



Wellness Creates Jobs.

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Kids Run Clubs 2017

Celebrating another year of the Active SWV Kids Run Club Program



Active Southern West Virginia (Active SWV) Kids Run Clubs seek to help kids to develop an enjoyment and understanding of exercise, while learning healthy habits that extend beyond the program. Participants learn the importance of maintaining an active lifestyle, team building, and techniques for being a healthy runner in a 6-8 week, multi-season program that emphasizes confidence building and inclusivity.

The Active SWV Kids Run Club program had a monumental year in 2017, with a record-breaking 1,921 youth participants and 188 adult volunteer coaches across 23 Kids Run Clubs.



Active SWV Kids Run Clubs

The central goal of the Active SWV Kids Run Club Program is to instill healthy habits in our area's youth and to get them excited about running and physical activity. Kids Run Clubs are hosted at elementary and middle schools across Fayette, Raleigh, Nicholas, and Summers Counties. Active SWV provides all necessary trainings, educational resources, and hands-on technical assistance for volunteer coaches. The Kids Run Club Program allows children of all abilities to feel successful in their running endeavors in an inclusive, encouraging, and non-competitive environment. Kids Run Clubs are provided at no cost to the participant or school and were designed specifically to be accessible for 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.

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 club. During practices, participants complete training runs, play running intensive games, and learn about safe running techniques. 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 participants. Siblings, parents, and family members are invited to join in on the event, cheering on their child or running alongside them. Active SWV pursues funding to support Run Clubs through diverse local, state, and national funding avenues, sponsorships, and fundraising events.

The Active SWV Kids Run Club Program has seen immense growth during its first 3 years. In 2017, the program had **1,921 youth participants, 188 volunteer coaches**, across **23 Kids Run Clubs**, the largest numbers the program has ever seen. Active SWV welcomed **13 new schools** to the Kids Run Club family this year. Returning Kids Run Clubs have also grown their participation numbers, in many cases at least one-fourth or one-third of the eligible school population participates in the program. Active SWV was also proud to have the first ever Kids Run Club in Summers County beginning in the fall of 2017 at Hinton Area Elementary School.

ACTIVE SWV KIDS RUN CLUBS LOCATIONS

Ansted Middle

Beards Fork Energy
Express

Birch River Elementary

Coal City Elementary

Collins Middle

Cranberry Prosperity
Elementary

Daniels Elementary

Fairdale Elementary

Gauley River Elementary

Ghent Elementary

Hinton Area Elementary

Mabscott Elementary

Maxwell Hill Elementary

Marsh Fork Elementary

Mount Hope Christian
Academy

Mount Hope Elementary

Mount Hope Energy
Express

Mount Nebo Elementary

New River Elementary

Panther Creek
Elementary

Summersville Elementary

Valley Elementary

Zela Elementary

Impact: The Year in Numbers



Kids Run Clubs: 23

Schools: 21

Community Groups: 2

New Kids Run Clubs: 13

Spring: 8

Fall: 5

Program Growth: 230%

Youth Participation: 1,921

Spring: 845

Summer: 60

Fall: 1,016

Volunteers: 188

Kids Run Club not only inspires the kids, but also inspires me, to look forward to a new era of kids, teenagers, and adults who are willing to take a step beyond for health.

Eric, Student Assistant Coach for the Fairdale Elementary Kids Run Club

Top: Marsh Fork Elementary Run Club

Left: Zela Elementary Run Club

Right: Panther Creek Run Club



Fayette County

536 youth participants

36 volunteer coaches

5 schools, 2 Community Groups

Fayette County hosts the only two middle schools in the Active SWV Kids Run Club Program and has two Kids Run Clubs in the summer season as a part of the WVU Energy Express Program. Valley Elementary was the first ever Active SWV Kids Run Club in existence, starting its pilot program 2015. Four new Kids Run Clubs began in Fayette County in 2017; New River and Mount Hope Elementary Schools in the spring and Collins Middle School and Mount Hope Energy Express in summer.

Ansted Elementary -- Beards Fork Energy Express -- Collins Middle -- Mount Hope Elementary School -- Mount Hope Energy Express -- New River Elementary --Valley Elementary



Raleigh County

523 participants

78 Volunteer coaches

9 schools

By the end of 2017, Raleigh County had more Kids Run Clubs than any other county in the region. In 2016, there were 2 Kids Run Clubs; however, by the end of 2017, there were 8 Run Clubs in the county. Seven new Kids Run Clubs were started in 2017 in Raleigh County at Coal City, Daniels, Ghent, Mabscott, Maxwell Hill, and Mount Hope Christian Academy Elementary Schools. New growth was partially supported through funding from the Beckley Area Foundation.

