



ActiveWV 2015

West Virginia Physical Activity Plan



Organizational Partners

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West Virginia Physical Activity Plan Overview

West Virginia is wild and wonderful! We live in rural Appalachia with its scenic mountain landscape, welcoming people, and rich cultural heritage. While the people of West Virginia take great pride in the beauty of the natural surroundings and traditions of their Appalachian heritage, a number of disparities related to quality of life persist when compared to other geographic regions of the United States. West Virginia consistently ranks as one of the most disadvantaged in relation to a variety of health indicators including obesity, heart disease, and diabetes. These chronic health problems have multiple contributing biological, psychological, social, and environmental factors. Faced with these realities, West Virginians must continue to work together to reduce risk for chronic disease and manage the associated impact on mortality, morbidity, quality of life, and economic viability.

Physical activity is one of the most important behaviors that West Virginians of all ages can adopt to improve their health status. The relationship between regular physical activity and reduced risk for chronic disease is well established, and moderate increases in physical activity offer significant health-related benefits. Unfortunately, a considerable number of West Virginians do not accumulate the recommended amounts of physical activity on a weekly basis. Our collective challenge is to find workable solutions to this public health concern that make a physically active lifestyle the easy choice for every West Virginian.

This problem of sedentary lifestyle is not unique to our state, and a number of national initiatives related to physical activity provide direction and guidance for the many individuals working to positively influence this modifiable risk factor. Released in May 2010, the National Physical

Activity Plan is a broad and comprehensive national effort to increase physical activity through policy and environmental changes. The ultimate aim is to increase physical activity in all segments of the American population. The vision of the National Plan is for all Americans to meet or exceed the national guidelines for physical activity as outlined in the 2008 Physical Activity Guidelines for All Americans. The National Plan provides a guide for the development of state-level physical activity plans that are appropriate to the cultural and contextual variables within each state.



Modeled after the National Plan, the aim of the WV Physical Activity Plan is to provide a strategic direction for physical activity promotion within the state. It is expected that the Plan's implementation will increase the physical activity levels of children and adults to meet or exceed the national physical activity recommendations and to therefore improve the health and quality of life of West Virginians. The achievement of these outcomes is dependent on the establishment of a culture that facilitates physically active lifestyles

in every societal sector and geographic region, regardless of the various environmental, social, and individual barriers that people may face. The target audience for the WV Physical Activity Plan includes: (a) policy leaders at the local and state levels, (b) key stakeholders representing state and local groups in each societal sector who can assist with plan implementation and evaluation, and (c) West Virginians who can promote physical activity in their communities and advocate for personal, policy, and environmental change.

Borrowing from the National Plan, the WV Physical Activity Plan is organized around eight societal sectors identified as key contributors to promoting physical activity as a public health priority:

- *Business & Industry*
- *Education*
- *Health Care*
- *Mass Media*
- *Non-Profit & Volunteer*
- *Parks, Recreation, Fitness & Sports*
- *Public Health*
- *Transportation, Land Use & Community Design*

During Plan development, a multi-phase, statewide decision-making process was used to solicit input across societal sectors and geographic regions. This process resulted in the identification of five priority areas that provide the conceptual framework for the WV Physical Activity Plan.

The overarching priority areas include the following:

- *School-based Programs & Initiatives*
- *Public Awareness & Social Marketing*
- *Community Engagement & Environment*
- *Institutional & Organizational Support*
- *Policy*

Throughout 2011, West Virginians representing all societal sectors and geographic regions contributed to the development of sector-specific strategies and tactics to be implemented in the next four years (2011-2015). These strategies and tactics were (a) initially generated from participant input during a statewide symposium and web-based group decision-making process, (b) further developed by expert teams from societal sectors, and (c) prepared for dissemination using the scientific evidence and recommendations summarized in the National Plan.

This report is organized in the following sections. The [Priority Areas](#) section provides a summary of key messages and strategies identified across sectors by priority area. The [Sector Strategies and Tactics](#) sections outline sector-specific calls to action statements, strategies, and actionable tactics by priority area. The [Key Recommendation](#) section provides 18 key recommendations for Plan implementation. The [Multi-sector Collaborations](#) section highlights opportunities for cross-sector collaboration during Plan implementation. The [Engaging Communities in Implementation](#) section provides basic guidelines and initial steps for community leaders to engage their communities in physical activity promotion. The [References and Resources](#) section offers brief overviews of strategic planning initiatives within WV and identification of national resources designed to inform physical activity program development, implementation, and evaluation. Three appendices accompany this report, including: [WV Physical Activity Plan Development Process](#); [WV Physical Activity Plan Sector Teams](#); and [Sample Physical Activity Interventions in WV](#).

Priority Areas

As previously described, the Plan development process resulted in the identification of five priority areas that need to be addressed across all societal sectors. In this section, the key messages resulting from the planning process are summarized using the priority areas as the conceptual framework.

1. School-based Programs and Initiatives

Despite the numerous advantages common to schools (i.e., qualified personnel, available equipment, facility space, transportation, compulsory attendance), there is a definite need for additional capacity-building efforts between schools and potential community partners to supplement and maximize existing resources. We must also place greater emphasis on the quality of physical education and physical activity programming with particular attention paid to the following areas: high levels of moderate-to-vigorous physical activity before, during, and after school; developmentally appropriate play opportunities for children of varied interests and all abilities; and access to culturally relevant forms of lifetime physical activity. These targeted improvements are dependent on greater accountability for schools to achieve national/state health and physical education requirements and related continuing professional development opportunities for all school personnel. Furthermore, we must focus dissemination on exemplary school physical activity and model programs within the state as a basis for widespread change. See Table 1 for a complete summary of the findings related to Priority Area 1.

2. Public Awareness and Social Marketing

Public awareness and social marketing represent accepted approaches for facilitating changes in health-related knowledge, dispositions, and behaviors. Given the numerous natural resources available in West Virginia and their associated underuse in some circumstances, a multi-sector awareness campaign that highlights the people

and places of West Virginia represents an appropriate initial step toward increasing public awareness. This type of awareness campaign serves the complementary purpose of attracting out-of-state visitors to these accessible and affordable physical activity opportunities. We also need to encourage the use of local, community-based media to raise awareness about the benefits of physical activity, area resources, and opportunities for participation. More specialized public awareness messages targeting sector-specific issues are also thought to be beneficial. See Table 2 for a complete summary of the findings related to Priority Area 2.

3. Community Engagement and Environment

Community engagement and environmental modification represent critical factors in local attempts to facilitate increased physical activity. The assessment of community needs and identification of social and environmental barriers to behavior change represent important initial considerations during program development. Additionally, the acquisition of adequate financial support remains an important prerequisite to community-based programming. The identification and engagement of collaborators and stakeholders represents a necessary step when working to increase access to physical activity opportunities for citizens through community-based programming and/or enhanced physical environments. We recommend that communities that have been successful in enhancing physical activity programming and environments be showcased to raise awareness and support. See Table 3 for a complete summary of the findings related to Priority Area 3.

4. Institutional and Organizational Support

A wide range of institutions and organizations share the responsibility of supporting their various constituent groups in reference to physical activity promotion. We recommend the

use of evidence-based approaches to program implementation and the exchange of educational and program resources across institutions and organizations when possible. Multi-sector collaboration during program planning, implementation, and evaluation is recommended so that the problem of physical inactivity is addressed from alternative perspectives. It is also critical to reward programs, institutions, and organizations that invest discretionary resources in physical activity promotion, model use of best practice, document program effectiveness, and disseminate results. See Table 4 for a complete summary of the findings related to Priority Area 4.

5. Policy

Policy decision-making at the state, local, and organizational level has the potential to greatly influence accessibility to physical activity opportunities within West Virginia. With respect to this important priority area, there is a clear need for better networked leadership and advocacy efforts regarding physical activity programming, research, and policy. We must also emphasize the use of evidence-informed policy decision-making characterized by the use of best practice in the areas of program planning, implementation, evaluation, and dissemination. More specialized public awareness messages targeting sector-specific issues are also thought to be beneficial. See Table 5 for a complete summary of the findings related to Priority Area 5.



Table 1: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 1

Key Messages	Societal Sectors	Summary of Strategies
Capacity-building involving school and community partners	Business & Industry Parks, Recreation, Fitness, & Sports Transportation, Land Use, & Community Design Non-profit & Volunteer	<ul style="list-style-type: none"> Relationships among local businesses and schools to help build program capacity Optimal use of local physical activity resources through school and community partnerships Infrastructure improvement and related programming to enable active transport Multi-purpose facilities that integrate education and community needs
Physical education and comprehensive school physical activity	Education	<ul style="list-style-type: none"> Quality physical education (PreK–12) programs that maximize physical activity opportunities before, during, and after school
Accountability for quality school programs	Health Care Public Health	<ul style="list-style-type: none"> School compliance with current policies and requirements related to physical education and physical activity programming
Promotion of school physical activity and model programs	Mass Media	<ul style="list-style-type: none"> Use of mass media at multiple levels to promote the need for school-based physical activity including examples of model programs

Table 2: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 2

Key Messages	Societal Sectors	Summary of Strategies
Statewide cause marketing campaign to increase public awareness about physical activity opportunities	Business & Industry Education Mass Media Public Health	<ul style="list-style-type: none"> Multi-sector awareness campaign related to physical activity that focuses on the people of West Virginia with the state's natural resources providing the background Use of mass media and cause marketing to promote a statewide awareness campaign that provokes an emotional response
Local community-based efforts to increase public awareness	Non-profit & Volunteer Parks, Recreation, Fitness, & Sports	<ul style="list-style-type: none"> Use of paid mass media, cause media, social media, and other media outlets to inform the public of the benefits of physical activity, raise awareness of local resources, and increase community participation
Specialized public awareness messages regarding physical activity	Health Care Transportation, Land Use, & Community Design	<ul style="list-style-type: none"> Health care providers promoting physical activity through their clinical practice and community outreach Pedestrian safety campaigns related to 'safe place to cross' initiatives in communities with associated messaging

