



2020 Mid-Year Report



Active SWV

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Mission

Active Southern West Virginia is a non-profit providing an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained volunteers from within the communities they serve.

WELLNESS CREATES JOBS

Vision

Active SWV seeks for everyone to enjoy a healthy and active lifestyle. Populations are targeted who face the greatest economic and social barriers. Improving health outcomes through behavioral change will strengthen community and economic development.

Strategy

Community Captains, an innovative program developed by Active SWV, and other Active SWV volunteers are themselves residents seeking healthier lifestyles and experiencing accountability by leading groups. These volunteers are provided training with comprehensive program manuals and certifications to facilitate quality programming within communities, workplaces, local governments, and schools. This unique and evidenced based peer-to-peer model provides interventions to help individuals manage their own health to prevent and manage chronic diseases in coal-impacted communities. Volunteers invite their friends, family, neighbors, and co-workers to join a routine of being active. This social support system is delivered in person and virtually.

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Introduction

Active Southern West Virginia (Active SWV) believes a healthy workforce will retain young talent and diversify the economy of southern West Virginia. This is accomplished by providing more opportunities for physical activity within communities, schools, businesses, and the development of policies within local governments. This work has become even more important during a global pandemic. Our communities face many barriers to living an active lifestyle. Active SWV staff, board, and volunteers work to remove these barriers by providing free and safe programs, peer-to-peer instructions, high safety standards, educating and welcoming participation in a friendly manner, and taking the activities to where people live, work, and play.

Summary

Covid-19 has made an impact on everyone's life and resulted in additional barriers and increased needs in our region. Active SWV was quick to respond this spring with additional funding and partnerships to support state wide feeding sites, increase our online presence and reach, participate in additional trainings and certifications, and provide support to participants through video calls and exercise classes. Take a look at the activities of each program area and notice ways you can get involved!



As a member of the ASWV Board of Directors and the Ware Distinguished Professor in the College of Physical Activity and Sport Sciences (CPASS) at West Virginia University, I am pleased to support the outstanding work of Active Southern WV. As a partner with our Center for Active WV in CPASS, my colleagues and I find the work and programming of ASWV to be an outstanding model of community engagement to promote physical activity opportunities and participation that truly encompasses the entire lifespan - children to older adults. ASWV programming targets many societal sectors identified in the National and West Virginia Physical Activity Plans, including education, business/industry, healthcare, parks/recreation/fitness/sport, public health, and volunteers/non-profits. Healthy citizens of southern WV lead to a healthy workforce and growing economy, and I am honored to be a part of a thriving and innovative organization striving to help southern West Virginians make physical activity and a healthy lifestyle a priority in their lives." Eloise Elliott, PhD

Community Captains Review

Active SWV Community Captains are champions of their communities who want to lead others to healthy and active lifestyles. They remove barriers preventing people in our community from being active by providing free weekly and monthly physical activity programs and have fun along the way. Activities range from walking and running groups to Tai Chi and yoga. The activity a Community Captain leads depends on what resources are in their community and the skills and interest of the Community Captain. A Community Captain volunteers their time and is continually supported by the staff at Active SWV.

Program Numbers:

Total Number of Programs (In Person and Virtual): 246

Event Reach on Social Media:

Total Reach- 163,455

Total Engagement- 5202

Partners in 2020:

- Raleigh County Community Action Association
- City of Beckley
- Holiday Lodge
- National Park Service
- WV State Parks
- Belleann Building
- City of Oak Hill
- City of Hinton
- WV Health Connection
- New River Health
- Fayette County Commission
- Summers County Library
- YMCA Montgomery
- St Luke's Methodist Church
- Faith Baptist Church
- The Summit Bechtel Reserve
- Town of Pax
- Gauley Bridge Community Center
- Army Corps of Engineers at Summersville Lake
- Sprouting Farms



Physically distanced outdoor programming

Funders in 2020:

- Massey Foundation
- National Park Foundation
- WVU Office of Health Services Research
- Beckley Area Foundation
- Office of Disease Prevention and Health Promotion



"It's tough sometimes to get out and go to exercise class but I know that I will feel better both mentally and physically. Sometimes when I arrive at class, I am still trying to talk myself out of exercising. But I get energized by the gals who always cheer me on!" -Dena Workman, Water Aerobics and High Fitness participant

Community Captain Review

Covid-19 and Community Captain Programs:

After careful thought and deliberation of our duty in the face of COVID-19 (Coronavirus) outbreak, Active SWV suspended all in person programs on March 15th. This was in the best interest of our volunteers and participants. Active SWV worked directly with our Community Captains to provide online resources for physical activities that can be done at home or in an outdoor setting with proper social distancing. We found creative ways to host virtual events with our Community Captains that not only encouraged participants to be physically active, but the events offered an educational component as well. The Active SWV team and volunteers created a hefty physical activity resource library that have available to our participants to engage and encourage physical activity in the face of a pandemic. We were also able to host continuing education trainings for our Community Captains.