Coal City Elementary--Cranberry Prosperity Elementary--Daniels Elementary--Fairdale Elementary--Ghent Elementary--Mabscott Elementary--Marsh Fork Elementary--Maxwell Hill Elementary--Mount Hope Christian Academy

This was an awesome experience for our students. So many lead sedentary lives in front of technology and this gave them at least an hour of good, healthy activity. Our kids loved it, as did the coaches. We can't wait until we do it again.

- Margret Perdue, Teacher and Run Club Coach at Coal City Elementary

During runs at practices, we had so much time to talk. In addition to the natural stress relief gained from exercise, it's been really therapeutic for these kids to get an extra chance to just talk and share about their day. Thank you for bringing this program to our school community. It has been a profound life changing experience for me.

- Charlie Rose, Coach and Teacher at Birch River Elementary

Nicholas County

824 youth participants

71 adult volunteers

6 schools

Nicholas County has the largest number of youth participants of any county participating in the Active SWV Kids Run Club program. In 2017, all 6 Kids Run Clubs in Nicholas County began, thanks to the generous support of the Nicholas County Community Foundation and other funders.

Birch River, Mount Nebo, Panther Creek and Summersville Elementary Schools Kids Run Clubs were founded in the spring of 2017, and all but Mt. Nebo increased participation in their second season of the program in fall 2017. Gauley River and Zela Run Clubs began in fall 2017 and had exceptional participation for their first seasons. Gauley River Run Club, open to only third, fourth and fifth grades for its pilot season, had roughly 54% of students in the three grades participate in the club. Even more exceptional was the participation at Zela Elementary School, open to all grades, who had over 74% of all students in the club. Nicholas County also has the two largest Run Clubs of any schools participating in the program at Summersville Elementary, which had 147 participants this fall, and Panther Creek Elementary, which had 130 participants.

Birch River Elementary -- Gauley River Elementary -- Mount Nebo Elementary -- Panther Creek Elementary -- Summersville Elementary -- Zela Elementary

Summers County

Participants: 38

Volunteers: 3

Schools: 1

The first ever Active SWV Kids Run Club in Summers County took place this fall at Hinton Area Elementary School. The Hinton Area Run Club culminated in a celebratory "color" Fun Run outside the Summers County Memorial Building. Startup funds for the club were provided from a grant through the Hinton Area Foundation and other Active SWV funding sources.



“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 the gratification I need to continue this journey with our school.”

Cassie Smith, Run Club Coach and Teacher at Hinton Area Elementary School

Impact: WVU School of Public Health Program Analysis

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

Key Results in 2017

- 71.8% of respondents said that since their participation in Run Club, they have gotten a friend or family member to increase their physical activity (Fall 2017)
- Post program, more participants were meeting the CDC’s physical activity guidelines (60 minutes per day) (Spring 2017)
- 40% of participant survey respondents decreased their computer and video game screen time on school days (Fall 2017)
- Increased knowledge and physical activity skills- post-program, students were able to warm-up, cool-down, and stretch on their own (Fall 2017)
- Returning participants had higher levels of physical activity starting the season than new participants; highlighting the sustained effectiveness of the program (Fall 2017)

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.

Cortney Walton Wood, Teacher and Run Club Coach at Zela Elementary School

2017 Kids Run Partners

West Virginia University School 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

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

Active SWV Fundraising Events

Active Southern West Virginia hosts two signature race events each year to support the Kids Run Club Program, the Active SWV Family Triathlon and the Active SWV Bridge Day 5K. These events are built for beginner and experienced racers alike. The Active SWV Family Triathlon is held at Summersville Lake and allows families to take on a run, bike, and paddle together. The Active SWV Bridge Day 5k is hosted on West Virginia's largest one day festival, Bridge Day, and 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 2017, 241 racers participated in this extraordinary event.



About Active Southern West Virginia

Active Southern West Virginia strives to improve the health of all southern West Virginians by increasing opportunities for active lifestyles.

Community Captains

Active SWV recruits and trains local residents, called Community Captains, to lead free weekly and monthly physical activity programs in their communities. The Active SWV Community Captain Program uses an evidenced-based, peer to peer model to remove barriers that prevent people in the community from being active and to make physical activity engaging and accessible. Community Captains are champions of their communities and have a passion to help others attain healthy and active lifestyles

Bike/Walk SWV

Bike Walk SWV 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, southern West Virginians can improve their health and wellness with more opportunities to get outside and exercise, while increasing economic activity and job creation.

Workplace Wellness

The Active SWV Workplace Wellness Program supports businesses in southern West Virginia to improve the health of their employees. This program takes a multi-year approach to increase physical activity in the workplace through utilizing 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 Southern West Virginia
116 N. Heber Street Suite B
Beckley, WV 25801
304-254-8488
www.activeswv.com