

# KIDS RUN CLUBS 2018 REPORT

# ACTIVE

## SOUTHERN WEST VIRGINIA

*Wellness Creates Jobs*



ACTIVE SWV

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# KIDS RUN CLUBS

## EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

Kids Run Clubs are hosted by community groups, elementary schools, and middle schools across Fayette, Raleigh, Nicholas, and Summers counties. The central goal of the Active SWV Kids Run Club Program is to instill healthy habits in our area's youth and get them excited about running and physical activity. The Kids Run Club program allows children of all abilities to feel successful in their running endeavors in an all-inclusive, encouraging, and non-competitive environment.

Kids Run Clubs are provided at no cost to either the participants or the school and were designed specifically to be accessible to those who may not have the resources to participate in another organized sport. There are no skill requirements or equipment purchases necessary for students to join, and Active SWV provides all necessary trainings, educational resources, and hands on technical assistance for volunteer coaches to feel confident leading the clubs themselves.

It is our desire that all participants find joy and confidence with running and physical activity so they can continue to be active beyond the tenure of the program. During practices, participants complete training runs, play running intensive games, and build their teamwork skills while learning about the muscles they are using during stretching and running.

Kids Run Clubs take place year-round, with most run clubs hosting a fall and spring season. Each season culminates with a celebratory Fun Run to honor the hard work of the coaches and kids participating. Siblings, parents, family members, faculty, and fellow students are invited to join in on the event, cheering on the kids or running alongside them. Active SWV pursues funding to support the Kids Run Club program through diverse local, state, and national funding avenues, sponsorships, and fundraising events.

### ACTIVE Kids Run Club SOUTHERN WEST VIRGINIA 2018 Locations

**Birch River Elementary**  
**Bradley Elementary**  
**Coal City Elementary**  
**Fairdale Elementary**  
**Fayetteville Elementary**  
**Ghent Elementary**  
**Glade Creek Elementary**  
**Hinton Area Elementary**  
**Mabscott Elementary**  
**Marsh Fork Elementary**  
**Maxwell Hill Elementary**  
**Mt. Hope Christian Academy**  
**New River Elementary**  
**Panther Creek Elementary**  
**REACH Home-school Group**  
**Shady Spring Elementary**  
**Stanaford Elementary**  
**Summersville Elementary**  
**Valley Elementary**  
**Zela Elementary**

*"The kids loved it and we are seeing a great rise in numbers for the middle school cross country team because of run club. It's definitely meeting its goal of getting kids more active."*

*- Carla Mollohan, Fairdale*



# KIDS RUN CLUBS

## EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

# THE YEAR IN NUMBERS

1,643

Youth Participants

190

Volunteer Coaches

20

Schools and Community Groups

Active Southern West Virginia Kids Run Clubs had another successful year in 2018. A total of **six** new elementary level Kids Run Clubs were welcomed to the Active SWV family, **Shady Spring** and the **REACH Home-school Group** in the spring and **Fayetteville, Glade Creek, Bradley, and Stanaford** in the fall.

Active SWV Kids Run Clubs give youth the knowledge and skills to be physically active on a regular basis. We invite you to join us in celebrating healthy futures for youth in our community. Learn more about Kids Run Clubs and how to get involved at <https://activeswv.org/programs/activeswv-kids>.

	Spring 2018		Fall 2018	
Fayette County Elementary Schools	Participants	Seasons	Participants	Seasons
Fayetteville	N/A	N/A	50 kids, 4 coaches	<b>New Club</b>
New River	31 kids, 3 coaches	3	N/A	N/A
Valley	78 kids, 12 coaches	6	90 kids, 10 coaches	7
Nicholas County Elementary Schools				
Birch River	57 kids, 10 coaches	3	62 kids, 6 coaches	4
Glade Creek	N/A	N/A	30 kids, 9 coaches	<b>New Club</b>
Panther Creek	N/A	N/A	106 kids, 20 coaches	4
Summersville	124 kids, 8 coaches	5	108 kids, 13 coaches	6
Zela	59 kids, 3 coaches	2	55 kids, 5 coaches	3
Raleigh County Elementary Schools				
Bradley	N/A	N/A	82 kids, 10 coaches	<b>New Club</b>
Coal City	71 kids, 9 coaches	2	86 kids, 8 coaches	3
Fairdale	N/A	N/A	128 kids, 17 coaches	3
Ghent	65 kids, 8 coaches	2	51 kids, 3 coaches	3
Mabscott	31 kids, 3 coaches	2	N/A	N/A
Marsh Fork	28 kids, 2 coaches	4	19 kids, 2 coaches	5
Maxwell Hill	30 kids, 7 coaches	2	N/A	N/A
Mt. Hope Christian	45 kids, 2 coaches	2	35 kids, 3 coaches	3
Shady Spring	42 kids, 2 coaches	<b>New Club</b>	N/A	N/A
Stanaford	N/A	N/A	22 kids, 3 coaches	<b>New Club</b>
REACH Home School	25 kids, 5 coaches	<b>New Club</b>	N/A	N/A
Summers County Elementary Schools				
Hinton	N/A	N/A	33 kids, 3 coaches	2