Upcoming:

- In person Programs to begin July 1, 2020
- 2020 Community Captains Training - Virtual
- Workshop Wizard Training (participant tracking software) - Virtual
- National Diabetes Prevention Programs
- Updated Policies and Procedures for safety and program consistency

"I was motivated to volunteer with Active SWV for a couple of reasons. First, my love of walking and hiking to see God's wonderful world played a part. I wanted to share what my eyes see when walking the trails. Secondly, I am still a teacher at heart. I like to learn about the trails and share my knowledge with others. To even educate them on how to read the park signs to come back again on their own is part of my teaching. Lastly, I hope to instill a love of our great trail systems we have in our area along with its rich history. There is so much to see, learn, and enjoy in Southern West Virginia." -Vickie Aliff, Hiking/Walking Community Captain

Kids Run Clubs

Participation Numbers

Virtual Kids Run Club: 21 youth participants

Virtual Regional Fun Run: 41 participants (21 youth, 20 adults)

The 2020 spring virtual Kids Run Club had participants from the following elementary schools: Clear Fork, Coal City, Fairdale, Ghent, Summersville, Birch River, Shady Spring, Fayetteville PK-8, Panther Creek, Marsh Fork, Gauley River, and homeschool

"We are super excited to do Kids Run Club even though we are not in school."

- KRC Parent



Covid-19 and Kids Run Clubs: Before Covid-19 shut down schools and after school activities this spring, many returning schools and four new schools (Ansted Elementary, Shady Spring Middle, Summers Middle, and Clear Fork Elementary) were in the planning stages for starting the spring season. While we were not able to carry out the regular spring season due to school and activity cancellations, we were able to explore an exciting new way of doing things - Virtual Kids Run Clubs! With the 6 week virtual program, kids could safely be active at home and follow their normal Kids Run Club practice routine, and then log their activity on an online platform to stay connected to the Kids Run Club community. Resources remain available online for parents and caregivers to utilize as they help their children with the Kids Run Club workouts or do the activities with them. Some Kids Run Club coaches participated by sending in video clips and photos for kids to do their activities at home. Although in person clubs are the preferred model that Active SWV plans to resume when it is safe to do so, we will also keep a virtual option available for children who might not have access to a Kids Run Club at their school.

Upcoming:

- **Measuring Impacts:** Active SWV worked with the WVU School of Public health to create separate participant and caregiver surveys to measure the impacts of the program on youth and their families. Active SWV, in partnership with WVU TECH student volunteers will administer the survey and analyze the data in upcoming in-person seasons.
- **Fall Virtual Program:** Active SWV also plans to continue the virtual program option in the fall and beyond so that students who don't have access to a Kids Run Club at their school can still have a free and structured opportunity to be physically active. Through the virtual option, we hope to gain more interest in the program and support from parents to start clubs at new school locations when it's safe to do so.
- **Youth Adventure Days:** Active SWV has been in partnership with local food pantries to offer donations and volunteers in handing out hot meals. This has led to a partnership where Active SWV offers a no-touch physical activity 'Kids Run Club Sampler' for youth when families attend to pick up free meals. This will continue through the summer, with the possibility of being replicated in other locations and extended through the fall.

Impacts: Active SWV is proud to have created new free physical activity opportunities for kids as a substitute for the normal in-person group activities we are all accustomed to. We've been able to create a virtual Kids Run Club program, put together an online library of youth physical activity resources, and provide kids and their families with a way to be active on their own schedule in this stressful time. As we move forward, Active SWV would like to continue growing all these avenues for activity in addition to expanding our normal in person Kids Run Clubs.

Kids Run Clubs

Highlighting a participating family: Brittany Perry and her family had just began participating in a Kids Run Club started at their school, Clear Fork Elementary, when schools and activities were shut down due to Covid-19. When Active SWV launched the virtual session, they were excited to have some structured activity to do every week. William Perry and his cousins, Carson and Coby Wood, got active by running on the treadmill, riding bikes, jumping on the trampoline, doing yoga, playing active games, and doing their usual Kids Run Club warm-ups and stretches. 'William is disappointed because he had a 5k coming up but obviously it's been cancelled. This gives him something to shoot for', says Brittany. Parents Brittany and Charlie Perry did lots of the activities with the kids, and the whole family got active together as they trained for and ran the Regional Fun Run 5k event. 'The boys have done so much for my health', Brittany says, 'I am very thankful for the virtual events. We are going to try to do the [upcoming Virtual New River Gorge] 10K too'.