Table 3: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 3

Key Messages	Societal Sectors	Summary of Strategies
Identification of local community needs and related barriers to physical activity	Non-profit & Volunteer Health Care	<ul style="list-style-type: none"> Community needs assessments to determine opportunities to increase physical activity Address social and environmental barriers that hinder collaborative efforts to promote activity
Advocacy for capital investment in physical activity environments and programming	Education	<ul style="list-style-type: none"> Adequate investment of capital by cities, towns and communities for accessible, affordable physical activity facilities and culturally relevant programming
Environmental modification and community member engagement	Business & Industry Parks, Recreation, Fitness, & Sports Public Health Transportation, Land Use, & Community Design	<ul style="list-style-type: none"> Schools, communities, and local recreation partners collaborate to increase access to physical activity opportunities Community-based coalitions to develop and preserve trails and other environments built for physical activity Citizens engaged in community plan development to facilitate buy-in and support Promotion of citizen awareness and engagement by showcasing physical activity opportunities across the state
Showcase model communities and programs using media	Mass Media	

Table 4: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 4

Key Messages	Societal Sectors	Summary of Strategies
Use of evidence-based solutions to physical activity programming challenges	Public Health Non-profit & Volunteer	<ul style="list-style-type: none"> Evidence-based approaches that integrate institutional and organizational support Sharing educational and program resources that are found to be effective
Collaboration across multiple sectors in program planning, implementation, and evaluation	Business & Industry Parks, Recreation, Fitness, & Sports	<ul style="list-style-type: none"> Work within and across societal sectors to increase support for local and statewide physical activity programming Mutually beneficial relationships among key stakeholders within and across sectors
Incentivize physical activity promotion using methods of positive reinforcement	Education Health Care	<ul style="list-style-type: none"> Well-designed incentives for institutions and organizations to work together in promoting physical activity Reimbursement for health care providers who address lifestyle changes and demonstrate a return on investment
Attract attention to programs, institutions, and organizations that model best practice	Transportation, Land Use, & Community Design Mass Media	<ul style="list-style-type: none"> Model programs in urban/rural environments that exemplify best practice and evidence-based solutions Cause marketing efforts involving representatives of government, community organizations, and professional/volunteer societies

Table 5: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 5

Key Messages	Societal Sectors	Summary of Strategies
Greater coordination of physical activity programming and policy efforts within the state	Education Health Care Mass Media	<ul style="list-style-type: none"> • Statewide leadership and advocacy network for physical activity research and policy • Promotion of a unified public health message regarding physical activity through a network of engaged partners and advocates • Comprehensive cause marketing campaign that influences policy makers' priorities
Emphasis on evidence-informed policy decision-making concerning physical activity	Public Health Parks, Recreation, Fitness, & Sports Non-profit & Volunteer	<ul style="list-style-type: none"> • Advocacy efforts to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation • Use of best practices in physical activity program planning, implementation, and evaluation to leverage increased support • Sharing of data regarding benefits of physical activity with policy makers to inform change
Specialized policy issues related to physical activity	Business & Industry Transportation, Land Use, & Community Design	<ul style="list-style-type: none"> • Use policy to advocate the importance of a physically active workforce and incentivize employers to develop healthy business climates and communities • Advocate for land-use plans that effectively address physical activity and health



Sector Strategies & Tactics

For the purpose of this initiative, a strategy is defined as a goal or idea that can be accomplished across a period of time and through a series of events or steps. Tactics are steps or tasks that will lead to achieving the strategy for which they are identified. Each sector's strategies and tactics for addressing the five priority areas are detailed in the following sections.

Business & Industry

Call to Action

The well-being of West Virginia's workforce greatly impacts the fiscal health of businesses and the overall economic climate of the state. Business and industry leaders must play a crucial role in promoting physical activity and healthy lifestyles among their workforce. This can be accomplished through advocating and supporting increased opportunities for physical activity during and outside the workday. By providing opportunities for physical activity and encouraging employees to participate in physical activity, business leaders can foster a climate that promotes healthful habits among dependents, community members, and business partners across the state.

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.

Priority Area 1 School-based Program & Initiatives

Priority Area 1 Strategy: Establish meaningful relationships between business and industry and local schools that encourage and promote physical activity.

Priority Tactics

- Promote healthy lifestyle practices in the workplace as a positive model for schools
- Identify and target local businesses, civic groups, and hospitals that could partner with schools to enhance physical activity and physical education opportunities for children and their families
- Mentor school administrators and personnel on how to develop and maintain productive relationships with business and industry
- Establish designated key contact persons to serve as liaisons between local schools and businesses
- Support school administrators in establishing increased accountability for implementation of comprehensive school physical activity programming

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Design an awareness campaign involving business and industry professionals that focuses on healthy lifestyles (i.e., healthy eating, physical activity) within businesses, schools, and communities.

Priority Tactics

- Develop well-focused messages and environmental prompts for employers to promote workplace physical activity
- Recognize and showcase businesses that serve as models for promoting physical activity
- Solicit financial support from businesses and industry leaders for aggressive community-wide social marketing campaigns
- Identify influential business and industry leaders to be spokespersons for physical activity
- Execute social marketing campaigns with focused physical activity messages that target business and industry via defined media networks

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Collaborate with schools, communities, and local recreation partners to promote the value of healthy lifestyles and increase access to physical activity opportunities.

Priority Tactics

- Increase accessibility to worksite wellness, physical activity opportunities, and wellness information for employees
- Enhance recreational physical activity programming for individuals of all ages through partnerships
- Support physical activity programs that demonstrate positive health outcomes
- Advocate for the investment of capital by cities, towns, and communities for accessible and affordable physical activity facilities and programming
- Improve infrastructure for safe, active transport (i.e., bike lanes, sidewalks, widened roadways)

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Work within business and industry and across societal sectors to increase support for local and statewide physical activity programming.

Priority Tactics

- Provide support for employers in developing, implementing, and evaluating comprehensive employee wellness programs
- Create physical activity opportunities for employees throughout the day, allocate specific time for employees to participate, and offer incentives for employees to increase or maintain physical activity participation
- Increase partnerships between schools and corporate sponsors to promote physical activity and physical education
- Establish a unifying entity in West Virginia for physical activity oversight and accountability
- Establish a referral network of qualified

physical activity professionals such as exercise physiologists, certified/personal trainers, physical therapists, and healthcare providers

Priority Area 5

Policy

Priority Area 5 Strategy: Use policy to advocate the importance of a physically active workforce and incentivize employers to develop healthy business climates and communities.

Priority Tactics

- Encourage public policies that positively influence regular physical activity, such as tax incentives for physical activity oriented businesses (i.e., sporting good stores, fitness centers) and workplace wellness programs in which participants meet clinically significant goals
- Urge local and state policy makers to provide funding for physical activity resources (i.e., parks, trails, community centers)
- Educate key decision makers (i.e., business leaders, chambers of commerce) of the need for physical activity participation for all citizens
- Urge state and government agencies to allocate funds for physical activity marketing and programming



Education

Call to Action

This sector incorporates a range of educational contexts that span the entire developmental perspective from early childhood centers to public school systems to institutions of higher education and related community outreach initiatives serving all age groups. These education organizations represent the heart of many local communities and serve as a bridge to each societal sector. Professionals within our PreK–12 schools teach future generations the skills necessary to succeed in life, including how to make healthy decisions and live well. Schools provide a structured and safe environment for children/youth to learn and grow into healthy, contributing members of society. Recognizing the significant impact education has on the lives of students in West Virginia, education professionals (i.e., school administrators, educators, staff) have a crucial role to play in optimizing opportunities for physical activity and healthy decision making. This can be accomplished through advocating for increased quality, culturally relevant physical education programming and opportunities for physical activity across the school day for students, faculty, and staff. By enhancing the quality of physical activity programming and opportunities, educators can establish a school culture that values healthy behaviors across a lifetime and extends beyond the school, and into the homes of students and their communities.

Education professionals have an incredible opportunity to impact the health of future generations. It is imperative that educators embrace the issue of accountability in designing and delivering opportunities within the school that encourage participation in engaging, culturally relevant, and accessible physical activities.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Maintain and improve the quality of developmentally and culturally appropriate physical education (PreK–12) programming that maximizes physical activity opportunities before, during, and after school.

Priority Tactics

- Hold physical educators accountable for delivering quality, standards-based, and evidence-based programming
- Increase accountability of Local Wellness Policy Committees in establishing comprehensive school physical activity programming (i.e., quality physical education, daily recess, physical activity breaks in the classroom, intramural sport, interscholastic sport, active commuting to school, family outreach, community involvement, and staff wellness)
- Diversify the physical education offerings to include a greater use of lifetime leisure physical activities; in particular, activities that take advantage of West Virginia's natural resources (i.e., hiking, backpacking, etc.)
- Increase opportunities for students to engage in physical activity during the school day, evenings, weekends, and summers using schools and school-based facilities (i.e., tracks, fields, gyms, etc.) as community resources
- Mandate daily, quality physical education for all grade levels (PreK–12)
- Provide continuing education classes and seminars for teachers and other school personnel on physical activities for children of all abilities, in classrooms and physical education settings

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Launch a social marketing campaign that brands physical activity and physical education, highlighting community leaders/champions and the natural resources of West Virginia.