## HEAD VOLUNTEER COACHES

Leigh Ashby | Natasha Cook | Margret Perdue | Lavonne Booth | Tabatha Mallot | Jamie Bond | Callie Evans | Katelyn Moore | Kim Cantley | Amanda Richmond | Heather Arbogast | Lee Jones | Ben Bowling | Nathan Fell | Heather Boussy | Matt Huffman | Christy Huffman | Angela Young | Bonniejean Alexander | Faith Liskiewicz | Linda Boyd | Dee Dee Wisniewski "Nurse Dee Dee" | Alexis Virtue | Melissa Harrah | Miranda Hughart | Jeremy Wood | Hilary Nicolau | Stacy Harrison | Tanya Martin | Cheryl Childers | Kelli Martin | Scott Farr | Michele Blankenship | Erin Kneeland | Melanie Allen | Staci Stover

# KIDS RUN CLUBS

## EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

### Fayette County

**249 Youth Participants**

**29 Volunteer Coaches**

**3 Elementary Schools**

Fayette County welcomed one new school this year, **Fayetteville Elementary** in the fall. Fayetteville began by opening the program to all age groups, and had a successful club with 50 kids and three coaches. Fayette County is also home to the longest running Kids Run Club – **Valley Elementary**! Valley began their Run Club in 2015 as Active SWV's pilot program, and they have been going strong ever since. Valley also saw an increase in their total number of participants from the spring to fall seasons.

*Fayetteville Elementary -- New River Elementary -- Valley Elementary*

*"It brings me a lot of joy hearing kids tell me how excited they are for run club to start because I know they want to exercise and are choosing to be there, learning healthy habits that will influence them the rest of their lives." – Alexis Virtue, Valley ES teacher and Run Club coach*



### Raleigh County

**760 Youth Participants**

**84 Volunteer Coaches**

**11 Elementary Schools/Groups**

Continuing the trend from 2017, in 2018 Raleigh County had the most participating schools of any of the four counties. They also welcomed four new Kids Run Clubs in 2018, with The **REACH Home-school Group** and **Shady Spring Elementary** both forming Run Clubs in the Spring and **Bradley** and **Stanaford Elementary** joining in the Fall. Raleigh County is also home to 2018's largest Kids Run Club, **Fairdale Elementary** with 128 kids and over 17 coaches.

*Bradley Elementary -- Coal City Elementary -- Fairdale Elementary -- Ghent Elementary -- Mabscott Elementary -- Marsh Fork Elementary -- Maxwell Hill Elementary -- Mt. Hope Christian Academy -- REACH Home-school Group -- Shady Spring Elementary -- Stanaford Elementary*



# KIDS RUN CLUBS

## EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

### Nicholas County

**601 Youth Participants**

**74 Volunteer Coaches**

**5 Elementary Schools**

Nicholas County added one more school to its total Kids Run Club count in 2018 – **Glade Creek Elementary**, who started up their club in the fall. **Birch River**, a veteran Kids Run Club saw an increase in youth participation, while **Summersville** and **Zela** both saw an increase in the number of volunteer coaches participating with their clubs. Nicholas County is also home to two of the largest Kids Run Clubs in 2018 – **Panther Creek** and Summersville. Both are seasoned groups – Panther Creek has had a club for four semesters, and Summersville for six.

*'Run Club has made a huge impact on BRE (Birch River Elementary). Students and adults both benefit from the time spent together outside moving. For me, seeing the joy it brings to my coworkers has been the best part.'* – Leigh Ashby, Birch River teacher and coach



*Birch River Elementary -- Glade Creek Elementary -- Panther Creek Elementary -- Summersville Elementary -- Zela Elementary*



### Summers County

**33 Youth Participants**

**3 Volunteer Coaches**

**1 Elementary School**

**Hinton Area Elementary** remains the only Kids Run Club in Summers County, participating in the program since 2017. This fall, they capped off their season with a “color” Fun Run outside the Summers County Memorial Building with a great turnout of friends, family, and siblings. Hinton is one of the most accessible Kids Run Clubs, opening up to all ages and accepting new kids throughout the whole season.

*Hinton Area Elementary*

# **KIDS RUN CLUBS**

## **EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE**



## **WVU School of Public Health Program Analysis**

Active SWV partners with the West Virginia University (WVU) School of Public Health to conduct pre and post program participant surveys during the Kids Run Club fall and spring seasons. The results have been astounding and highlight the sustained effectiveness of the Active SWV Kids Run Club program. Our continued partnership with the WVU School of Public Health is an important asset to our program, providing valuable feedback to improving this survey process for future seasons so we may expand our understanding of the effects Kids Run Clubs have on participant and family health behaviors.