Partners in 2020:

- Adventure Days partnership through Adventure: Fayette County – Coda Mountain Academy, Mountain Surf Paddle Sports, New River Association of Climbers, Fayette Prevention Coalition, New River Health Association, Fayette County Libraries and Bookmobile, Fayette County Park, The City of Oak Hill, The Town of Fayetteville, New River Gorge National River.

Funders in 2020:

- Appalachian Regional Commission
- Massey Foundation
- Road Runners Club of America (RRCA)
- New River Health Association



How much physical activity do kids and teens need?

At least 60 minutes every day.

Most of that time can be **moderate-intensity aerobic activity** — anything that gets their heart beating faster counts.

And at least 3 days a week, encourage them to step it up to **vigorous-intensity aerobic activity**, so they're breathing fast and their heart is pounding.



As part of their daily 60 minutes, kids and teens also need:

Muscle-strengthening activity

at least 3 days a week



Anything that makes their muscles work harder counts — like climbing or swinging on the monkey bars.

Bone-strengthening activity

at least 3 days a week



Bones need pressure to get stronger. Running, jumping, and other weight-bearing activities all count.



Walk. Run. Dance. Play. **What's your move?**



Move Your WaySM online resources and activity trackers help youth meet daily physical activity guidelines. Kids Run Clubs help motivate participants to stick to daily activity in through group activities and challenges.

Workplace Wellness

Workplace Wellness Response to COVID-19: While Active SWV cannot influence workplaces' choices to manage COVID-19 risks within their individual environment, we can continue to offer wellness resources while adhering to our own safety protocols. For example, Active SWV has offered virtual wellness presentations both in-house and through our partners at WVU Extension Services. We have also offered suggestions of wellness activities that meet health department safety guidelines such as virtual step challenges and race events. For workplaces that received grant funding for wellness projects, we have extended their timelines to help them modify and carry out any objectives that may have been hindered by COVID-19. Finally, Active SWV has used this time to focus on in-house professional development which will allow us to offer more services to our workplaces going forward.

Professional Development Recap: Active SWV's new Workplace Wellness Director, Veronica Crosier, became a CDC certified Prevent T2 Lifestyle Change Coach through the National Diabetes Prevention Program. The Prevent T2 Lifestyle Change Program has been developed following a comprehensive review of over 25 years of research on behavioral strategies that have proven to effectively prevent or delay the onset of type 2 diabetes. Veronica is also participating in a Work@Health Trainer course, and will receive certification later this year. The Work@Health curriculum provides avenues for employers to improve organizational health of employees with resources and insight into interventions and best practices that have been shown to make sustainable changes in workplace wellness.

2020 Highlights

- 6 employees representing 5 worksites became Work@Health certified; 13 employees from 8 worksites have been Work@Health certified to date
- 2 Active SWV staff participating in Work@Health Trainers Course
- 3 Active SWV staff became certified Prevent T2 Lifestyle Change Coaches through National Diabetes Prevention Program
- 4 workplaces awarded \$1,000 grant from WV Health Promotion and Chronic Disease and Active SWV to fund environmental and policy changes to improve employee wellness
- Strengthened partnership with WVU Extension Services – Extension agents participating in CDC Work@Health Trainer course with Active SWV to help reach more of WV; Nicholas County Family & Health Extension Agent Lauren Weatherford contributing nutrition blog to Active SWV monthly newsletter



Workplace Wellness

Workplace Wellness Programs 2020		
Counties	Employees	Year(s)
Fayette County		
New River Health Associates	200	2019 - 2020
	Total: 200	
Nicholas County		
Columbia Forest Products	200	2019-2020
Region 4 Planning & Development	10	2019 - 2020
	Total: 210	
Raleigh County		
Region 1 Partners in Action	50	2018 - 2020
Beckley Sanitary Board	37	2017 - 2020
New River Community Technical College	120	2017 - 2020
Conservation Legacy	20	2019 - 2020
	Total: 227	
Summers County		
Summers County Board of Education	100	2019 - 2020
	Grand total: 737	



Partners: Beckley Sanitary Board, Columbia Forest Products, Conservation Legacy, New River Community Technical College, Region 1 Workforce Partners in Action, Region 4 Workforce, Summers County Board of Education, WVU Tech, Coda Mountain Academy

Success Stories

- Employee Success: Marvin, Columbia Forest Products employee, attended an Active SWV wellness presentation on Overcoming Barriers to Physical Activity which included a goal setting exercise. Marvin has stuck to his goal of walking every day after work for 6 months! "I'm doing this for my daughter," Marvin says.
- Workplace Success:
 - Region 1 Partners In Action used their grant to:
 - opened a free fitness center on site
 - Hosted 8-week metabolic age challenge with individualized lifestyle coaching, free to all employees
 - Columbia Forest Products increased their CDC Health Scorecard Assessment Score from 30% to 70% in one year.