Priority Tactics

- Execute aggressive cause marketing campaigns that deliver focused physical activity and physical education messages to targeted demographics (i.e., children and their families) through defined media networks
- Educate families and communities about physical activity and physical education's influence on health and its associated benefits (i.e., chronic disease prevention, enjoyment, weight control, improved mental health, etc.)
- Promote parent/child involvement in physical activity and physical education through social marketing
- Improve public awareness by marketing existing opportunities for physical activity and physical education within the state, including state parks and other natural resources
- Educate school administrators, state legislators, and parents about the elements of quality physical education programming

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Advocate for adequate investment of capital by cities, towns and communities for accessible, affordable physical activity facilities and culturally relevant programming.

Priority Tactics

- Establish joint use agreements among schools, faith-based organizations/churches, communities, and local recreation partners to share physical activity facilities and equipment for recreation and physical education programming

- Improve infrastructure for active transport (i.e., bike lanes, sidewalks) and safe environments (i.e., well-maintained equipment, proper lighting, well-qualified supervision) for physical activity and physical education participation within cities, towns, and communities
- Encourage community members and stakeholders to organize group events that maximize the use of local resources for physical activity and physical education programming
- Expand opportunities for citizens to assume an active role in community infrastructure development by advocating for state and local government adoption of a "complete streets" policy
- Provide assistance for communities and individuals/groups to prepare grant applications to fund accessible, affordable physical activities and physical education programming (i.e., rentals of bikes in community)
- Increase accessibility to physical activity opportunities and wellness information that are appropriate for people of different ages, ability levels, cultures, interests, and demographics within communities across the state

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Establish well-designed incentives for school administrators, school personnel, medical providers, and related organizations to work together in promoting physical activity in school workplaces.

Priority Tactics

- Establish a referral network of qualified physical activity and physical education professionals, such as teacher educators, exercise physiologists, certified/personal trainers, physical therapists, and healthcare providers
- Create more physical activity opportunities (i.e., facilities, programs, extended active lunch) for school employees, allocate time for physical activity during the workday, and provide related incentives

- Provide health insurance benefits (i.e., lower deductibles, lower premiums) to individuals who are regularly active to support behavior change (i.e., develop physical activity programs, reimbursement for physical activity costs)
- Encourage health care providers to discuss the significance of physical activity in its various settings (i.e., school-based physical education, community recreation, youth sports, early childhood centers, senior centers across the lifespan and to prescribe physical activity for all patients)

Priority Area 5

Policy

Priority Area 5 Strategy: Work within education and across societal sectors to establish a leadership/advocacy network for school physical activity and physical education research and policy development.

Priority Tactics

- Educate key decision makers (i.e., school administrators, local wellness policy committees) of the need for physical activity and physical education for all
- Urge local and state policy makers to provide funding for physical activity and physical education resources (i.e., trails, physical activity/physical education equipment, playgrounds)
- Encourage public policies that require cities and counties to establish well thought-out zoning policies that positively influence and encourage/allow physical activity
- Advocate for state/federal funding for population-based physical activity and school-based physical education programs
- Provide grant funding to non-profit organizations that work with children to purchase physical activity and physical education resources and equipment

Health Care

Call to Action

For years, health care providers have served as trusted sources for the latest health and wellness information. Patients of all ages entrust their health and well-being to the sound advice and direction of many health care professionals across their lifespan. It is this unique patient/provider relationship that enhances the important and vital role health care providers must play in promoting health and physical activity. This can be accomplished by supporting health care professionals in training and counseling patients in the need for physical activity as a part of a healthy lifestyle and its role in prevention and treatment of disease. By becoming more engaged in promoting physical activity, health care professionals extend their impact on the health of West Virginians regardless of age, disability, or economic status.

Health care professionals must assume greater responsibility and engagement in the promotion of physical activity as a function of disease prevention and treatment of all patients, regardless of age, disability, or economic status.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Support schools and school systems to better comply with state-mandated health and physical education requirements.

Priority Tactics

- Identify schools that are not in compliance with state physical education mandates and support/advocate for change
- Increase the number of health care providers actively serving on local school wellness policy committees
- Make better use of school-based physical therapists and other allied health professionals as resources for promoting physical activity and physical education

- Encourage school-based health centers to promote physical activity and physical education
- Collaborate with state/local school systems to monitor and track children's physical activity through the use of electronic health records

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Engage health care providers in promoting physical activity through clinical practice and community outreach.

Priority Tactics

- Develop community-wide targeted social marketing physical activity campaigns in the network television regions of the major hospitals
- Inform the general public about physical activity's influence on health and the related benefits
- Educate health care providers regarding importance of physical activity, national recommendations and guidelines, and related resources
- Prescribe physical activity based on individual needs, national recommendations and guidelines, and provide relevant educational materials to patients

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Minimize social and environmental barriers that hinder collaborative efforts in physical activity promotion.

Priority Tactics

- Establish joint use agreements among schools, faith-based organizations/churches, communities, and local recreation partners to share physical activity facilities and equipment
- Provide social support for individuals/groups attempting to make lifestyle changes through proven motivational strategies (i.e., motivational interviewing)

- Establish incentives for community recreational centers/facilities to fulfill medically prescribed physical activity for local residents
- Initiate third-party payment for medically prescribed physical activity for at-risk individuals
- Establish incentives generated at the local, community, or county level that encourage physical activity

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Reimburse health care providers who counsel patients on lifestyle changes and demonstrate a return on investment.

Priority Tactics

- Provide incentives for health care providers who prescribe and monitor patients' physical activity
- Encourage health care providers to prescribe physical activity to all patients
- Establish a referral network of qualified physical activity professionals such as exercise physiologists, certified personal trainers, physical therapists, and healthcare providers

Priority Area 5

Policy

Priority Area 5 Strategy: Communicate a unified public health message regarding physical activity through a network of engaged health care providers/advocates.

Priority Tactics

- Encourage public policies that positively influence/address issues that contribute to obesity
- Develop policy that includes meaningful incentives for regular participation in physical activity
- Advocate for compliance with state mandates included within the 2005 WV Healthy Lifestyles Act (WV HB2816)
- Expand research that identifies and evaluates best practices for physical activity promotion in health care settings

Mass Media

Call to Action

Mass media has the ability to appeal to people of all ages, demographics, and economic status and has the capability of reaching West Virginians in their homes, workplaces, and in transit. Mass 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 can be accomplished through paid advertising on television, radio, newspapers, billboards, and the Internet, as well as through social media, such as Facebook, and increased earned media—that is, mass media coverage of stories, programs, and events that promote and encourage physical activity across the state of West Virginia. By increasing media coverage of physical activity-related content and encouraging West Virginians to become more active, mass media professionals can reinforce healthy decisions and challenge citizens of all ages to engage in physical activity for its related health benefits.

Mass media professionals must provide a voice and raise awareness for physical activity efforts across the state while at the same time enabling individuals to connect across geographic regions and societal sectors.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Use mass media to promote a multi-level, statewide school-based physical activity campaign with a distinct brand and targeted message.

Priority Tactics

- Use existing organizations, programs, and media outlets to promote physical activity and physical education within the schools
- Identify physical activity community leaders/ champions within specific mass media outlets
- Promote daily, quality physical education for all grade levels and increased opportunities for physical activity before, during, and after school

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Use mass media and cause marketing to promote a multi-level statewide physical activity campaign that provokes an emotional response from the public.

Priority Tactics

- Provide comprehensive media coverage for local and regional physical activity-related news and events
- Identify influential spokespersons and “real” West Virginians (i.e., children, senior citizens) to be the voice and face of a physical activity marketing campaign
- Assist physical activity event coordinators in developing targeted, attention-getting, and visually appealing promotional messages
- Develop appealing physical activity promotional materials (i.e., mobile phone applications) for multiple age groups and diverse populations
- Urge local, regional, and state organizations to provide funding for physical activity cause marketing campaigns and for the purchase of television, radio, newspaper, and Internet advertising

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Serve as a platform to increase citizen awareness and engagement in physical activity by showcasing physical activity opportunities across the state.

Priority Tactics

- Use participatory planning to engage stakeholders, community leaders, and government officials in promoting physical activity and reducing sedentary behavior
- Advocate for improved infrastructure for safe and active transport
- Use mass media to influence key decision makers to make effective decisions conducive to increasing physical activity

- Provide media coverage and recognition for communities that provide quality physical activity opportunities for citizens
- Communicate the need for more parks and play spaces in small and rural communities

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Develop regionally coordinated cause marketing efforts through collaboration and participatory planning efforts involving representatives of government, community organizations, and professional/volunteer societies.

Priority Tactics

- Utilize evidence-based marketing within institutions and organizations to personalize physical activity messages and monitor reach and impact
- Promote participation/attendance at corporate and organizational physical activity events through mass media
- Create media events around corporations and organizations where physical activity awareness is raised, monies are earned, and inter/intra-business competitions are encouraged
- Increase partnerships among statewide physical activity programs and initiatives including early childhood centers, schools, senior centers, faith-based organizations/churches corporate sponsors, and related organizations

Priority Area 5

Policy

Priority Area 5 Strategy: Develop a comprehensive statewide cause marketing campaign that uses paid and earned media to influence policy makers' priorities.

