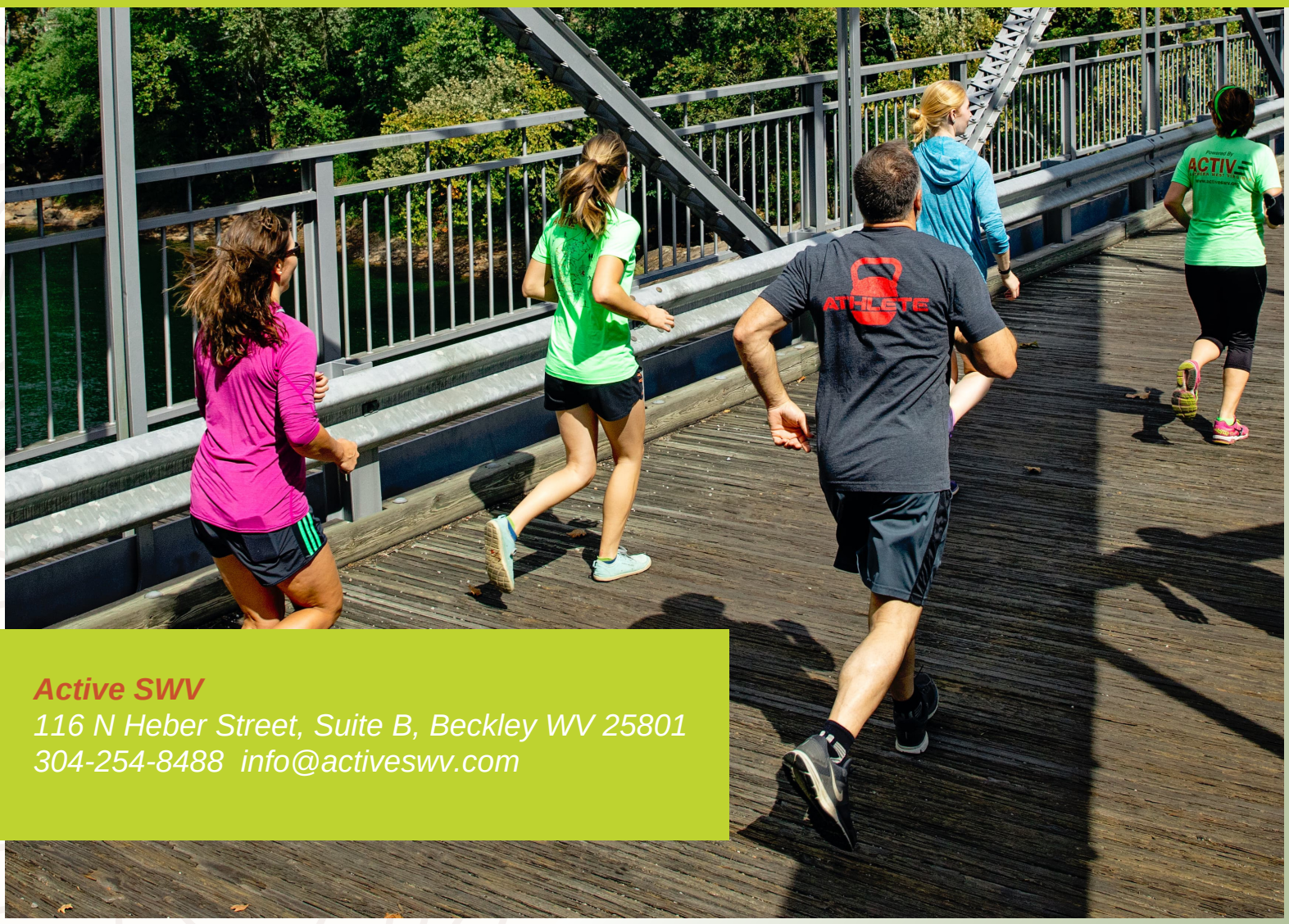
ACTIVE
SOUTHERN WEST VIRGINIA

2021 MID-YEAR REPORT



Active SWV
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ACTIVE
SOUTHERN WEST VIRGINIA

2021 mid-year Report

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.

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 is an innovative program developed by Active SWV. Community Captains and other Active SWV volunteers are themselves residents seeking healthier lifestyles. These volunteers are provided training with certifications and comprehensive program manuals 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 be in charge of 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.