"Thank you! I am so glad we were able to make the Work @Health Trainings. We sent employees those videos, a desk ergonomics video MRPT had done previous to our request, and I sent a qi-gong one after I was introduced to it. We do Move it Monday, and I am about to get bottles for the staff that encourage increased water drinking. We regularly send out Move It Monday emails and have done a 30-day walking challenge, plus food related changes because of our new policy. We also have three screenings for staff scheduled. ALL of this was a result of the grant that we got. None of these were in place prior to the grant. That's amazing! Thank you for investing in employees of WV."

-Sarah Barton, Senior Projects Manager, Coplin Health Systems

Bike/Walk SWV

By rethinking the region's infrastructure to support active lifestyles, southern West Virginians can improve their health and wellness with more opportunities to get outside and exercise while increasing economic activity and job creation. Active SWV Bike/Walk is committed to providing a network of accessible hiking trails and fitness trails to make walking and biking safe, fun and convenient for everyone.

Mount Hope Rail Trail repositions as Dunloup Creek Trails

The Dunloup Creek Trails will offer new opportunities for outdoor physical activity and historic interpretation while showcasing the natural beauty of the New River Gorge area. The project aligns with the City of Mount Hope's Comprehensive Revitalization Plan of 2013 to create more recreational facilities to support tourism and improve the overall attractiveness of Mount Hope. The trail will follow the path of a former coal mining spur line, which parallels Mill Creek as it flows from the base of Garden Ground Mountain toward Dunloup Creek in Mount Hope.

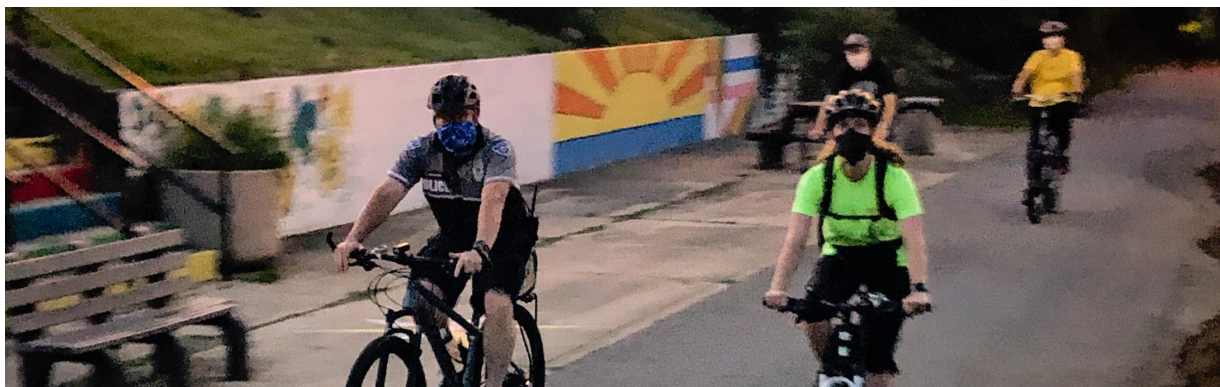
Bicycle Pedestrian Action Committees (BPACs)

Fayetteville BPAC:

- Formally appointed in January following the Town of Fayetteville's passing of Complete Streets Policy
- Has planned a 5k "Activity Loop" to be marked and promoted this summer within town limits to encourage physical activity and non-motorist transportation
- Completing an application for the League of American Bicyclists to receive their Bicycle Friendly Community Status report card
 - This report card will be a road mapping tool to direct the BPACs goals and action steps for the coming year

Beckley BPAC:

- Completing 2nd year application for Bicycle Friendly Community through the League of American Bicyclists
- Updated crosswalks in Downtown Beckley
- Restart of monthly meetings and events beginning in July



Signature Events

Active Southern West Virginia Signature Events bring quality fundraising events to southern West Virginia. These fee based races raise funds for the free programs of Active SWV while providing more opportunity for family friendly and beginner racers. This year has proven to be very challenging to host fundraising races, but with new software and contract services Active SWV has been successful pivoting to virtual fundraising events and races to keep people moving safely in southern West Virginia.

