

ACTIVE SOUTHERN WEST VIRGINIA KIDS RUN CLUB PROGRAM IN 2019



ACTIVE SWV

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KIDS RUN CLUBS

EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

FREE running program that instills an enjoyment and understanding of exercise, while teaching healthy habits for life.

WHAT IS ACTIVE SWV?

Active Southern West Virginia is a nonprofit organization under the umbrella of the New River Gorge Regional Development Authority (NRGRDA) covering Raleigh, Summers, Nicholas, and Fayette counties. We are focused on building an ecosystem of physical activity for the residents of southern West Virginia by offering free physical activity programs led by trained leaders from within the communities they serve. Each Active SWV program serves a specific purpose to build capacity within southern West Virginia. By improving the health of the workforce through providing access to free physical activities, Active SWV strives to help usher a vibrant, diverse economy into the region.

This mission is achieved through a network of community volunteers who lead regular physical activities in our service area of Raleigh, Summers, Nicholas, and Fayette counties. These volunteers are trained with the help of comprehensive Active SWV program manuals and certifications in order to facilitate quality programs to children and adults throughout the region.

WHAT IS ACTIVE SWV'S KIDS RUN CLUB PROGRAM?

Active SWV's Kids Run Club program is focused on partnering with elementary and middle schools to provide free running clubs to children in the area. The program began with one pilot club in 2015 and has since grown to reach over 30 schools and community groups throughout our service area in Raleigh, Summers, Nicholas, and Fayette counties. Kids Run Clubs aim to teach children running basics, teamwork skills, and the value of physical activity while leaving them with confidence in their physical activity abilities and the tools to live a healthy life moving forward.

Clubs run for 6-8 weeks in the fall and spring, and are facilitated by parent, teacher, and community volunteers. All volunteer 'Coaches' go through a training with Active SWV staff where they receive resources and instruction on how to successfully and effectively lead the program.

The Kids Run Club program is supported by proceeds from one of Active SWV's signature events, the Bridge Day 5k RUN event. Participants run across the New River Gorge Bridge and through the town of Fayetteville before finishing in front of the historic courthouse. Some Kids Run Club coaches and even youth participants participate in this community event, supporting their program along with the other runners.

Through this report, we would like to illustrate the value of the Kids Run Club program. In the following pages, you will find:

- **Participant and parent survey data**
- **Volunteer hour value amounts**
- **Program amenity descriptions and value amounts**
- **2019 Kids Run Club participation numbers**
- **Quotes and testimonials from Kids Run Club coaches and parents**
- **Ways you can support the Kids Run Clubs in your county**

Active SWV seeks to expand the Kids Run Club program and reach as many of southern West Virginia's youth as possible. It's our hope we can partner with your county to make strides towards that goal.



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PARTICIPANT SURVEY DATA

At the beginning and the end of each Kids Run Club season, youth participants fill out a pre and post survey about their experience. The collective survey data is analyzed at the WVU School of Public Health to determine what changes occurred for each child during their time with the Kids Run Club. Here is a summary of the changes from the beginning to the end of the 2019 spring and fall sessions, based on responses from 467 children. (* indicates the data is statistically significant)

PARTICIPANT SURVEY DATA

Physical Activity:

- By the end of the program, the **average days per week participants accomplished at least 60 mins of physical activity (PA) a day increased from 5.0674 days to 5.2091 days.** This is a **2.8% increase.**
- *The percentage of children who had never participated in a Kids Run Club before and achieved the recommended 60 mins of PA 7 days a week increased from 29% to 38.6%.
- For kids who had participated in a Kids Run Club before, the number who achieved the recommended 60 mins of PA 7 days a week increased from 30.2% to 32.8%
- *The **percentage of participants that achieved the recommended 60 mins of PA a day 7 days a week increased from 29.5% to 35.9%**

Screen Time:

- *By the end of the program, **participants' average daily screen time decreased from 3.65 hours a day to 3.3 hours a day - about 22 minutes**
- *For children who had participated in a Kids Run Club before, the percentage who met the recommended daily 2 or fewer hours of screen time increased from 38.5% up to 45.7% of kids
- For kids who had never been part of a Kids Run club, the number meeting the recommended daily 2 hours or less of screen time increased from 50% up to 54.1%.
- *From the beginning of the program to the end, the percentage of **participants who met the recommended 2 hours or less of screen-time per day increased from 43.3% to 49.7%**

Other Findings:

- At the end of the program, **66.2% of participants said they could definitely be active for the recommended 60 minutes a day,** compared with only **60.6% who expressed that at the start of the program.**
- **70.1% of kids** indicated that since their participation in the Kids Run Club, **they had gotten a friend or family member to increase their physical activity** as well.



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PARENT SURVEY DATA

At the end of the spring 2019 Kids Run Club session, parents had the opportunity to fill out a post season perception survey. Out of 76 respondents who completed the survey, we learned the following:

PARENT SURVEY DATA

- **90.8%** reported their child asked them to **be physically active with them**
- **89.5%** reported their **child is more active**
- **67%** reported their **child is happier/has an improved mood**
- **85.5%** reported their child has a **more positive attitude about physical activity**
- **90.8%** reported their child seems **more confident with physical activity**
- **98.7%** reported their child **learned something** about healthy living and/or physical activity
- **81.6%** reported they had been **physically active with their child since** their child's participation in the Kids Run Club
- **100%** reported they would **recommend the Kids Run Club program to a friend**

Parents also responded to the question **'what impact have you seen in your child(ren) as a result of the program?'**, and we heard some encouraging answers! Multiple parents noted their kids slept better, had more of an interest in being active, and ate more healthy foods. Some said their children expressed an interest in getting involved in other sports, and that their confidence levels seemed to increase.

Parents were also asked about **changes they saw in their own lives in addition to their child's**. One parent responded, *'I've realized that I don't just need to have my kids be more active, but I also need to be too.'* Other adults had similar thoughts, expressing that their families were getting more physical activity together, and eating more healthy foods.

Lastly, we asked parents **what they would say if they were to briefly tell a friend about the program**. Here are a few quotes that speak for themselves:

'If this program is currently available at their child's school, I would highly encourage them to involve their kids!'

'It's an excellent program which my son has always enjoyed. We've seen benefits to his attention and knowledge of fitness from participating.'

'That it is a good program. It teaches children to be more active and how to exercise and run in a way they want and is fun. They can still get exercise while running or playing.'

'It's a good program to keep kids active. My kids absolutely love it and are looking forward to it next year!'

'It's an encouraging program for your child to make healthier choices.'

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CALCULATED VALUE OF THE KIDS RUN CLUB PROGRAM: VOLUNTEER HOURS AND PROGRAM AMENITY VALUES

Active Southern West Virginia believes the Active SWV Kids Run Club program is a valuable initiative that all children should have the chance to benefit from. The monetary cost of participating in a sport can be a huge barrier to children getting active in the school community. Active SWV ensures that Kids Run Clubs are **FREE** for every school and participant so every child may have the opportunity to be active in a structured and safe environment.

Active SWV believes the calculated dollar value of the program demonstrates just how valuable a Kids Run Club is. One metric we can use to measure this is the dollar value of the volunteer hours that go into the Kids Run Club program annually.

Kids Run Clubs rely on volunteers to keep them operating week after week and season after season. Every minute of their time adds value to the program. **According to the Independent Sector, the 2019 the dollar value for one volunteer hour is estimated to be \$25.43.** Following that calculation, **the 1360 total Kids Runs Club volunteer hours in 2019 values the program at \$34, 584.80.** It's important to Active SWV to offer the Kids Run Club program for free to schools and individuals, because it is so impactful! Here are the 2019 volunteer hour values for Kids Run Clubs in each of the four counties we serve:

Raleigh County: 720 volunteer hours = \$18,309.60
Summers County: 16 volunteer hours = \$406.88
Nicholas County: 488 volunteer hours = \$12,409.84
Fayette County: 136 volunteer hours = \$3,458.48