Priority Tactics

- Urge local and state policy makers to provide funding for local physical activity programs and resources
- Advocate for state funds to be allocated for local physical activity resources (i.e., parks, play spaces, trails, community centers)
- Promote grant funding to non-profit organizations that work with children to purchase physical activity resources and equipment
- Encourage decision makers at various media outlets to create special initiatives to help promote physical activity in the community (i.e. "[name of newspaper, TV station, radio station] Cares!")
- Educate key decision makers in the state on the need for physical activity for all citizens



Non-Profit & Volunteer

Call to Action

Non-profit and volunteer organizations permeate virtually every region of West Virginia and serve the state's population by delivering high-quality programs and services. Non-profit and volunteer professionals have abundant resources, including well-established networks, expertise, and relationships within their communities that can greatly influence the health and well-being of West Virginians. Non-profit and volunteer professionals must play an important role in promoting physical activity at the community/grassroots level. This can be accomplished by advocating and supporting increased physical activity programming and messaging that aligns clearly with community and constituent needs. By promoting relevant physical activity programming, non-profit and volunteer organizations can begin grassroots initiatives that raise awareness for physical activity and healthy lifestyles among the citizens of West Virginia.

Non-profit and volunteer leaders/professionals must begin to communicate the importance of physical activity to those within and across constituent networks in an effort to mobilize local expertise, motivate citizens, and monitor the use of available resources that can support physical activity initiatives across the state.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Develop multi-purpose facilities that integrate education and community needs.

Priority Tactics

- Increase opportunities for students to engage in physical activity and physical education before, during, and after school through expanding the availability of facilities within the community
- Support policy that integrates education and community needs in designing and building schools to be multi-purpose facilities

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Promote physical activity through grassroots efforts using social media, community meetings, and local marketing.

Priority Tactics

- Use social media to showcase individual and programmatic community leaders/champions who model and/or raise awareness of physical activity as a component of a healthy lifestyle
- Develop physical activity programming and advocacy toolkits for regional/local non-profit organizations
- Involve non-profit/volunteer organizations in participatory planning of community-wide physical activity programs and interventions

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Complete community needs assessments to determine potential opportunities to increase physical activity.

Priority Tactics

- Involve community members in the needs assessment process to generate buy-in regarding physical activity enhancements
- Facilitate agreements between schools, communities, and local recreation partners to share physical activity facilities

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Share educational and programmatic resources with business owners and employers to disseminate to their employees.

Priority Tactics

- Communicate the non-profit organization's mission and available resources for promoting and improving physical activity opportunities within their community/region

Parks, Recreation, Fitness & Sports

Priority Area 5

Policy

Priority Area 5 Strategy: Share data regarding benefits of physical activity with policy makers to encourage policy change.

Priority Tactics

- Inform key decision makers in the state of the need for physical activity for all citizens by emphasizing the cost of sedentary lifestyles to the state



Call to Action

West Virginia is home to beautiful state parks and natural resources that continually entice visitors and tourists from around the world to actively recreate in our state. The terrain of West Virginia provides an ideal setting/environment for professionals within parks, recreation, fitness, and sports organizations to design and deliver recreational and competitive physical activity programming for citizens of all ages. Parks, recreation, fitness, and sports professionals play an important role in creating opportunities for individuals to get and remain involved in physical activity for health and enjoyment. This can be accomplished through advocating for increased collaboration and partnerships among community stakeholders for better use of existing resources, natural environments, and facilities with the aim of promoting and providing increased opportunities for physical activity. By building capacity within communities and incorporating best practices in program design and delivery, parks, recreation, fitness, and sports professionals can positively impact physical activity opportunities for all citizens.

Parks, recreation, fitness and sports professionals have a stewardship and leadership responsibility to network, educate, and advocate for collaborations, policy change, fiscal support and resources for parks, facilities, and programs to positively impact an increased level of physical activity in West Virginia.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Build partnerships/collaborations between schools and existing community resources (i.e., expertise, natural environments, facilities) to promote physical activity.

Priority Tactics

- Advocate for increased opportunities for students to engage in physical

activity and physical education before, during, and after school

- Provide assistance and incentives to support physical activity opportunities within schools
- Support physical activity-related field trips for school-aged students to local and state resources such as parks, golf courses, and recreational facilities (i.e., YMCA)
- Integrate environmental education programs in schools to supplement physical education and classroom learning (i.e., outdoor education programs and curriculums, school gardens, arboretums)
- Establish joint-use agreements between school and community organizations that maximize use of physical activity facilities

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Use paid mass media, cause media, social media, and other media outlets to inform the public of the benefits of physical activity, raise awareness of local physical activity resources, and increase community physical activity participation.

Priority Tactics

- Educate and encourage the general public about the necessity/benefits of regular physical activity
- Execute aggressive social marketing campaigns that deliver focused physical activity messages to targeted demographics through defined media networks
- Market the existing unique local, regional, and statewide opportunities for physical activity, including WV State Parks and other natural resources
- Market the enhanced restorative benefits

of physical activity within nature, such as parks and rural rail trails

- Use sporting event venues to deliver messages and create opportunities for increased physical activity

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Work with health policy makers and community planners to develop and preserve environments that are conducive to regular physical activity.

Priority Tactics

- Advocate for the improvement of infrastructure for safe active transport (i.e., bike lanes, sidewalks, widened roadways, walkable communities)
- Provide safe environments (i.e., well-maintained equipment, proper lighting) for physical activity participation within cities, towns, and communities
- Encourage cities and counties to establish well thought-out zoning policies (i.e., subdivision regulations) that encourage/allow physical activity (i.e., sidewalks, more walking areas, parks, play spaces)
- Contribute to comprehensive city and county planning initiatives that consider health impact and incorporate close-to-home opportunities for physical activity (i.e., neighborhood business that can be walked to, integrated transportation plans)
- Develop more parks and play spaces in small and rural communities and look for opportunities for increased accessibility to state/local trails that connect to neighboring communities

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Establish mutually beneficial relationships across societal sectors with key stakeholders in health and physical activity.

Priority Tactics

- Encourage health care providers to prescribe specific physical activity recommendations to all patients (i.e., beginning walking programs)
- Increase partnerships among statewide physical activity programs and initiatives
- Increase partnerships between schools and corporate sponsors in the promotion of physical activity (i.e., sponsoring parks and community improvements, offering tax incentives for corporate donations for physical activity)
- Foster collaboration between public health organizations and academic researchers to identify and write grant applications for funding of physical activity programs
- Recruit and train youth sport associations, organizers, and coaches to advocate and deliver developmentally appropriate and safe physical activity programming

Priority Area 5

Policy

Priority Area 5 Strategy: Model use of best practices in physical activity program planning, implementation, and evaluation to leverage support for additional funding, resources, and facilities.

Priority Tactics

- Educate key decision makers in the state regarding the need for and how to support physical activity for all citizens
- Seek state/federal health care funding for population-based physical activity programs
- Secure funding to purchase physical activity resources and equipment for children and youth programming
- Encourage and support local advocacy groups that promote physical activity
- Develop methods for monitoring and assessing physical activity facility use and programming

Public Health

Call to Action

Public health organizations improve the health and well-being of communities through education and the promotion of healthy lifestyles in West Virginia. Public health professionals must continue to assume an important leadership role in promoting physical activity. This can be accomplished by advocating for increased physical activity for all West Virginians, regardless of age, disability, or economic status; educating individuals to take greater responsibility for their own health behaviors; and providing more opportunities for physical activity. By providing opportunities for physical activity and encouraging citizens, public health professionals can help shape policies that will secure a better quality of life for all residents, facilitate the adoption of evidence-based health programs by communities, and evaluate their impact in West Virginia.

Public health organizations, leaders, and professionals must promote physical activity by advocating for more opportunities, educating for greater personal responsibility, shaping policy, facilitating the adoption of evidence-based practices, and conducting surveillance and research on health promotion and physical activity programs.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Collaborate with schools to optimize the effectiveness of current policies and practices related to physical activity and physical education for all grade levels.

Priority Tactics

- Develop partnerships between public health and education to leverage public health resources that complement the resources available through the school system
- Recommend the integration of physical activity and healthy lifestyle promotion into educational

- offerings for all grade levels
- Increase opportunities for students and faculty to engage in physical activity daily during the school day (i.e., recess, activity breaks, active lunch time)
- Engage school-based health centers in supporting physical activity and physical education programming

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Develop and launch an aggressive evidenced-based, multi-sector awareness campaign to promote physical activity.

Priority Tactics

- Identify key features associated with previously successful state and national physical activity campaigns
- Coordinate and support awareness campaigns with national physical activity messages that are appropriate for West Virginia
- Tailor media campaigns to the specific needs of West Virginians, including a focus on health issues and common misconceptions among people in rural Appalachia
- Develop a multi-platform marketing plan (i.e., television, radio, print, social media, mobile device applications) to communicate the influence and benefits of physical activity to the general public
- Identify proactive community leaders/champions to develop and implement the campaign

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Establish community-based coalitions to develop trails and other environments built for physical activity.

Priority Tactics

- Conduct environmental evaluations to identify community-based opportunities for physical activity

- Encourage coalitions to conduct an asset map of current physical activity venues/opportunities, document usage, and identify barriers to usage
- Promote usage of current physical activity venues/opportunities

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Adopt an evidence-based, community-driven approach that integrates institutional and organizational support to encourage and sustain physical activity in the community.

Priority Tactics

- Provide public education, awareness, outreach, and data to inform decisions and practices
- Establish a coordinated entity in West Virginia for physical activity oversight and accountability
- Evaluate past policies, strategies, and interventions to determine how to integrate organizational/institutional support and maximize limited resources
- Encourage institutional and organizational leaders to facilitate a coordinated approach to physical activity promotion by all community members

Priority Area 5

Policy

Priority Area 5 Strategy: Engage in advocacy and policy development to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.