Regional Fun Run

Traditionally this event is held at Woodrow Wilson High School as a free community walk/run. This year the event was structured as Active SWV's first virtual event. Participants were given 6 weeks to complete a 5K distance. This event could be completed by splitting it into multiple runs, using a treadmill, walking, running by time, or whatever else participants were able to do. The goal was to get people motivated and moving. Funds were also raised with the sale of the event shirt and participants were entered into a drawing for raffle prizes.

Event recap: <https://activeswv.org/regional-fun-run-5k-winners/>

Participant numbers: 41 total participants (21 youth, 20 adult)

Social media reach: 1.2K

Event sponsors: Escape-A-Torium Escape Adventures, Mountain Surf Paddle Sports LLC, and Summersville Convention & Visitors Bureau

New River Gorge Virtual 10K

Originally, this event was going to be the inaugural New River Gorge Rim to Rim 10K Race, but due to the Covid-19 pandemic, that event was postponed until 2021. This virtual alternative offered a way for first time and seasoned racers to stay active and stick to their goals.

Event recap: <https://activeswv.org/results-nrg-virtual-10k-2020/>

Participant numbers: Walking - 22, Running - 70

Social media reach: 24.8K

Event sponsors: Endurance Headquarters and Canyon Rim Rotary Club.

Still to come in 2020/2021:

WV Strong Fall Challenge Sept 14- Dec 21, 2020

Winter Wonderland Walk/Run November 30, 2020

New River Gorge Rim to Rim 10K May 2021



New River Gorge Virtual 10K participants Crisandra and Randy both believe that joining a free Active SWV program could help someone find their passion, just like they did with running. *"It could be walking, hiking, biking, running, kayaking or paddle-boarding, or you can continue participating in an activity you already enjoy like we did with running", they say. "And during this pandemic, Active SWV's free programs (particularly the virtual runs offered), helped keep us motivated to stay active when we didn't have any in-person races to look forward to."*

MOVE YOUR WAY.

Adults need a mix of physical activity to stay healthy.

Moderate-intensity aerobic activity*	Muscle-strengthening activity
Anything that gets your heart beating faster counts.	Do activities that make your muscles work harder than usual.
at least 150 minutes a week	at least 2 days a week
AND	
<p>*If you prefer vigorous-intensity aerobic activity (like running), aim for at least 75 minutes a week. If that's more than you can do right now, do what you can. Even 5 minutes of physical activity has real health benefits.</p>	
<p>Walk. Run. Dance. Play. What's your move?</p>	

Move Your Way(sm) online resources and activity trackers help participants meet daily physical activity guidelines. Signature events help motivate participants to stick to daily activity in preparation for their events.

Additional Impacts

Feeding programs:

Active Southern West Virginia is redirecting funding and collecting additional donations to support feeding programs across the state during Covid-19. In these uncertain times, we are witnessing families dealing with sickness and loss, households having to file for unemployment, children are missing school meals, and the length of the situation is unknown. The health and safety of our communities is our number one priority.

Donations were made to:

- Coda Mountain Academy – Fayette County
- REACHH Family Resource Center – Summers County
- Bread of Life at the Gospel Lighthouse Church in Sundial – Raleigh County
- The Bread of Life Food Pantry operated by the Ministerial Association and house at the Summersville Presbyterian Church– Nicholas County

In partnership with the West Virginia Division of Health Promotion and Chronic Disease, Active SWV served as the fiscal agent of grant funds to quickly provide resources to feeding sites across the state. Grants were issued to qualifying agencies and organizations participating in the Healthy People Healthy Places recognition.

- City of Huntington
- West Hamlin Community HOPE Center
- City of Wheeling
- Greenbrier Health Alliance
- University Healthcare Foundation
- Coplin Health Systems
- Williamson Health and Wellness Center



Move Your Way Pilot Program

Active Southern West Virginia is honored to be selected as one of eight participating pilot sites for the national Move Your Way(sm) campaign for 2020 from the Office of Disease Prevention and Health Promotion (ODPHP). With this recognition comes a team from Communicate Health to support launch events, social media campaigns, and educational resources to share with people across southern West Virginia. The goal of the campaign is to promote the recommendations from the Physical Activity Guidelines for Americans.

- Resources to support virtual activities and online classes
- Educational material distributed to all the feeding site partners
- Community Captain certifications and equipment
- Software and website improvements

Additional Impacts

Adventure Days

Adventure: Fayette County is a coalition of community organizations with the mission to break down barriers so our kids can identify and experience positive activities. This is accomplished by exposing youth to new experiences through facilitated programming, engaging youth through public outreach, and organizing the community to effectively leverage resources and assets. Active SWV is contributing to the initiative by providing a 'Kids Run Club Summer Sampler' with no-touch warm-up and cool-down stations as well as an obstacle course and a lap running option.