## **Key Results in 2018**

- \*In Spring 2018, 44 kids or 20% of participants went from not meeting the daily recommended physical activity guidelines (60 minutes per day) to meeting them. \*Additionally, in 2018 there was a statistically significant increase in the days per week that participants achieved the recommended 60 minutes daily of physical activity (PA). Spring 2018 increased to 5 days and fall 2018 increased to 5.3 days
- Screen time decreased for 25% of participant respondents in fall 2018. Screen time in general did increase in fall 2017 and remained high in 2018, and meeting PA guidelines was low during these times as well. This could indicate that Kids Run Club programs are still needed to help reduce screen time and increase PA for youth.
- In 2018 about 25% of participants were able to get a family member to increase their physical activity, totaling about 22 family members who became more active and invested in their health. The reach from here is unknown, but any increase in physical activity is valuable to the community.
- In 2018 there was an increase in confidence in physical activity by participants surveyed, and an increased knowledge of physical activity skills (warm ups, cool downs, stretches) by some participants. \*Spring of 2018 in particular had a statistically significant increase in the confidence levels of kids about their ability to be physically active for 60 minutes daily.

\*indicates statistical significance



## KIDS RUN CLUB FUNDING

### 2018 PARTNERS AND FUNDRAISING EVENTS



### 2018 Active SWV Kids Run Club Partners:

- West Virginia University of Public Health
- West Virginia University Institute of Technology
- Good Sports Athletic Equipment
- Kroger
- Road Runners Club of America Kids Run the Nation
- New River Health Association
- Raleigh County Memorial Airport
- UniCare
- New River Gorge Regional Development Authority
- The Massey Foundation
- Nicholas County Community Foundation
- Rick's Supermarket
- Beckley Area Foundation
- Hinton Area Foundation
- Highmark WV
- American Water
- Saucony Run For Good Foundation

### 2018 Active SWV Fundraising and Community Events

The **eNeRGy Community Walk/Run powered by Active SWV** is held at Woodrow Wilson High School in Beckley, and features a 5k community walk/run as well as a Kids Run Club 1-mile dash sponsored by MedExpress. About 150 kids and community members came out to participate in 2018.

The **Active SWV Family Triathlon** is held at Summersville Lake and allows families to take on a run, bike, and paddle together. In 2018, 52 people participated in the event.

The **Active SWV Bridge Day 5k** is hosted on West Virginia's largest one day festival, Bridge Day. Racers run across the iconic New River Gorge Bridge, through Fayetteville town streets, and finish in front of the historic Fayette County Court House. In 2018, 267 of 369 registered racers participated in this extraordinary event.

**Active SWV's Ugly Sweater Run** is a fun, festive 5k event at the Fayette County Park for the exclusive first night of the Fayette County Park Winter Wonderland Light Show. The 2018 Ugly Sweater Run was hugely successful, with 136 participants coming out to walk and run.



*"The best part has been seeing the joy on the students' faces because they are having so much fun. Many of them, I don't think, realized how much fun being active could be."*

*- Margaret Perdue,  
Coal City Elementary*



# ACTIVE PROGRAMS

SOUTHERN WEST VIRGINIA

COMMUNITY CAPTAINS -- KIDS RUN CLUBS -- WORKPLACE WELLNESS -- ACTIVE SWV BIKE/WALK

## COMMUNITY CAPTAINS

Active SWV recruits and trains local residents, or 'Community Captains', to lead free weekly and monthly physical activity programs in their communities. The programs range from walking and running to Tai Chi and yoga, and are designed to target people of all ages and abilities. The Active SWV Community Captain Program uses an evidence based, peer to peer model to remove barriers to living an active lifestyle, and aims to make physical activity more engaging and accessible. Community Captains are champions of their communities and have a passion to help others attain healthy and active lifestyles

## WORKPLACE WELLNESS

The Active SWV Workplace Wellness program aims to help businesses in southern West Virginia improve the health of their employees. The program takes a multi-year approach designed to increase physical activity in the workplace and utilizes the CDC Worksite Health Scorecard to measure results. Active SWV provides technical assistance and connects participating workplaces with the necessary resources to create a customizable wellness program for each business.

## ACTIVE SWV BIKE/WALK

Active SWV's Bike/Walk program is committed to making walking and biking safe, fun, and convenient by advocating for protected bike lanes, safe streets for pedestrians, fitness trails, and a network of connected hiking trails. By redeveloping the region's infrastructure to support active lifestyles, the Bike/Walk program enables southern West Virginian residents to improve their health and wellness by providing more opportunities for them to get outside and exercise, while also increasing economic activity and job creation in the area.