Priority Tactics

- Develop a series of white papers/technical reports to identify high-impact and evidence-driven policy guidelines
- Develop a policy framework that is used to allocate resources related to physical activity

- Look at current national standards (e.g., Healthy People 2020) and develop relevant policies at the state level
- Review successful effective health plans around the nation to inform physical activity policy in West Virginia
- Conduct timely and meaningful surveillance of physical activity and inactivity, and use the data to inform future policy and funding decisions



Transportation, Land Use, & Community Design

Call to Action

The daily routines and lives of West Virginians are significantly influenced by the transportation systems, strategic use of land, and the built environment of their communities. Transportation, land use, and community design professionals have an important role to play in establishing environments that allow citizens to engage in lifestyle physical activity. This could be accomplished through advocating for the design and development of infrastructure within and across communities that accommodate all modes of transportation, including pedestrians, bicycles, and mass transportation. By promoting the establishment of physical activity infrastructure at the community/county level, transportation, land use, and community design professionals can enhance the well-being and lifestyle choices of West Virginians.

Transportation, land use, and community design professionals must take an active role in informing and encouraging key decision makers to consider physical activity in all long-term land use and transportation plans.

Priority Area 1

School-based Program & Initiatives

Priority Area 1 Strategy: Modify infrastructure and implement programs that enable active transport to and from school.

Priority Tactics

- Address parent/guardian and student/child perceptions of safe active transport
- Organize walking and biking to school programs (i.e., walking school bus, bike to school day)
- Increase funding allocations for active transport to and from school (i.e., sidewalk improvements, bicycle racks)
- Encourage all levels of government to promote walking and biking to school

- Advocate for policies that require sidewalks be available for active transit to and from schools and school bus stops
- Continue the transportation policies related to sidewalks and bicycle accommodations (i.e., complete streets) incorporated into new or reconstructed roadways and increase public awareness of policy

Priority Area 2

Public Awareness & Social Marketing

Priority Area 2 Strategy: Create a ‘safe place to cross’ initiative in communities with associated messaging.

Priority Tactics

- Collect and analyze pedestrian-vehicle and bicycle-vehicle accident data in larger municipalities
- Conduct field studies in larger municipalities to assess intersection pedestrian, bicycle, and driver use/behavior at dangerous intersections
- Develop campaign to educate pedestrians, cyclists, and drivers about legal duties and responsibilities in intersections
- Launch pedestrians safety campaign in television and mass media outlets that includes education, policy, enforcement, and engineering
- Create a disincentive for car travel to and from schools in order to reduce school zone traffic and promote active transport

Priority Area 3

Community Engagement & Environment

Priority Area 3 Strategy: Engage citizens in community plan development (i.e., parks, physical activity facilities) to create buy-in and support.

Priority Tactics

- Expand opportunities for citizens to assume an active role in community infrastructure development

- Develop a greater number of safe parks and play spaces in small and rural communities (i.e., well-maintained equipment, proper lighting, adequate supervision)
- Improve infrastructure for safe active transport (i.e., bike lanes, sidewalks, widened roadways)
- Encourage community members to organize group walks

Priority Area 4

Institutional & Organizational Support

Priority Area 4 Strategy: Highlight model programs in urban and rural environments that exemplify transportation-related physical activity strategies and/or solutions.

Priority Tactics

- Incorporate considerations for alternative transportation in the design and planning of new developments and building construction (i.e., proximity to trails, changing areas/showers in workplaces, bike racks)
- Increase employer awareness of the benefits to organizations when employees use alternative transportation to and from work (i.e. healthier employees)
- Showcase individual and programmatic community leaders/champions who model and/or increase awareness of alternative transportation
- Use model transportation and land use programs to educate the public and elected officials about the linkages between built-environment, physical activity, and wellness

Priority Area 5

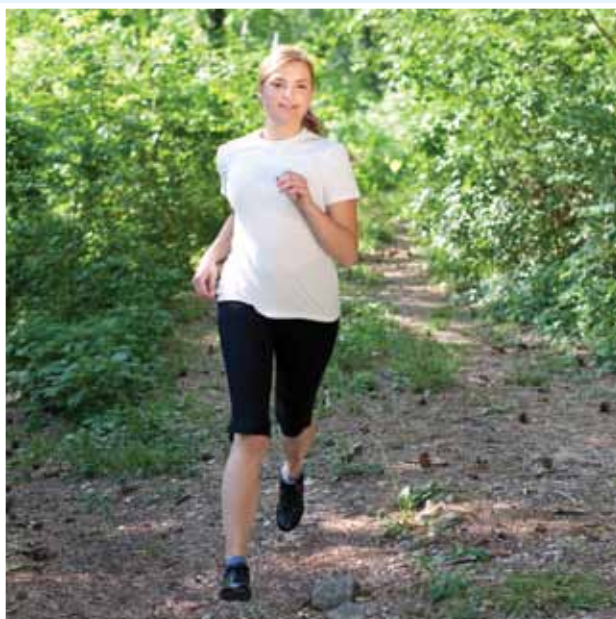
Policy

Priority Area 5 Strategy: Advocate for land-use plans that effectively address physical activity and health.

Priority Tactics

- Remind key decision makers in the state of their role in taking responsibility for creating opportunities for physical activity for all citizens

- Urge local and state policy makers to provide funding for local physical activity resources (i.e., parks, trails, community centers)
- Establish zoning and subdivision rules requiring well-connected infrastructure to promote physical activity (i.e., sidewalks, walking trails, bike paths)
- Adopt “complete streets” policies and provide related training to ensure transportation planners and engineers design and operate the entire roadway with all users in mind (i.e., bicyclists, public transportation vehicles, pedestrian of all ages and abilities)
- Support state staff and policy makers with the development, improvement or use of measurable criteria for assessing the health impacts of transportation and land-use decisions (i.e., air quality improvements, reduced or redirected vehicular traffic counts, pedestrian-vehicle and bicycle-vehicle accident data)



Key Recommendations

Build Support. Build capacity involving school and community partners related to fundraising, use of local resources, infrastructure improvement, and development of multi-purpose facilities that integrate education and community needs *(Priority Area #1)*

Move in Schools. Develop access to comprehensive school physical activity programming, including quality physical education, daily recess, physical activity breaks in classroom, intramural sport, interscholastic sport, active commuting to school, family outreach, community involvement, and staff wellness *(Priority Area #1)*

Meet Expectations. Increase accountability for quality school programs that include standards-based curriculum, evidenced-based practices, high levels of moderate-to-vigorous physical activity, well-informed school administrators, and highly qualified personnel *(Priority Area #1)*

Spread the Word. Promote physical activity in schools and disseminate key features of model programs that are found to be effective and replicable *(Priority Area #1)*

Wild, Wonderful & Active. Lead statewide cause marketing campaign to increase awareness about physical activity opportunities that emphasize the people of West Virginia using the state’s natural resources as the background *(Priority Area #2)*

Raise the Roof. Use mass media to raise awareness and generate excitement regarding local physical activity opportunities *(Priority Area #2)*

Take Aim. Utilize specialized awareness messages regarding physical activity that target key areas of need in West Virginia *(Priority Area #2)*

Know Your Needs. Identify local community needs and related barriers to physical activity as the basis for program development, implementation, and evaluation *(Priority Area #3)*

Show Me the Money. Advocate for capital investment to establish accessible, affordable physical activity facilities and culturally relevant programming *(Priority Area #3)*

Laying Down Roots. Grassroots efforts among community-based coalitions to improve environments and increase access to physical activity *(Priority Area #3)*

If You've Got It, Flaunt It. Showcase communities and programs that model best practices and evidence-based approaches for physical activity promotion *(Priority Area #3)*

Don't Reinvent the Wheel. Use evidence-based solutions to physical activity programming challenges and share resources that are found to be effective *(Priority Area #4)*

Team Up. Collaborate across sectors to create mutually beneficial relationships and increase support for local and statewide physical activity programs *(Priority Area #4)*

The Price Is Right. Incentivize physical activity promotion using methods of positive reinforcement that are sufficient to stimulate and sustain change *(Priority Area #4)*

Get Caught in the Act. Highlight organizations and institutions that model best practices in promoting and supporting physical activity *(Priority Area #4)*

One Voice, One Vision. Establish a leadership and advocacy network to promote a unified public health message, make policy recommendations, conduct program evaluation research, and support physical activity promotion efforts within the state *(Priority Area #5)*

Informed Decisions. Emphasize informed decision-making concerning physical activity in evidence-based public health practice, policy, and evaluation *(Priority Area #5)*

Tailor Made. Support specialized policy initiatives regarding physical activity that target key areas of need in West Virginia *(Priority Area #5)*



Multi-sector Collaborations

While the described sector-specific calls to action, strategies, and tactics provide a starting point for statewide implementation, the achievement of our common goal of a more physically active West Virginia depends on multi-sector collaboration. By consolidating expertise and resources, multi-sector partnerships establish a synergy where more can be accomplished than if sectors work in isolation. Unfortunately, numerous barriers to meaningful and sustainable collaboration persist (i.e., organizational priorities, financial considerations, time constraints, administrative support, disciplinary perspectives). In order to better prepare individuals and organizations to overcome these impediments and identify potential opportunities for collaboration, five priority areas were identified that provide the

conceptual framework for the sector-specific strategies and tactics, including: School-based Programs and Initiatives, Public Awareness and Social Marketing, Community Engagement and Environment, Institutional and Organizational Support, and Policy. The priority areas establish a common strategic direction and tactical alignment across sectors (i.e., statewide cause marketing campaigns, improved quality of school-based programming, use of evidenced-based models in schools and communities, environmental modifications). These key recommendations provide an important common ground and foundation for multi-sector collaborations at both the state and local levels. See Appendix C for project descriptions of several current interventions within the state that involve multiple sectors and priority areas.