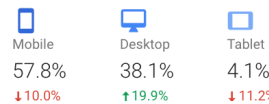
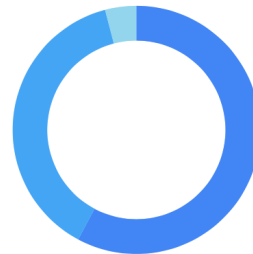
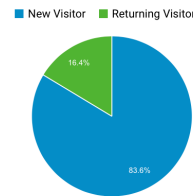
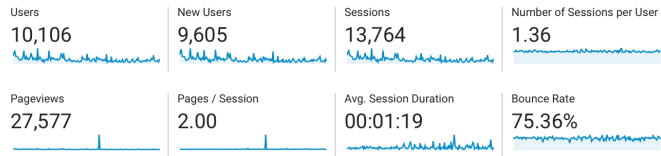
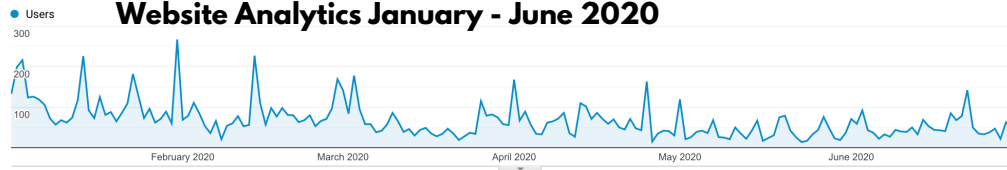
Adventure: Fayette County's Adventure Days provides more than just activities. This series is part of the first step to a long-term evidence-based drug prevention initiative based on the successful Iceland Model. Studies clearly show that students engaged in meaningful activities have a lower risk of delinquent behavior or addiction targeting families who need healthy supports: grand families, foster families, and kids without summer activities. All are welcome!

- Programs began in June 2020 with expansion to more locations and dates in July 2020.



Media Reach

Website Analytics January - June 2020



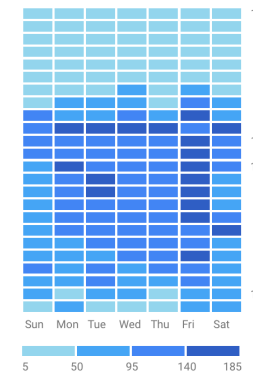
<input checked="" type="checkbox"/>	1. female	46 (55.42%)
<input checked="" type="checkbox"/>	2. male	37 (44.58%)

What pages do your users visit?

Page	Pageviews	Page Value
/rim-to-rim-race/	4,558	\$0.00
/	2,444	\$0.00
/events/	808	\$0.00
/racerinfo/	609	\$0.00
/blog/	443	\$0.00
/events/monthly-program/	443	\$0.00
/kids-run-club-virtual-edition/	406	\$0.00
/rim-to-rim-race/?...ApPAOBiqMUco5FIBw	369	\$0.00
/who-we-are/	349	\$0.00
/finding-love-by-getting-active/	339	\$0.00

Jan 1, 2020 - Jun 30, 2020 [PAGES REPORT](#)

Users by time of day



Jan 1, 2020 - Jun 30, 2020

Newsletter Analytics January - June 2020

Title	Subject	Total Recipients	Successful Deliveries	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks	Unsubscribes
January 2020 Active SWV Newsletter	Stepping Into A New Year	3350	3341	356	10.66%	765	59	1.77%	128	9
February 2020 Active SWV Newsletter	Winter Physical Activity	3690	3603	489	13.57%	1135	60	1.67%	107	7
March 2020 Active SWV Newsletter	Spring Into Physical Activity	3638	3599	465	12.92%	1114	56	1.56%	70	10
April 2020 Active SWV Newsletter	Staying Safe and Active at Home	3640	3610	512	14.18%	1141	95	2.63%	177	8
May 2020 Active SWV Newsletter	Virtual Events and Motivating at Home	3854	3820	580	15.18%	1002	90	2.36%	145	7
June 2020 Active SWV Newsletter	Virtual Summer Events And Groups	3842	3808	583	15.31%	1162	44	1.16%	81	8

Facebook Analytics January - June 2020

Facebook	PAGE VIEWS	POST REACH	NEW PAGE LIKES	NEGATIVE FEEDBACK
Jan-20	total people: 607	total number of posts: 21 organic: 1,649 paid: 2	194	individual hides: 2 hide all: 0 page unlikes: 0
Feb-20	total people: 388	total number of posts: 15 organic: 1,256 paid: 67	85	individual hides: 1 hide all: 0 unlike: 0
May-20	total people: 252	total number of posts: 18 Organic: 1,255 paid: 0	36	individual hides: 1 hide all: 0 page unlikes: 0
Jun-20	total people: 345	total number of posts: 26 Organic: 971 Paid: 558	38	individual hides: 1 hide all: 0 page unlikes: 0