This value estimation doesn't account for any of the amenities that Active SWV provides to clubs. Each season, every child receives a Kids Run Club t-shirt and medal at the final practice celebratory Fun Run event, as well as apples or another healthy snack after the race. Volunteer coaches also receive shirts and a program manual resource that acts as a guidebook for leading the program. Active SWV knows printing can be a hardship as well, so we are happy to print participant waivers, take home sheets, end of season certificates, and anything else volunteers might need for the club. Active SWV also provides some equipment like cones, mini hurdles, hula hoops, jump ropes, and more to clubs that they can use in practices. **Here is a breakdown of what Active SWV spends per child each season, allowing them to participate for free:**

t-shirt cost per student: \$6.50
medal cost per student: \$4.50
apple/snack cost per student: \$0.35
TOTAL value per student: \$11.35

Here are the 2019 estimated dollar amounts that it takes for Active SWV to provide t-shirts, medals, and snacks for each participating child, broken down by county:

Raleigh County: \$10,918.70
Summers County: \$215.65
Nicholas County: \$6,856.60
Fayette County: \$1,713.85
TOTAL: \$19,704.80

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2019 KIDS RUN CLUB PARTICIPATION NUMBERS

Each Kids Run Club season, Active SWV tracks youth, school, and volunteer participation to see how the program changes from year to year. Below to the **left** is a list of schools and community groups that have had a Kids Run Club and/or have one currently (*the 2019 Kids Run Club schools are highlighted in orange*). Below to the **right** is an accompanying graphic that details the participant, volunteer, and season numbers for all the 2019 Kids Run Clubs.

RALEIGH COUNTY: Bradley, Coal City, Cranberry-Prosperity, Crescent, Daniels, Fairdale, Ghent, Hollywood, Mabscott, Marsh Fork, Maxwell Hill, Shady Spring, Stanaford, Stratton, REACH Home School Group, Mount Hope Christian Academy

SUMMERS COUNTY: Hinton Area

NICHOLAS COUNTY: Birch River, Gauley River, Glade Creek, Mount Lookout, Mount Nebo, Panther Creek, Summersville, Zela

FAYETTE COUNTY: Ansted Middle, Collins Middle, Fayetteville, New River, Valley, Mt. Hope, Mt. Hope Energy Express, Beards Fork Energy Express, SALS Beards Fork

ACTIVE SOUTHERN WEST VIRGINIA KIDS RUN CLUBS 2019						
	SPRING 2019			FALL 2019		
	KIDS	COACHES	SEASONS	KIDS	COACHES	SEASONS
Fayette County						
Fayetteville Elementary	40	5	2	-	-	-
SALS Beards Fork	20	4	new	-	-	-
Valley Elementary	91	8	8	-	-	-
Nicholas County						
Birch River Elementary	64	6	5	41	6	6
Glade Creek Elementary	-	-	-	44	7	2
Mount Nebo Elementary	16	4	2	-	-	-
Mount Lookout Elementary	25	4	new	15	1	2
Panther Creek Elementary	-	-	-	100	17	5
Summersville Elementary	100	10	7	-	-	-
Zela Elementary	47	5	4	65	2	5
Raleigh County						
Cranberry-Prosperity Elementary	-	-	-	18	2	2
Crescent Elementary	28	7	new	-	-	-
Coal City Elementary	70	7	4	95	9	5
Daniels Elementary	-	-	-	60	4	2
Ghent Elementary	-	-	-	52	5	3
Mabscott Elementary	48	5	3	-	-	-
Marsh Fork Elementary	25	2	6	25	2	7
Mount Hope Christian Academy	-	-	-	50	2	4
REACH Home-school	14	4	2	-	-	-
Stanaford Elementary	32	4	2	34	2	3
Shady Spring Elementary	68	8	2	-	-	-
Stratton Elementary	23	2	new	-	-	-
Fairdale Elementary	81	10	4	90	8	5
Hollywood Elementary	44	3	new	-	-	-
Bradley Elementary	40	1	2	65	7	3
Summers County						
Hinton Area Elementary	-	-	-	19	2	3