Engaging Communities in Implementation

Although the WV Physical Activity Plan provides guidance to state policy makers and key stakeholders in state organizations and agencies, physical activity programs and initiatives implemented at the local level will be the essential action step resulting in the improved health of a community. This section provides basic guidelines for community leaders looking to engage their communities in physical activity promotion. Some beginning steps to consider for community implementation of the WV Physical Activity Plan follow.

- The first step for community action is establishing a coordinated leadership team that includes key stakeholders representing all or most societal sectors (business/industry, education, health care, mass media, parks/recreation/fitness/sports, public health, transportation/community planning/land use, non-profit/volunteer) who are advocates for physical activity as a public health priority. Local government involvement is essential, as they have influence on many decisions that are related to a local physical activity plan, including community planning, land use, transportation, educational programming, etc., and are well positioned to facilitate environmental changes.
- Once a leadership team is identified, it is important to determine the community's physical activity needs and priorities. Conducting a community needs assessment will help to answer the following questions:
 - How can my community provide more opportunities to increase physical activity?
 - What are the priority needs in my community (i.e., populations, sectors, resources)

- What should happen in my community within four years related to physical activity?
- Which of the WV PAP priority areas/sector strategies should be our initial focus?
- In addition to providing a basis for programming decisions, needs assessment results can be used to establish baseline measures related to physical activity in the community.
- Next, long and short-term goals and objectives for improving physical activity in the community should be established using the five priority areas identified in the WV PAP to facilitate cross-sector implementation.
- Identify and develop community partnerships to ensure collaborative investment of resources (i.e., facilities, staff, funds, land use, etc.) and promote local policy and environmental changes.
- Based on community needs, available resources, and expertise, final action steps for physical activity interventions or initiatives should be established.
- Track the success of your programs and initiatives through effective process and outcomes measures to demonstrate progress in reaching your local goals and objectives.

These steps to community implementation of the WV Physical Activity Plan represent a general overview of the process for improving physical activity participation and opportunities in communities. Each community's approach will be different. It will be determined by the community's leadership, size, resources, needs, and interests.

There are numerous resources that can provide assistance to community leaders and an ancillary guide for communities is being planned as part of WV Physical Activity Plan implementation.

References and Resources

Two publications from key sectors represented in the WV Physical Activity Plan include the West Virginia Bureau for Public Health's *Advocating for Chronic Disease Management and Prevention 2011* and the West Virginia Development Office's *Statewide Comprehensive Outdoor Recreation Plan (SCORP)*.

Advocating for Chronic Disease Management and Prevention 2011 presents data on the current status of chronic disease in West Virginia as well as data available on the socioeconomic and behavioral risk factors that contribute to the development of chronic conditions among our residents. Physical inactivity as a primary risk factor for chronic disease appears prominently in this plan, as do numerous strategies to increase physical activity among youth and adults, such as safe routes to schools initiatives and developing connecting walking and biking paths in communities. These strategies parallel many of those found in the WV Physical Activity Plan.

The 2009 Statewide Comprehensive Outdoor Recreation Plan (SCORP) is another statewide plan that complements the WV Physical Activity Plan. SCORP is developed by the West Virginia Development Office every five years. Just as the WV Physical Activity Plan emphasizes collaboration among various sectors, the 2009 SCORP recommends developing closer linkages among economic, cultural, public health and environmental sectors to develop the state's recreational resources. SCORP priorities include the renovation and expansion of state or local parks to promote active lifestyles, providing support for trailhead acquisition and development to enhance the Recreational Trails program, and the creation of a "Certified Healthy Community Designation," to recognize communities that promote active living by adopting such elements as joint use of schools agreements and neighborhood connectivity features such as pedestrian amenities (e.g., accessible sidewalks, and traffic calming measures).

There are a number of other national resources that inform physical activity program development, implementation, and evaluation at both the state and local levels:

2008 Physical Activity Guidelines for Americans

<http://www.health.gov/PAGuidelines/>

In 2008, the US Department of Health and Human Services published these guidelines for all Americans to describe the health benefits of physical activity and recommend the amount of physical activity required for different populations.

Healthy People 2020 – Physical Activity

<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=33>

This document from the US Department of Health and Human Services includes science-based national goals that American's should strive to achieve over the next ten years. The physical activity area contains an overview of physical activity, the 2020 objectives, and evidence-based information and recommendations (clinical, community, consumer) related to physical activity.

Comprehensive School Physical Activity Programs

<http://www.aahperd.org/naspe/publications/teachingTools/cspa.cfm>

The National Association for Sport and Physical Education has published a series of position statements that define various elements of a comprehensive school physical activity program, including quality physical education, before/after school physical activity, and recess.

Promoting Physical Activity: A Guide for Community Action

<http://www.cdc.gov/physicalactivity/professionals/promotion/communityguide.html>

This book is written for physical activity researchers and practitioners, community planners, and other stakeholders who are working to make communities more physically active.

Active Living Resource Center

<http://www.activelivingresources.org/index.php>

This site provides resources and tools that have helped others to make active transport more available in communities.

Physical Activity Evaluation Handbook

<http://www.cdc.gov/nccdphp/dnpa/physical/handbook/pdf/handbook.pdf>

The Centers for Disease Control and Prevention provides this handbook of tools for state and local agencies/organizations to evaluate physical activity interventions.

¹ West Virginia Department of Health and Human Services. West Virginia Bureau for Public Health. *Advocating for Chronic Disease Management and Prevention 2011*. Available at: http://www.wvdhhr.org/bph/hsc/pubs/other/chronicdiseasemanandprev2011/advocating_for_chronic_disease_management_and_prevention_2011.pdf

² West Virginia Department of Commerce. West Virginia Development Office. *Statewide Comprehensive Outdoor Recreation Plan (SCORP)*. 2009. Available at: <http://www.wvcommerce.org/people/communityresources/applicationsanddownloads/scorp.aspx>

Appendix A

WV Physical Activity Plan Development Process

WV Physical Activity Symposium

The initial step in developing a statewide physical activity plan was the 2010 WV Physical Activity Symposium held in Charleston, WV. The Symposium brought together a diverse collection of practitioners, organizations, agencies, and policy makers to share ideas about increasing opportunities for regular, health-enhancing physical activity in the communities where West Virginians live, work, and play. The goals of the Symposium were to: (a) educate participants about the National Physical Activity Plan and its implications for all sectors of the population, (b) build awareness and support for a statewide strategic plan for physical activity in WV, and (c) showcase physical activity programs and initiatives that model best practices. The Symposium attracted more than 250 professionals representing all societal sectors and geographic regions within WV. Sector- and region-specific working sessions were moderated during the Symposium to facilitate collaboration among participants and initiate the process of drafting the WV Physical Activity Plan. Several themes emerged across those working sessions that proved critical in identifying the necessary steps for plan development and the common barriers to physical activity in WV communities. Furthermore, a number of key individuals, programs, and organizations were recommended as important contributors to the WV Physical Activity Plan's development, implementation, and evaluation. The WV Physical Activity Symposium was hosted by the WVU College of Physical Activity and Sport Sciences, WV on the Move Inc., and the WV CARDIAC Project. For additional details visit <http://symposium.wvphysicalactivity.org>.

In the months that followed, capacity building efforts based on the findings from the Symposium led to the acquisition of additional funding to support plan development and marketing. Furthermore, state government officials and health policy leaders were asked

for their advice and recommendations for plan development moving forward. These leaders included: the governor's chief of staff; members of a joint state/house health committee (the Legislative Oversight Commission on Health and Human Resources Accountability); funding officers from key foundations interested in health priorities; directors of state agencies including the Board of Education and the Bureau for Public Health; governor-appointed health coalition leaders; and representatives from the National Physical Activity Plan. The positive momentum generated during the Symposium and networking efforts that followed resulted in the identification of an impressive list of organizational partners and representatives who comprise the WV Physical Activity Plan Sector Teams.

WV Physical Activity Plan Development

Based on the findings of the 2010 WV Physical Activity Symposium and the capacity-building efforts over the following year, developers facilitated a group decision-making process in the summer of 2011 with the intent to establish a conceptual framework for the Plan. This multi-phase concept mapping process included brainstorming ideas, structuring ideas through expert rating and sorting, and interpreting results by key stakeholders. The concept mapping data were collected using a web-based format that allowed for the asynchronous participation of individuals from diverse geographic locations across the state. For additional details visit <http://www.wvphysicalactivity.org>.

Phase I: Brainstorming

Plan developers delivered a webinar on June 22, 2011, to inform potential contributors about the WV Physical Activity Plan and to invite their contribution regarding the brainstorming of ideas. The webinar included an overview of the National Physical Activity Plan, a summary of the plan development process to date, and a request for their participation in brainstorming as the next important step. The primary intent

of brainstorming was to produce as many ideas or statements as possible in response to the following prompt:

One specific thing that needs to happen to increase or promote physical activity in West Virginia is...

The brainstorming phase included 154 individuals representing all societal sectors and geographic regions within WV. The participants generated a total of 240 initial ideas or statements that were later systematically reduced by plan developers to eliminate redundancy. A final list of 61 ideas or statements were formatted and used in Phase II of the concept mapping process.