Facebook Events	NUMBER OF EVENTS	EVENT RESPONSES
Jan-20	7	1.3k
Feb-20	11	914
Mar-20	14	603
Apr-20	3	603
May-20	6	423
Jun-20	8	419

Media and Promotion Gallery

ACTIVE
SOUTHERN WEST VIRGINIA

PAX Pickleball & Basketball

Pickleball - Thursdays 5-6pm
Basketball - Thursdays 6-8pm

People of all ages, abilities and residences are welcome to join Active SWV Community Captain volunteers for **FREE** beginner-friendly pickleball and basketball every Thursday night at the **Pax Community Center**.

FREE!

No experience or equipment required

www.activeswv.com/events
www.facebook.com/pg/ActiveSWV/events/
304-254-8488

APRIL 7TH/8TH 2020

SUPER MOON TONIGHT

Active SWV Full Moon Hike
Community Captain - Bob Matson

ACTIVE
SOUTHERN WEST VIRGINIA

Free Virtual June Physical Activity Programs

Virtual Fire Fly Walk and Count - June 8th - June 14th
Community Captain Bob and NPS Ranger Leah would like you to join them online for a Virtual Fire Fly Event. You will check in online to interact with the Community Captains and rangers. You will walk and hike on your own following safety guidelines for your local area. Anyone can participate!

Virtual Hike and Tree Aging/ID with a Master Naturalist - June 15th - June 21st
Learn from New River Gorge Ranger Chance Raso and Community Captain Linda Stein! Learn to identify trees and better understand what has happened in the life of each tree! We will also have the measuring tapes and tree growth rate handout to consider the ages of some of the wonderful trees. It will be great fun!

Virtual Birding - June 22nd - June 28th
Check in with this online event page to interact with Community Captains Crysty and park rangers. Go on a bird walk on your own time in your neighborhood, post your photos in the event page, let us know how many you counted, ask questions, and learn more about Birds with us.

Virtual Trail Tuesdays
Each week we will feature a Community Captain favorite hike, a different county each Tuesday. We hope to inspire you to explore your backyard trails and get first hand knowledge of the terrain and current conditions.

Virtual REFIT - Every Monday and Saturday
REFIT virtual event every Monday at 6:30pm 6:50P
REFIT facebook live event every Saturday at 8:00am

Virtual Move Your Way sm - REFIT - Monday June 8th 6:30pm
Join Active SWV Refit Community Captains for a Special Move Your Way Edition class. A perfect way for everyone to get moving at home!

Virtual Kids Discovery Event - June 21st - June 27th
Join us online for backyard interactive activities that get kids moving in the safety of their own yard or neighborhood. Different family-fun activities will be provided to complete throughout the week.

New River Gorge Virtual 10K - Saturday, June 1st - June 20th
Join us for a virtual race event to stay active, compete, meet healthy friends, and support youth running. Register here: <https://runsignup.com/Race/WV/Anyplace/NewRiverGorgeVirtual10K>

Please visit www.facebook.com/pg/ActiveSWV/events for all virtual events.

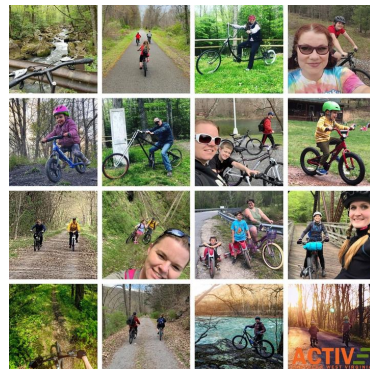
Active Southern West Virginia is committed to your safety and health by offering virtual physical activity programming in June. All people are welcome to join these events and activities. Please visit our event pages before programs for updates, descriptions, and cancellations. Active Southern West Virginia programs are free and open to all people in a welcoming and safe environment, directed by Community Captain volunteers. Active SWV is always striving to serve members of all of our southern West Virginia communities. If you are interested in volunteering, donating, or working towards adding programs to your town please contact us for more information.

activeswv.org/events 304-254-8488 facebook.com/pg/ActiveSWV/events Updated 5/27/20

CAMP COFFEE
Thank you to our June Sponsor

ACTIVE
SOUTHERN WEST VIRGINIA

BIKE MONTH PHOTO CONTEST



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MOVE YOUR WAY

NEW RIVER GORGE VIRTUAL 10K
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HINTON WALKING GROUP

Thursdays 11am at Bellepoint Park, Hinton

People of all ages, abilities and residences are welcome to join Community Captain leader Jody for a free group walk through the community near Bellepoint Park.