ACTIVE SOUTHERN WEST VIRGINIA

2021 mid-year Report

ASWV ORGANIZATION OVERVIEW

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

Wellness Creates Jobs

COMMUNITY CAPTAINS

Community Captains are champions of their communities who want to lead others to live healthier and more active lives. Through volunteering they remove barriers that prevent people from being active by providing free weekly and monthly physical activity programs in their communities. Activities include beginner-friendly walking and running groups, tai chi, yoga, water aerobics, pickleball, hiking, group fitness, stand up paddle boarding and more.

YOUTH PROGRAMMING - KIDS RUN CLUBS

Active SWV Youth Programs help participants develop an enjoyment and understanding of exercise, while learning healthy habits for life. Kids Run Clubs are hosted at schools across southern West Virginia. The program is accessible to all children with no cost to the participant, community, or school. Interested parents, teachers, faculty, family, and community members can be trained by Active SWV to lead the program as “Run Club Coaches.”

WORKPLACE WELLNESS

Employers in southern West Virginia can improve the health of their employees by participating in the Active SWV Workplace Wellness program. Many people spend a significant portion of their lives at work, which is why it is imperative that workplaces prioritize health initiatives that are simple, inexpensive, and long-lasting. This program provides structure and support for a multi-year approach to increase physical activity in the workplace by utilizing a score card to measure results.

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, as well as helping communities form Bicycle Pedestrian Action Committees for monthly planning meetings.

We invite you to join us in our free physical activity programming and signature events!

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304.254.8488
www.activeswv.org/events
www.facebook.com/activeswv
www.instagram.com/activeswv

EXECUTIVE SUMMARY

The health and safety of our friends and neighbors has always been our priority at Active Southern West Virginia. The need has never been greater to improve the health of our communities in central and southern West Virginia as individuals continue to combat viruses and chronic diseases. Workforce productivity can continue to increase, and our youth have healthy activities to reduce their chances of substance abuse. Outdoor recreation is abundant in West Virginia which provides the resources needed to improve health through physical activity.

We welcomed 2021 with hope for a vaccine, hope to return to normal activities, and reinforce our outdoor spaces to provide safe ways to maintain physical and mental health. Active SWV staff and volunteers maintained online programs and meetings while planning and launching in-person activities in the spring. This included health education campaigns like Move Your Way® and federal funding to relieve impacts from Covid-19 through Building Resiliency in Communities.

Removing barriers to living a healthy lifestyle is our strategy to create a better quality of life in West Virginia while also improving the health of the workforce. Businesses that prioritize the health of their employees will see a greater retention and attraction rate, while reducing health care costs to both the employer and employee. When so much of the day is spent during workhours, remote or onsite, having a culture of health within the workplace will remove barriers and challenges to active living.

We look forward to expanding the reach of the Active SWV ecosystem: Community Captains, Workplace Wellness, Kids Run Clubs, and Bike/Walk SWV by developing leaders through volunteerism, and improving overall health in our communities. Thank you to our partners, working in public health and economic development, who support the staff and volunteers of Active SWV.

Melanie Seiler
Executive Director

COMMUNITY CAPTAINS

PROGRAM GOALS

Southern West Virginia faces many economic and health challenges. Through our Community Captains program and with the partnerships and sponsors within the communities Active SWV serves, we can help people overcome common barriers that prevent them from leading active and healthy lives. Community Captains break down barriers to physical activity by leading free activities for locals in their own hometowns. Here are some of the programs offered in the first half of 2021:

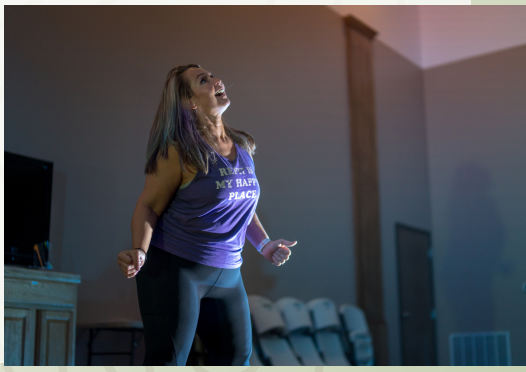
- National Park Hikes
- Gentle Walking Groups
- Group Running
- Refit Revolution Dance
- High Fitness
- Yoga
- Stand Up Paddle Boarding
- Water Aerobics
- Group Bike Rides
- Walk with Ease
- Prevent T2 Lifestyle Management Program

