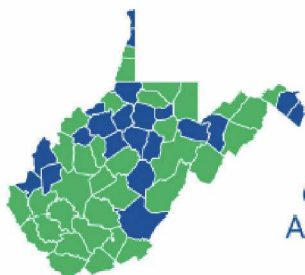
@BeActiveWV and
@BeHealthyWV

Impressions on social media are crucial for spreading our message, as they amplify our reach and engage a broader audience, fostering awareness and support for our initiatives.

50+ COMMUNITY ORGANIZATIONS

200+ SCHOOLS

DIRECT IMPACT IN FY2024



34

COUNTIES WITH
ACTIVE PROJECTS

18K

KIDS SCREENED
FOR HEALTH RISKS

92K

WV CITIZENS IMPACTED
THROUGH PROJECTS

ActiveWV 2030: The WV Physical Activity Plan (WVPAP, 2nd Edition)

The WV Physical Activity Plan, **ActiveWV 2030**, provides strategies and tactics across every societal sector to facilitate a state-wide promotion of healthy physical activity levels for West Virginians

- You can access the full plan here: [ActiveWV 2030](#)

Five Priority Areas for the WV Physical Activity Plan

1. Increase structural capacity
2. Enhance public awareness through social marketing
3. Engage community members to enhance social and built environments
4. Advocate for policy change
5. Promote multisector collaboration

The 10 Societal Sectors Involved in the Plan

1. Business and industry
2. Community Recreation, Fitness, and Parks
3. Education
4. Faith-Based Settings
5. Healthcare
6. Media and Communications
7. Military
8. Public Health
9. Sport
10. Transportation, Land Use, and Community Design

Using the sector-specific tactics and strategies outlined in the plan, we and our partners intend to increase the physical activity levels of all WV citizens, to meet or exceed the national physical activity recommendations, and to therefore improve the health and quality of life of West Virginians. Check out our progress from this year on the next page!



OUR VISION

To increase the physical activity levels of both children and adults in our state to meet or exceed the national physical activity recommendations (2018 Physical Activity Guidelines for Americans) and to, therefore, improve the health and quality of life of all West Virginians.

The WV Physical Activity Plan: 2024-2025 Accomplishments



1

Highlighted Success Stories demonstrating the Plan in Action. These stories showcase real-world implementation efforts across sectors all throughout the mountain state. See examples of the [Plan in Action](#)

2

Established the WVPAP Advisory Board, composed of distinguished professionals and advocates guiding strategic direction and cross-sector collaboration. [Meet the Board](#)

3

Expanded partnerships to strengthen implementation and raise visibility of the plan.

- Partnered with WV State Parks and WV Tourism to support the Governor's Mountaineer Mile Challenge. [Read more](#)
- Collaborated with Active SouthernWV to launch a virtual walking challenge in support of the Governor's initiative. [View initiative](#)

4

Delivered over 13 presentations about the WVPAP

- These presentations included 1 international, 3 national, 2 regional, and 8+ state/local presentations

5

Produced a video series featuring each WVPAP sector, highlighting strategies for successful implementation. [Watch here](#)

6

Updated the WVPAP website and social media communication plan to improve accessibility and engagement. [Visit website](#)

OUR VISION

To increase the physical activity levels of both children and adults in our state to meet or exceed the national physical activity recommendations (2018 Physical Activity Guidelines for Americans) and to, therefore, improve the health and quality of life of all West Virginians.

Bridging the Skills Gap in Schools and Communities Through Micro-Credentialing

The Center for ActiveWV is excited to report the integration of micro-credentialing, in the form of digital badging, into its educational offerings. The digital badges, developed in collaboration with industry partners, serve as a testament to the practical skills and knowledge acquired by the enrolled professional learners in various school and community settings statewide. The initial digital badge offerings addressed the following emergent statewide needs in school health: (1) WSCC Framework for Healthy Schools, (2) Data Analysis for School Health, (3) Wellness at Work in Schools, and (4) School Health Screening.

Recently, our micro-credential offerings were expanded beyond school settings to include a Community Walk Audit Training Series, which incorporates a four badge pathway or sequence for local leaders. During piloting, 18 community members completed the related Knowledge Explorer badge and 6 community members completed the Field Trainee badge. The digital badges in development for future use include community gardening, health and wellness in early childhood settings, comprehensive school physical activity programs, integrating movement in the classroom, and mental health services in schools.

During the past year more than 100 learners successfully completed the badge requirements across all current offerings. To further expand their use, the Center is collaborating with university faculty to backwards-design these digital badges into degree-granting academic programs and courses in the WVU School of Sport Sciences, ensuring that the curriculum remains aligned with industry standards and demands. This initiative not only enhances the employability of our graduates by providing them with verifiable and portable credentials, but also fosters an interest in continuous learning and professional development at an early career point. Furthermore, this collaboration with industry leaders ensures that the skills taught in our degree-granting programs are relevant and up-to-date, bridging the gap between academia and the workforce.