Bellepoint Park offers wonderful views of the Bluestone Dam and New River with beginner friendly walking in the vicinity. Get your walking shoes on and bring a friend!

Please visit our event pages before programs for updates, descriptions, and locations/driving directions:

www.activeswv.org/events
304-254-8488
www.facebook.com/pg/ActiveSWV/events

ACTIVE
SOUTHERN WEST VIRGINIA

Free High Fitness

Fayetteville Memorial Building

Every Thursday from 9-10am

Come join Community Captain volunteer Sarah every Thursday at 9am for High Fitness at the Memorial Building in Fayetteville. **High Fitness is for EVERYONE!** It is a fun fitness class that incorporates interval training with pop music, and intense easy-to-follow fitness choreography.

High Fitness produces a high caloric burn and full-body toning through its carefully formulated choreography that alternates between intense cardio peaks and toning tracks. Modified moves are available to suit every ability!

www.activeswv.com/events 304-254-8488

ACTIVE
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Virtual Birding

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Virtual Firefly Walk and Count

Partners

New River Gorge Development Authority, New River Gorge National River, Army Corps of Engineers at Summersville Lake, Carnifex Ferry State Park, Babcock State Park, Hawks Nest State Park, Pipestem Resort State Park, Bluestone State Park, Raleigh County Parks and Recreation, Fayette County Parks and Recreation, City of Beckley, City of Fayetteville, City of Oak Hill, City of Hinton, Summersville Arena, Camp Brookside Environment Education Center, ACE Adventure Resort, Bellann Building, Fayette County Commission, Holiday Lodge Hotel, Summers County Library, YMCA Montgomery, New River Community and Technical College Summersville Campus, St Luke's Methodist Church, Coal River Mountain Watch, Faith Baptist Church, Memorial United Methodist Church, The Summit Bechtel Reserve, WVU Extension, New River Health Association, Southern Appalachian Labor School, City of Mount Hope, Beckley Events, New River Gorge Trail Alliance, Coal Heritage Area Authority, Marathon Bicycle Company, New River Bikes, New River Transit Authority supported by RCCCA, Mount Hope Revitalization Coalition, Fayette County Urban Renewal Authority, Harmony for Hope, Crawford Holdings, Preserve WV AmeriCorps, National Park Service, Appalachian Regional Commission, National Endowment for the Arts, Conservation Fund, Greater Kanawha Valley Foundation, WVU School of Physical Activity and Sport Sciences, Be Active WV, WV DHHR BPH Division of Health Promotion and Chronic Disease, Beckley Raleigh County Chamber of Commerce, Nicholas County Health Department, Army Corps of Engineers at Summersville Lake, Woodrow Wilson High School, Beckley-Stratton Middle School, Fayette County Park, Fayette County Chamber, Fayette County CVB, Raleigh County Chamber of Commerce, Visit Fayetteville, Adventures on the Gorge, River Expeditions, Rotary Club of Summersville, Raleigh County Community Action Association

Get involved!

Studies show people who volunteer:

- Have lower mortality rates
- Have a greater functional ability
- Have lower rates of depression
- Develop leadership skills
- Accumulate community service hours
- Are accountable to their own physical fitness
- Have fun experiences and gain friendships

Foundations:

- Be part of our next 5 years.

Ask about contributing to the success of our 2025 Strategic Plan.

Individuals:

- Set up a social media giving event
- Volunteer your time
- Distribute monthly program fliers
- Promote Active SWV to friends and family

Businesses:

- Sponsor a Signature Event with employee entry
- Advertise your business as a health supporter on our monthly email newsletter
- Fund a project
- Donate goods or services
- Promote Active SWV programs

Board of Directors

William E. Massey, Jr. – Board Chair | Joe Brouse – New River Gorge Regional Development Authority | Gary Morefield – City of Beckley | Eloise Elliott – WVU College of Physical Activity and Sports Science | Adam Stephens – Arrowhead Bike Farm | Kate Miller – Ansted Middle School | Cindy Whitlock – New River Health Association | Levi Moore – Active SWV Community Captain | Rene Moore – Wellington Advisors | Michelle Rotellini – United Way of SWV | Mick Bates – Body Works Physical Therapy – Delegate | Austin Caperton – WV Department of Environmental Protection | Kay Bess – retired: Visit Southern West Virginia Tourism | Bill Hannabass – Oak Hill City Manager | Dave Bernier – WVU Tech

Thank you!