COMMUNITY CAPTAIN PROGRAM	
2021 NUMBERS	**31** PROGRAMS OFFERED
	253 PROGRAM SESSIONS
	357 UNIQUE PARTICIPANTS

QUOTES

'"Honestly, the skill level of both of my instructors is unbelievable. It's amazing that I can do both of the classes for free. I am so thankful for their time, passion, and willingness to volunteer their skills for the betterment of the community". -Heidi, participant

"Having my running and walking group every Thursday really keeps me accountable. It is really fun to run or walk with a group so I get to look forward to my runs every Thursday". -Lauren, Community Captain .



COMMUNITY CAPTAINS

NDPP PREVENT T2 LIFESTYLE CHANGE PROGRAM

PreventT2 Lifestyle Change is part of the National Diabetes Prevention Program (NDPP), led by the Centers for Disease Control and Prevention (CDC). This class is proven to prevent or delay the onset of type 2 diabetes. Research shows that modest behavior changes, such as making better food choices and increasing physical activity, reduced the risk of developing type 2 diabetes by 58% in people at high risk for developing this disease.

Active SWV offers regular Prevent T2 classes to the communities we serve at no cost through both our Community Captains and Workplace Wellness programs. This course can be offered virtually, in-person or blended as safety allows.

NDPP 1-YEAR PROGRAM **PARTICIPATION**

Weekly classes for the first 6 months - **4 participants**

Monthly classes for the second 6 months - **3 participants**

**The second NDPP 1-Year Program will begin in August 2021

YOUTH PROGRAMMING

KIDS RUN CLUB GRANT

As we went into spring of 2021, many challenges related to Covid-19 remained. Active SWV adapted to the changing environment and reframed our Kids Run Club program with a mini-grant structure that schools could apply to and receive zoom coaches trainings, virtual support from Active SWV through the season, and $250 funds to spend on healthy items for their clubs. As part of the grant, Active SWV asked that schools conduct our pre and post season surveys with participants.

Active SWV opened the grant opportunity to all of West Virginia rather than confining it to our six-county service area. With the grant program structure, we were able to support returning Kids Run Clubs as well as six new Kids Run Club sites from around the state. This summer, Active SWV is also supporting a Kid Run Club at the Wade Center in Bluefield, WV, and Kids Run Clubs at 5 different Energy Express sites in Mingo County.

SPRING 2021 KIDS RUN CLUBS

FAYETTEVILLE PK-8	Fayette county	18 participants	21st Ceintury Grant club
OAK HILL MIDDLE SCHOOL	Fayette county	13 participants	21st Ceintury Grant club
ZELA ELEMENTARY	Nicholas county	64 participants	Kids Run Club mini-grant recipient
FAIRDALE ELEMENTARY	Raleigh county	22 participants	Kids Run Club mini-grant recipient
KENNA ELEMENTARY	Kanawha county	53 participants	Kids Run Club mini-grant recipient
RICHMOND ELEMENTARY	Kanawha county	20 participants	Kids Run Club mini-grant recipient
ANNA JARVIS ELEMENTARY	Taylor county	61 participants	Kids Run Club mini-grant recipient
HACKER VALLEY SCHOOL	Webster county	23 participants	Kids Run Club mini-grant recipient
UNION EDUCATIONAL COMPLEX	Grant county	28 participants	Kids Run Club mini-grant recipient
RUPERT ELEMENTARY	Greenbriar county	27 participants	Kids Run Club mini-grant recipient
10 TOTAL/ 8 NEW	**ACROSS 8 COUNTIES**	**329 PARTICIPANTS**	

In 2021, Active SWV's **Regional Fun Run** was once again a virtual event. Children and adults were invited to sign up for a kids one-mile dash, community 5k, or both through the platform RunSignUp and complete and log their distance over the weekend of May 8-9th. We had 12 people participate in the event this year.