Phase II: Structuring of Ideas

Based on previous networking efforts, 50 experts representing the 8 societal sectors were recruited to participate in the sorting and rating of ideas. In total, 38 of these key individuals accepted the invitation to participate and 32 completed all of the assigned tasks: (a) sorting similar ideas into piles or groups based on self-identified themes; (b) rating each idea based on importance to statewide physical activity promotion; and (c) rating each idea based on feasibility or the likelihood that it could be implemented in the next five years. Data aggregation and analysis were completed using multi-dimensional scaling and cluster analysis to determine the relationships among ideas. A variety of maps were then developed to graphically display these relationships for the purpose of interpretation. The structuring of ideas resulted in the identification of five priority areas that provide the conceptual framework for the Plan:

1. School-based Programs and Initiatives
2. Public Awareness and Social Marketing
3. Community Engagement and Environment
4. Institutional and Organizational Support
5. Policy

Phase III: Interpretation of Results

The concept mapping results were initially disseminated in a second webinar that was delivered on August 31, 2011. That webinar included a review of the Plan development process to date, explanation of the concept mapping method and timeline, interpretation of the key results, and discussion of next steps. Plan developers also requested feedback regarding the identified priority areas and invited the continued involvement of all webinar participants.

After this initial attempt at disseminating and interpreting the concept mapping results, plan developers organized a Sector Team meeting on October 5, 2011, in Charleston, WV. At this meeting, Sector Team members were asked to develop sector-specific calls to action and strategies/tactics within each of the five previously described priority areas that could be realized within the next five years. The Sector Teams were encouraged to use multiple sources of information including the National Physical Activity Plan strategies and tactics, the concept mapping findings (including sector-specific analysis), and WV Physical Activity Symposium work group results.

The sector-specific calls to action, strategies, and tactics were then formatted by plan developers and disseminated to Sector Team members for verification and modification. As a final step in the plan development process, a preliminary draft was available November 8–22, 2011 for public comment. Plan developers used the resultant comments and feedback to finalize the written report and prepare it for wider dissemination in multiple formats (e.g., technical report, executive summary, fact sheets).

WV Physical Activity Plan Development Lessons Learned

The WV Physical Activity Plan development process included frequent opportunities for input across sectors. Here are a few key lessons learned that can be used during future strategic planning:

- Create a plan of action by identifying objectives, organizational structure, financial needs, and key stakeholders along with clear roles, responsibilities, and timelines.
- Establish guiding principles that reflect sectors' fundamental beliefs, that will drive the planning, implementation, and evaluation processes.
- Conduct an environmental scan of similar initiatives across sectors.
- Solicit input and buy-in from all societal sectors, geographic regions, and major stakeholders.
- Secure support early from key policy and governmental officials from all sectors.
- Adopt a philosophy that fosters inclusion from as many stakeholders as possible.
- Choose a unified team of dedicated and visionary sector leaders with the ability to lead and the capacity to commit resources to the planning, implementation, and evaluation processes.
- Establish broad-based priority areas to work on that are consistent across all sectors.
- Obtain sector-specific feedback after all planning activities to assess the processes, outcomes, and impacts of the plan.
- Allow ample opportunity for sector representatives to participate in decision making activities.
- Develop a communication infrastructure to facilitate the bi-directional transfer of information across sectors and geographical distances.
- Recognize individual, institutional, and sector-specific contributions to the planning process.
- Celebrate and share successes!

WV Physical Activity Plan Implementation & Evaluation

The WV Physical Activity Plan is scheduled for release on January 19, 2012 in Charleston, WV. This special event will be used to communicate key messages, highlight possibilities for collaboration related to physical activity promotion, celebrate physical activity in its various forms within West Virginia, and build momentum for implementation efforts across the next four years. The Sector Teams are also scheduled to meet during the spring of 2012 to discuss Plan implementation and evaluation:

1. Engage in capacity building to support Plan implementation and evaluation
2. Generate additional ideas and approaches for Plan dissemination
3. Identify opportunities for working within and across societal sectors
4. Develop framework for evaluating the WV Physical Activity Plan



Appendix B

WV Physical Activity Plan Sector Teams

West Virginia Physical Activity Plan

Sector Team Members 10/05/11

Health Care

Ted Cheatham, PEIA, Co-Chair
Jamie Jeffrey, Children's Medicine Center, Co-Chair
Louise Reese, WV Primary Care Association, Co-Chair
Mary Boyd, American Academy of Pediatrics – WV
MaryAnn Cater, WV State Medical Association
Jill Cochran, WV School of Osteopathic Medicine
Pam Deiriggi, WVU School of Nursing
Eric Shaw, WVPT Association

Parks / Recreation / Fitness / Sport

John Giroir, YMCAs of WV, Chair
Mark Cucuzella, National Trails
Dana DeJarnett, City Hospital / WVUJH East
John McGarrity, WV Development Office
Bruce Miller, WV Rec and Parks Association
Cheryl Mitchem, Harless Community Center
Chad Pierskalla, WVU – Davis College and Ag, NR, and Design
Steve Selin, WVU – Davis College and Ag, NR, and Design
Mary Wolk, WVU – CPASS

Business / Industry

Sharon Covert, Wellness Council of WV, Chair
Gene Canter, Coventry Health Care
Kelli Frampton, Wellness Council of WV
Paul Gilmer, Triana Energy
Scott McClanahan, Community Liaison
Kelly Sadd, Energy Corp of America
Rob Tuell, beBetter Health, Inc.

Policy / Other

Dave Campbell, Community Health Network GOHELP, Chair
Dan Foster, WV Legislature
Evan Jenkins, WV Legislature
Gayle Manchin, Past First Lady
Ron Stollings, WV Legislature
Kim Tieman, Benedum Foundation

Education

Melanie Purkey, WVDE, Co-Chair
Lynn Housner, WVAHPERD, Co-Chair
Randy Bryner, WVU SOM, Exercise Physiology
Sue Childers, Wood Co Schools
Ann Chester, WVU, HSTA
Electa Crowder, RESA 3
Barbara Fish, WV Board of Education
Clinton Giles, Kanawha Co Schools
Cheri Hall, Pocahontas Co Schools
Darlene Koerber, Wirt Co Schools
Adrienne Marsh, RESA 7
Karen Northrup, Wood Co Schools
Mary Weikle, WVDE, Office of Healthy Schools

Non-Profit / Volunteer

Rob Rosano, Generation WV, Co-Chair
Amanda Curry, Generation WV, Co-Chair
Judy Crabtree, Kanawha Coalition for Community Health Improvement
Carey Fleming, Arthritis Foundation
Chuck Hamsher, American Heart Association
Jennifer Kayrouz, SHEC Officer
Nelda Kimble, Senior Services, WVOM
Deloris Wilder, Senior Services, WVOM
Ashley Dunkle, Kanawha Coalition for Community Health Improvement

Mass Media

Bill Reger-Nash, WVU Community Medicine, Chair
Lesley Cottrell, WVU School of Medicine
John Fawcett, WV Media Holdings
Rick Johnson, WV Radio Corporation
Angela Jones, WVU Healthcare
Greg Smith, Camden-Clark Memorial Hospital
Hollie Smith, Chestnut Ridge Center
Keith Zullig, WVU – Community Medicine

Transportation/Land Use/Community Development

Perry Keller, WV Department of Transportation, Chair
Bill Austin, Metropolitan Planning Organization
Krista Farley, Kanawha Charleston Health Dept.; KEYS
Patti Hamilton, WV Association of Counties
Monica Miller, WV Development Office – Main Street WV
Vivian Parsons, County Commissioners Association
Susie Salisbury, Charleston Area Alliance

Public Health

Joe Barker, WV BPH, Co-Chair
Rahul Gupta, Kanawha Charleston Health Dept., Co-Chair
Tammy Calvert, Healthways
Stephen Frame, WV BPH – Office of Healthy Lifestyles
Dick Wittberg, Mid Ohio Valley Health Dept.

Appendix C

Sample Physical Activity Interventions in WV

KEYS 4 HealthyKids

The KEYS 4 HealthyKids project is a four-year initiative in Kanawha County that was funded by a Robert Wood Johnson Foundation Healthy Kids Healthy Communities grant in 2009. The project focuses on creating environmental and policy changes in order to increase access to healthy affordable food and physical activity opportunities while promoting community safety and empowerment. These goals are achieved by engaging partners, conducting community needs assessments and forums, and prioritizing needed intervention strategies.

The Kanawha Coalition for Community Health Improvement served as the foundation for launching the KEYS project. The Coalition was developed in 1994 through partnerships between hospitals and local organizations in the county. The KEYS project tapped into the Coalition's existing relationships, as well as identified additional partnerships that were needed to ensure successful implementation of the project. As a result, KEYS now has multiple partnerships with other organizations in Kanawha County, with representation from all eight of the sectors in the WV Physical Activity Plan. The various partners include local businesses, schools, and recreation centers; healthcare facilities; public health practitioners and researchers; civic groups; land use agencies; and non-profit foundations, services providers, and churches. Mass media connections have also been made to promote KEYS via Twitter© and Facebook©.

The KEYS project also addresses top health priorities that closely align with the overarching priority areas in the WV Physical Activity Plan:

1. Environmental audit by KEYS Youth Council (Community Engagement and Environment),
2. Presentations to city leaders to influence change (Institutional and Organizational Support),
3. Promote policy change (Policy),
4. Adoption of social marketing strategies (Public

Awareness and Social Marketing), and
5. Communities and schools joint use agreements (School-based Programs and Initiatives).

In both instances, the priorities were derived by key stakeholders from the population base in West Virginia communities. According to Krista N. Farley, MS, KEYS Team Leader and Steering Committee Member, "...we listened to the community voice in establishing these priorities and the buy-in by our stakeholders has been essential to our success." For example, at two community forums, residents expressed concerns over neighborhood safety and deteriorating infrastructure (e.g., sidewalks), and requested more community gardens and pocket parks. These findings helped inform the project plan of KEYS and allowed them to prioritize interventions in those communities.