In addition to the participation data we already log, in 2020 Active SWV plans to track the number of *new* youth participants to the Kids Run Clubs each season. We began tracking this in the fall of 2019, and measured **294 new children participating** in those 6-8 weeks alone. We hope to see this trend continue when we collect a full year of data in 2020. Listed below are the general youth and volunteer participation numbers for 2019:

Fayette: 151 kids / 17 coaches
Nicholas: 516 kids / 61 coaches
Raleigh: 962 kids / 90 coaches
Summers: 19 kids / 2 coaches
TOTAL: 1648 kids / 170 coaches

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QUOTES FROM COACHES AND PARENTS

The Kids Run Club program has many dedicated volunteer parent and teacher coaches who see the benefits of the program firsthand. We regularly ask for their input through surveys and other prompts throughout the season, and it's encouraging to see the positive benefits of the Kids Run Club program through their eyes.

It's valuable to Active SWV to gain perspective both from seasoned coaches that have been with the program for years, and new coaches that are just starting off. Here is what some of our 2019 Kids Run Club Coaches and parents have to say about the program:

'We can definitely tell a difference between Run Club days and non Run Club days. On Run Club days, the kids are just so much more ready to learn.' – Courtney Walton Wood, teacher and coach at Zela Elementary



'Several teachers in our school have come up to me and expressed their gratitude to me for leading this club, saying that their "troubled" kids have done a complete 180 and have a positive outlet to plug into now! This is all of the gratification I need to continue this journey with our school.' – Cassie Smith, teacher and coach at Hinton Area Elementary



'Our school just needed something for the kids who don't get to participate in other things. We had over 50 kids show up on the first day. They just want to be active and have fun. They want to be a part of something.' – Laura Ayers, parent coach at Fairdale Elementary



'I have greatly enjoyed working as a Run Club Volunteer Coach, students are learning to play games and have fun while running. Without actually knowing, students are learning to cooperate and play group activities with other students, and are improving greatly at this skill.' – Staci Stover, parent, teacher, and coach at Fairdale Elementary



'This allows children to do something after school by being active with their peers. Run club does not require any fancy equipment, uniforms, or shoes. I like that all children have an opportunity to participate without being based on an economic factor. I also love that running doesn't require special athletic ability... not everyone can be the "star player", but everyone can try their hardest at walking/running and consistently getting better!' – Alyce Almond, parent coach at Daniels Elementary



'Exercise helps him focus his attention and be more calm at home. He's had fun writing out his own exercise program at home and completing it a few times.' – Kids Run Club parent



'This was my second year helping/coaching run club. I enjoy working with the kids and love hearing them be excited that is going to take place when they see me at the school. A lot of the kids that are in it are not active in other sports so I feel like we are giving them an outlet for activity that they otherwise would not have. I will definitely volunteer again.' – Aimee Hrabosky, parent, teacher, and coach at Mt. Hope Christian



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WAYS YOU CAN SUPPORT KIDS RUN CLUBS IN YOUR COUNTY

As much support as the Kids Run Club program draws from the teachers, parents, principals, community members, and kids who are involved, any support and recognition from your office would go a long way to sustaining the program. Here are a few ways you can support the Kids Run Clubs in your county:

- Give recognition to the schools participating in the Kids Run Club program
- Find ways to recognize the faculty coaches for their commitment to volunteering
- Allocate equipment from the school for the Kids Run Clubs to use
- Provide transportation to the Active SWV Regional Fun Run on April 18th at Woodrow Wilson High School
- Incentivize volunteer coaching
- Use school assemblies to recognize the students participating in the Kids Run Club
- Recognize the principals supporting a Kids Run Club program at their school

CONTACT ACTIVE SWV

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💻 <https://activeswv.org/>
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SOUTHERN WEST VIRGINIA

Community Captains -- Kids Run Clubs -- Workplace Wellness -- Bike/Walk

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