YOUTH PROGRAMMING

21CCLC PARTNERSHIP

In 2020, Active SWV received a 21st Century Community Learning Center award (21CCLC) in partnership with Coda Mountain Academy and Camp ROYAL. With this funding, our three organizations are able to provide a new, free, and diverse extra-curricular opportunity to at-risk youth for five years. This includes fully funding two new Active SWV Kids Run Clubs at Fayetteville pk-8 and Oak Hill Middle school, and a summer camp for Fayette county youth.

The Kids Run Club participation numbers for those locations are listed in the table above. Over two one-week sessions of summer camp this July, we had a total of 37 3rd-8th graders participate in a variety of activities including team building exercises, journaling, swimming, Stand-up paddle boarding, Leave No Trace training, outdoor survival skills, and more.

SUMMER ACTIVITIES

Throughout the summer, Active SWV has provided a portable youth agility course at different regular programs and pop-up events.

- Adventure Days is an initiative by Adventure: Fayette county designed to give kids activities to do throughout the summer. In June and July, Active SWV and other organizations came together at regular times at the Fayetteville Town Park, Smithers Gateway Center, Mt. Hope Roadside Park, and Ansted Community Center to provide activities like arts, crafts, music, and more. Active SWV provided the youth agility course at these events. Adventure Days saw 606 total participants and 258 individual participants.
- Active SWV also partners with WVU Extension and the City of Smithers to participate in their First Friday Farmers Market. Active SWV loaned the City of Smithers youth agility course equipment to set up at the farmers market each month to give kids there an opportunity to do some activity.
- Active SWV also participated in the Mount Hope Summer Fun Day at the Roadside Park. 20 kids came to do Active SVW's agility course, have their faces painted, and enjoy some free play.

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YOUTH PROGRAMMING

PARTNERS IN 2021

- **Coda Mountain Academy**
- **Camp Royal**
- **New River Health Association**
- **Adventure: Fayette County**
- **City of Smithers**
- **WVU Extension**
- **WVU School of Public Health**

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Counties with Kids Run Club sites, 2015-2021

QUOTES

'I loved watching kids' confidence grow as we progressed through the program. There was a second grader who had never ran before and we discovered quickly that he is a born runner! He loved it! Before running club he lacked self confidence. Now he feels better about himself and has really came out of his shell.' - Cindy Rubenstein, Anna Jarvis Elementary

'We had preschool to 5th grade students. One of the students that is not the best at school and usually has a bad attitude, became an amazing leader during the club. He stepped up and worked hard and was everyone's biggest cheerleader. He encouraged all the students and really shined through the club. He was one of the first finishers of our fun color run and then he went back and encouraged all the other runners, adults included.' - Jenny Harden, Rupert Elementary

'The community is coming together to continue Run Club all summer. Parents have already decided to continue to offer prizes and snacks on their own. It really made an impact on our kids.' - Abbi Kifer, Union Educational Complex

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BIKE/WALK SWV

PROGRAM PURPOSE

Bike/Walk SWV is committed to making walking and biking safe, fun, and convenient across our region. Through this program, Active SWV advocates for protected bike lanes, safe and complete streets, fitness trails, and a network of connected hiking trails to make communities more accessible to everyone. Rethinking the region's infrastructure not only helps southern West Virginians improve their health and wellness by creating more opportunities to exercise outside, it also increases economic activity and job creation. Active SWV offers communities technical support to improve their infrastructure and ensure people have safe places to be physically active by forming Bicycle Pedestrian Action Committees for monthly planning meetings.

BPACS: BICYCLE AND PEDESTRIAN ACTION COMMITTEES

City of Beckley BPAC.

- **Return of Monthly Events.** The BPAC's monthly Walk with the Mayor events resumed this spring, as well as monthly Full Moon Walks, both led by BPAC members and Active SWV Community Captains. Barring potential COVID-19 related restrictions, these in-person events will continue throughout the year as they have for several years past.

- **Increasing Awareness.** Thanks to the efforts of the BPAC in collaboration with the City of Beckley, new signage has been installed on the McManus Trail displaying a trail map and surrounding streets. This is significant as the trail, closed to traffic, is one of the best locations for pedestrian and cyclist access. For some, it offers a primary means of access to various parts of the city. With the installation of the signage, the BPAC hopes to increase awareness and comfort for locals to use the trail for both leisure and regular transportation.