Thus, multi-sector partnerships, as demonstrated in the KEYS 4 HealthyKids project, are essential in physical activity and health promotion due to the synergy that results from partners combining strengths and resources, and therefore can attain more together than could be accomplished alone. The KEYS project has also been successful in engaging communities to assist with identifying key health priorities to guide subsequent intervention strategies. Similarly, the WV Physical Activity Plan established its overarching priorities with stakeholder input from partners and the community base. The partnerships formed to date are invaluable and will be critical to the successful implementation and evaluation of the Plan across the state.

Greenbrier CHOICES (Children's Health Opportunities Involving Coordinated Efforts in Schools)

Greenbrier CHOICES (Children's Health Opportunities Involving Coordinated Efforts in Schools) is a three-year initiative that was funded in 2011 by a U.S. Department of Education's Office of Safe and Healthy Students, Carol M. White Physical Education Program grant. The purpose of Greenbrier CHOICES is to develop, implement,

and evaluate an integrated approach for adolescent health using complementary intervention strategies and settings (school, community, and health care) in Greenbrier County, West Virginia.

The school component of Greenbrier CHOICES focuses on the development of a standard-based, middle school curriculum in health and physical education that incorporates self-management skills and culturally-relevant lifestyle activities that utilize available community and natural resources. In addition to enhanced health and physical education curriculum, comprehensive school physical activity programming in both middle schools increase access and opportunities for students to meet the national recommendations of 225 minutes of physical activity per week through the implementation of programs such as before and after school programs, active academics and transport, recess time, intramural sport, family and community involvement, and faculty/staff wellness. To support the integration of these components into the school setting, regular, on-going staff development and support, instructional resources, equipment upgrades, and clinical supervision needed to develop a comprehensive school PA program is provided for school food service personnel, health and physical education teachers.

The community component extends the health and physical education curriculum by increasing family access to alternative educational experiences focused on healthy eating and developmentally appropriate physical activity. Collaborations with existing community partners, resources, expertise, and facilities allow middle school students and their families affordable and accessible community-based physical activity programming. The community-based programming and events are based upon families' identified interests, the school curriculum, the community resources, and other pertinent information collected during community needs assessments.

The health care component of Greenbrier CHOICES complements the efforts in the school and the community by providing a mechanism for identifying at-risk adolescents (overweight and obese) for purposes of prevention, treatment, and referral. Use of the Rainelle Medical School-Based Health Centers, within each Greenbrier County middle school, allows close monitoring of chronic disease risk factors and increased physical activity promotion and nutritional counseling for families and adolescents experiencing weight management issues or challenges. The Chronic Care Medical Home Model, a standardized national referral protocol recommended by the American Academy of Pediatrics, provides a system for connecting families to a network of qualified regional health professionals (e.g., dietitians, pediatricians, exercise physiologists, physical therapists, etc.) for the purposes of obesity prevention, treatment, and management. Vital to the success of the clinical component is the on-going professional development and support provided to School-Based Health Center personnel and regional health care providers.

Mid-Ohio Valley Communities Putting Prevention to Work Initiative: Improving Physical Activity

In March 2010, a six-county region of West Virginia known as the Mid-Ohio Valley (MOV) received funding from the Centers for Disease Control and Prevention for the Communities Putting Prevention to Work (CPPW) Initiative. The CPPW initiative was funded to support policy, systems and environmental change interventions for obesity prevention. Thus, many of the initiatives adopted and implemented in the MOV have largely emphasized strategies for increasing fruit and vegetable consumption and physical activity among both youth and adults. A variety of interventions have taken place within communities and schools to promote physical activity and provide increased opportunities to be active. Table 1 highlights key strategies and accomplishments of MOV CPPW (branded as Change the Future, WV) initiative to date.

Table 1. Key Physical Activity Interventions & Activities of the MOV CPPW Initiative

Interventions/Activities	Target Age Group
Community	
<p>Step by Step Challenge: A community-wide program sponsored by the MOV Health Department challenged residents to walk and track their steps. 1300 people participated in the program with approximately 54% completing the challenge. The step by step challenge resulted in internal employee policy change at various employers including West Virginia University at Parkersburg. Several schools and organizations have expressed an interest in continuing this program into the future.</p>	Adults
<p>Trail Inventory: The MOVHD hired a contractor to document all trails in the six-county region (existing or under development). A trail report was compiled for each county with following information provided for each trail: 1) type (ex: park, place, rail trail, etc), 2) location (city/county), 3) description (paved/limestone, pedestrian/biking, approximate length, loop/straight line, elevations, benches, shading, open to the public or not, additional amenities (fitness stations), 4) permitted activities on the trail, 5) hours open, and 6) signage information. This information is being used to identify trail signage needs, to plan for new trails, and to determine how to connecting existing trails.</p>	Adults and Children
<p>Signage for Trails: To increase awareness and promote the use of trails, signs will be installed for a select number of trails in each MOV county. Signs include trail names, distance information, and trail maps.</p>	Adults and Children
<p>Improving the Physical Activity Environment Through Mini-grants: County coordinators worked with local coalitions and the MOV Health Department to identify needs in their communities. Throughout the CPPW period, counties have been awarded funds to improve the physical activity environment by: 1) improving trails, 2) installing fitness equipment on trails, and 3) installing new and improved playground equipment for youth.</p>	Adults and Children
<p>Paid Media Advertisements—“No Place to Play”: As part of the CPPW initiative, a series of advertisements were run to encourage community residents to consider the “real threats” to children’s health. One ad was designed to indicate not having adequate spaces for safe play was a “real threat.”</p>	Adults
<p>Community-level Policies for the Physical Activity Environment: In addition to changes to the environment, several communities, businesses, and organizations have passed policies to push for sustainable change. Such policies include: 1) complete streets policies in several towns, local parks and organizations agreeing to host physical activity events, 2) county land use and sidewalk improvement resolutions, 3) agreements with WVU Extension to provide healthy lifestyles workshops at farmer’s markets, 4) agreements with organizations to allow the use of facilities and outdoor recreational opportunities to community members, 5) the establishment of a city bicycling advisory board, and 6) the institution of flexible time for physical activity and staff wellness programs at places of employment.</p>	Adults and Children
<p>County Connectivity Forums: All six counties in the Mid-Ohio Valley held connectivity forums to determine how to proceed in the future with development of new development to allow access to existing sidewalk and trail infrastructure including ways to link pedestrians and cyclists to major destinations.</p>	Adults and Children
Schools	
<p>Hire and Train Additional Physical Education (PE) Teachers: The MOV was able to support increased opportunities for PE by hiring additional teachers for secondary schools in the region during the first year of the grant. During year 2, funds were used to support training teachers in techniques for providing quality PE and engaging students in moderate to vigorous physical activity.</p>	Children

PE Resolutions: PE resolutions were passed in counties and at the school level in the Mid-Ohio Valley indicating that the commitment of schools and county boards of education to providing quality physical education and physical activity time for all students.	Children
Policies for Use of School Facilities: Several school-based policies have also been passed making facilities available to the public for indoor walking.	Adults and Children
Biking Programs: Biking programs have been initiated at several schools throughout the region. As part of the program, CPPW funds were used to purchase bikes and helmets and students interested in participating received safety training and participate in group biking activities on local trails.	Children

Lifestyle Improvements in the Family Environment (L.I.F.E.)

During the fall months of 2000, Wood County Schools (WCS) formed a partnership with West Virginia University School of Pediatric Medicine to participate in the CARDIAC (Coronary Artery Risk Detection in Appalachian Communities) Project, a chronic disease risk surveillance and intervention initiative designed to combat the unacceptably high prevalence of heart disease and diabetes in West Virginia (www.cardiacwv.org). In the Spring of 2001, the WCS Superintendent extended the CARDIAC Project opportunity with additional healthier lifestyle programming into a project titled L.I.F.E. (Lifestyle Improvements in the Family Environment). Initial funding from the Sisters of St. Joseph Charitable Fund and support from two additional local entities, has supported the evolution of L.I.F.E. into a Coordinated School Health (CSH) program that involves 12 partners. Cumulative funding of over \$1.1 million from local, regional, and federal sources, including the Claude Worthington Benedum Foundation and the Carol M. White PEP program, have facilitated the continuation of this project.

While health screenings served as a foundational strategy in L.I.F.E., the broader healthy lifestyle focus has included opportunities to learn and practice healthier lifestyle behaviors, changes in the environment to support those activities of daily living,

and a research study associating aerobic fitness and academic achievement. Collaborations and changes associated with L.I.F.E. include:

- Access to increased PE and physical activity (PA):
 - 11 of 19 elementary schools exceed the PE mandate
 - Increased access to PA across the school day in most schools (e.g., before school activity stations, after lunch intramurals, cross-curricular walking programs, running clubs)
 - The number of schools with tracks or other paved walkways has increased from 13 in 2005 to 22.
- During school year 2010-11, 15 of our 27 school sites formed CSH teams to promote physical activity for students, staff, and families; 11 conducted physical activity programs with mini-grant funding.
- A research team representing public school, public health, and higher education published 4 papers addressing the associations between fitness and academic achievement; a fifth manuscript is in press. This work is cited within the WV Department of Education's Let's Move Resource Guide.
- Development and participatory roles in a 4-year funded Robert Wood Johnson community grant (\$640,000) and the current federal Communities Putting Prevention to Work (CPPW) grant (\$4.5 million).



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