(July 1, 2024-June 30, 2025)

Our Work in Communities: Summaries of Funded Projects

(July 1, 2024-June 30, 2025)

The "HOP" project (High Obesity Program funded by the US Centers for Disease Control and Prevention)

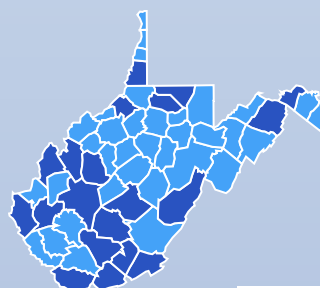
- This 5 year project focuses on improving health outcomes through the development of policies and systems that promote access to healthy foods and physical activity
- In year 2, the team and their community partners are focusing on finalizing action plans, preparing demonstration projects, and seeking external funding for larger projects
- The grant team has focused on equipping community leaders to champion walkability through the development of a micro-credential training, the provision of multiple on-site trainings, and hands-on mentorship in walk audit leadership
- The team trained 5 Extension Agents on how to conduct a Community Walk Audit, covering Summers, Calhoun, Logan, Clay, & Braxton counties (total population “reach” ~71,000). Team leaders also conducted a community walk audit in Hinton in Summers County.
- Finally, the team hired an Early Childhood Education Lead to expand the healthy foods and physical activity efforts into this vital sector. Learn more on our [webpage](#).

WV CARDIAC Project - Supplemental Nutrition Assistance Plan (SNAP-Ed)

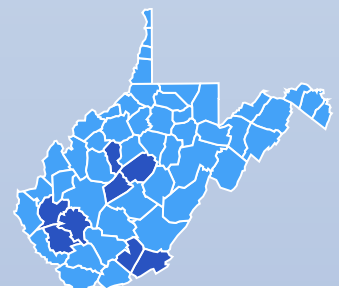
- In it's 26th year, the [CARDIAC project](#) continues to serve dozens of WV counties and supports health education and health screening in the school system
- For 2024-25, screenings were completed in 20 counties with the approval of the county superintendent and school principals. Any kindergarten, 2nd, or 5th grade student attending public school in one of the targeted counties was eligible to participate in the Project. Ultimately, just over 71% of the eligible student population (N= 20,654) participated in school screenings.
- These screenings were completed across 173 schools and for a total of 4,864 kindergarten students, 5,131 second-grade students, and 4,729 5th-grade students (total screened = 14,724).
- Over 450 students completed an online educational module regarding healthy eating and exercise habits (WV Healthy Kids module, 5-2-1-0 initiative)
- Active Academics, a resource for classroom teachers to provide practical physical activity ideas to integrate into regular classroom content areas, had 19 newly registered users from WV for 2024-25, adding to the total of 1,538 registered WV users overall.



CARDIAC Participating Counties



HOP Participating Counties



Social Media Engagement

Since 2019, we have worked to expand our reach with social media including Facebook & Instagram. We regularly share success stories of our partners doing amazing work out in many WV communities.



	2019	2020	2021	2022	2023	2024	2025
Facebook Followers	655	770	874	1,331	1,473	1496	1500
Instagram Likes	--	203	367	478	528	524	542



Center For ActiveWV



@BeActiveWV



www.activewv.org

Our Mission

The overarching goal of the Center for ActiveWV is to provide an effective statewide physical activity framework that will promote sector input and collaboration, facilitate physical activity research among multidisciplinary teams, and guide state and local policy and practice.

Center Team Members

Director

Eloise Elliott, PhD

Leadership Team

Sean Bulger, EdD

Sam Zizzi, EdD

Emily Murphy, PhD

Project Managers

Kaitlyn Shaffer, MPA (CARDIAC)

Samantha Moyers-Kinsella, PhD (HOP)

Udday Datta, PhD (HOP)

Angela Watkins, MS (Healthy Schools)

Graduate Assistants

**Jessica Riffie, Leanne Watson,
Treanor Lee**

Expenditures

	Approximate Funding (annual)
Be ActiveWV Grant	\$168,000
WV CARDIAC Project	\$281,000
CDC High Obesity Grant	\$772,000
CDC Healthy Schools Grant	\$393,000
Total External Funding in the Center (FY25)	\$1,614,000

Funding Partners

WV Division of Health Promotion
and Chronic Disease

WV SNAP-Ed

US Centers for Disease Control and
Prevention

National Association of Chronic
Disease Directors



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