BIKE/WALK SWV

BPACS: BICYCLE AND PEDESTRIAN ACTION COMMITTEES

Town of Fayetteville BPAC

- **Celebrating Bike Month.** During National Bike Month in May, the BPAC hosted the town's first ever Bike/Walk with the Mayor event. Several community members of all ages participated. The BPAC also hosted a month-long virtual bike challenge. Throughout May, community members were encouraged to post pictures of themselves riding on local trails to social media with the hashtag #fayettevillebikemonth2021. All who posted were entered to receive gifts including generous in-kind donations from our local bike shops.

- **Increasing Awareness.** In July, the BPAC hosted a 4th of July 5k Fun Run/Walk using the town park, low traffic town roads, and beginner friendly trails. The goal of the 5k was to raise awareness of walkable/runnable areas in town. The 5k also acted as a fundraiser for the BPAC. These funds will contribute toward achieving the BPACs larger goal this fall of purchasing and installing 2 bike repair stations for the town.

BIKE/WALK SWV

HEALTHY PEOPLE, HEALTHY PLACES

Active SWV in partnership with the Bureau of Public Health provides technical assistance to applicants for the Healthy People Healthy Places WV recognition. Achieving these benchmarks makes communities a better place to live, learn, work, eat, and play. By improving quality of life, these efforts help to reduce healthcare costs and make communities more attractive to people and businesses.

2020-2021 Awardees

- Gold-level awardees: City of Beckley and Berkeley County
- Silver-level awardee: City of Fayetteville
- Bronze-level awardees: City of Morgantown and Putnam County

Healthy People Healthy Places communities received a $1,000 award, signage, and other materials to promote their commitment to policies, programs, and practices that promote healthier lifestyles. Award benchmarks fall into these categories; Polices, Environmental, and Community-Clinic Linkage specific to nutrition, physical activity, and tobacco cessation.

2022 Applications for recognition will open September 2021. Sign up to be notified when applications open up! Use this link:
https://wvhealthypeoplehealthyplaces.us4.listmanage.com/subscribeu=bf2956186de12c56186b28f92&id=7c855c9562

WEST VIRGINIA Department of Health & Human Resources
BUREAU FOR PUBLIC HEALTH
Division of Health Promotion and Chronic Disease

West Virginia HEALTHY PEOPLE HEALTHY PLACES

WORKPLACE WELLNESS

WORKPLACE WELLNESS IN 2021

Active SWV Workplace Wellness program continues to provide flexible technical support and services to workplaces as access to COVID-19 vaccinations have allowed workplaces to transition back into in-person work, or new hybrids of remote and in-person work. We continue to offer virtual options for programs and meetings for all workplaces as they see fit.

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PROGRAM MARKETING

Language for workplaces registered for our one-year program has changed to from “partners” and “partnership” to “members” and “membership” to more accurately describe the relationship between Active SWV and participating workplaces.

This new language also helps differentiate between worksites eligible for our annual program services, versus those that receive only limited technical support through short term offerings such Active SWV Capacity Building Grants (formerly referred to as mini-grants) and evidence based interventions such as Walk With Ease.

Additionally, we are transitioning to a more fixed timeline for recruitment (to the right). The benefits of this new timeline allow for larger and more targeted marketing efforts, as well as streamlining the onboarding process so that we can accommodate more worksite members at once.

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WORKPLACE WELLNESS

1ST ANNUAL WORKPLACE WELLNESS CONFERENCE

In June, Active SWV hosted its first statewide workplace wellness conference. This one-day conference took place at Stonewall Resort in Roanoke, WV. WVU Medicine sponsored the event. Additional funding was provided through partnership with WV DHHR Bureau for Public Health. Approximately 30 attendees from across the state joined. To accommodate those unable to travel due to COVID-19 or other restrictions, a virtual modified conference was offered as well. Feedback from participants has been overwhelmingly positive. Active SWV is already preparing for a more robust conference next year.

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WORKPLACE WELLNESS MEMBERS IN 2021

ACTIVE SWV WORKPLACE WELLNESS PROGRAM

2021 MEMBERS

Workplace Member	County	Employees
Beckley Sanitary Board	Raleigh	43
Boone Memorial Hospital	Boone	350
Columbia Forest Products	Nicholas	200
New River Community & Technical College	Nicholas	130
New River Health Association	Fayette	160
Region 1 Partners in Action	Raleigh	100

WORKPLACE WELLNESS

ACTIVE SWV CAPACITY BUILDING GRANTS

Grants made possible through WV Health Promotion and Chronic Disease

- 19 worksites awarded
- $19,000 grant dollars distributed
- 34 Policy, System, or Environment (PSE) changes proposed

Grantees will submit their final reports by mid-July, 2021, at which point the grant committee will assess the success and completion rate of proposed PSEs. Active SWV has been granted an additional $20k to award in the second half of 2021. Applications for the next round of Capacity Building Grants will be accepted through August, 2021.

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CDC WORK@HEALTH

- Employees representing 4 workplaces registered for June Work@Health Class
  - Cabell-Huntington Health Department
  - Office of Health Resource Services
  - Summit Bechtel Reserve
  - WVU Extension Services

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Clay Middle School staff participate in regular beginner friendly aerobics lead by a volunteer coworker who also has certifications in fitness instruction. .

Clay Middle School staff try out the nearby disc golf course as a way to get physical activity while having fun in a social environment.

Columbia Forest Products Fishing Derby

WORKPLACE WELLNESS

CDC EMPLOYEE HEALTH ASSESSMENT

This assessment was originally developed by the CDC for the National Healthy Worksite Program. This tool assesses employee health status, health behaviors, readiness to change, needs and interests related to workplace health and safety, as well as work-related health history. Active SWV encouraged all grant recipient and member workplaces to participate in the assessment as a survey. Upon completion, Active SWV distributed aggregate responses to each workplace. Further analysis into the complete data set of 90 questions will take place later this year in partnership with the Office of Health Service Resources. Below is a general overview of survey participants.

- 364 employees across 12 workplaces completed the assessment
- 86% female; 13.5% male
- 84% of all participants believed their health to be good, very good, or excellent
- However, nearly 67% also reported having at least one health disorder, including 46% with high blood pressure, 34% with a depressive disorder, and 31% with high blood cholesterol.
- Across topics of Healthy Eating, Physical Activity, Weight Loss, and Stress Reduction the majority of participants showed an interest and readiness to make healthier choices. In the topics of Alcohol Use and Tobacco Use, most participants indicated they do not partake. Amongst those who do, most were satisfied with the way they are now with very few indicating an interest or readiness to change.

There is much more analysis to be done across this 90-question assessment, and cross-tabulation will reveal further insights which we intend to share in our 2021 Annual Report.

PARTNERS IN 2021

ACTIVE SWV WORKPLACE WELLNESS PROGRAM

2021 PARTNERS

Partners

Appalachian Regional Commission

Division of Health Promotion & Chronic Disease, WV DHHR BPH

New River Gorge Regional Development Authority

Office of Health Services Research

WV Health Connection

WV Prevention Research Center

WVU Extension Services

WALK WITH EASE

WALK WITH EASE

In 2021, Active Southern West Virginia received funding through a partnership with the National Association of Chronic Disease Directors to promote Walk With Ease (WWE), a program of the Arthritis Foundation. With this funding, Active SWV can:

- Cover cost of certification for aspiring WWE Leaders.
- Provide manuals for every participant registered with an Active SWV-powered WWE class.
- Offer technical support to our WWE Leaders throughout the planning, promotion, implementation and evaluation phases of their class.

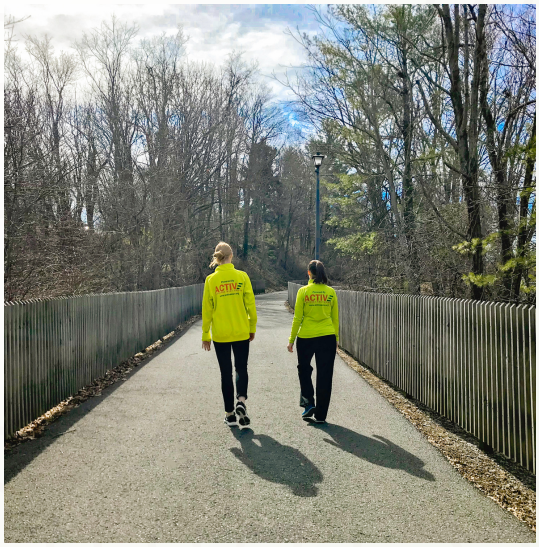
To date, Active SWV has achieved the following in WWE program promotion:

- 12 Walk With Ease Leaders trained
- 6 Walk With Ease classes offered

The partnership with NACDD to provide WWE is planned to continue through the foreseeable future. Additional WWE courses are already in the works for 2021. Active SWV promotes WWE Leader certification and class openings through multiple avenues including our Community Captain and Workplace Wellness Programs.

WALK WITH EASE
a program for better living

ARTHRITIS FOUNDATION®



WALK WITH EASE

OUR WWE

We love this 6-week course because of its plug-and-play nature – materials and reporting are already laid out. And for its approachable time commitment – 6 weeks is long enough to establish a new routine, and short enough to feel achievable.
Walk With Ease (WWE) also offers a way to develop a sense of community, and is accessible to almost any physical ability.

There are 3 ways to deliver a Walk With Ease Program with Active SWV:

- In Person. Classes meet 3 times a week for 6 weeks. At least one meeting consists of a lecturette and all meetings include a group walk, all facilitated by the class's WWE Leader.
- Virtual / Online. Classes meet 1 – 3 times a week for 6 weeks online. At least one meeting consists of a lecturette facilitated by the WWE Leader. Participants walk on their own 3 times a week.
- Enhanced Self-Directed. A WWE Leader, or designated group “champion” shares educational materials and encouragement via email or other communication methods weekly. Participants study lecturette materials and walk 3 times a week independently.

*While not an official method of delivery, some WWE Leaders have offered or are considering the delivery of their class through a hybrid method. This means there may be some walks or lecturettes presented in person, but participants will be expected to complete the remaining walks or lecturettes independently. This blended method has come about partially as a result of COVID-19, and partially to better accommodate the schedules of the WWE Leaders and their target populations.

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ACTIVE SWV
WALK WITH EASE

JAN - JULY
2021 PROGRAMS

Class Type	Classes offered to:		Total Participants
	Communities	Workplaces	
In Person	-	1	8
Virtual / Online	2	-	36
Hybrid	-	1	6
Enhanced Self-Directed	-	2	144
Total	6		194

BRIC

BUILDING RESILIENT INCLUSIVE COMMUNITIES (BRIC)

The West Virginia Department of Health and Human Resources' Bureau for Public Health (BPH) recently received funding from the National Association of Chronic Disease Directors (NACDD) to promote healthy living and reduce social isolation during the COVID-19 pandemic through the Building Resilient Inclusive Communities (BRIC) program. West Virginia was one of 20 states to receive these funds. Active SWV was one of three organizations chosen to facilitate BRIC projects in southern West Virginia

The BRIC program will help BPH and community-based organizations improve safe access to physical activity, promote healthy eating by improving nutrition security, and reduce social isolation and loneliness. NACDD will collaborate with the Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity and Obesity, the Division of Population Health, and the National Technical Assistance Partnership.

"Strategies to address nutrition security, physical activity, and social connectedness, will be implemented with a focus on health equity and inclusion," said Jessica Wright, interim co-director of the Office of Community Health Systems and Health Promotion. "The program will also emphasize improving quality of life and reducing health inequities." .

ACTIVE SWV – BRIC PROJECTS 2021

- ***McDowell County*** *Commission on Aging* working with multiple generations through nutrition projects and education. Raised beds have been constructed in two locations.
- ***Wyoming County*** – WV Food & Farm Coalition have funded improvement to food storage and the Go-Grocery Mobile market delivery van making three stops in Mullens, Oceana, and Pineville.
- ***Boone County*** – BARN Community Center improves a public walking path with signage, benches, and accessibility.
- ***Raleigh County*** – City of Beckley in partnership with West Virginia Gay and Lesbian Community Center will work on assessing trail use, equipment, training, and signage to improve walking and biking access around the city.

Go Growcery mobile market — 2021 MARKET SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
ORANGE WEEK	Panther 10-1 Iaeger 2-4	Welch Com. on Aging 11-1 Kimball 2-4 Gary 5-8	Keystone 3-6	Mullens 9-12 Oceana 2-3:30 Pineville 5-8		Welch 9-12 War 4-7
GREEN WEEK	Caretta 10-1 Raysal 2-4 Coalwood 5:30-8	Premier 12-2:30 Davy 5-8	North Fork 10-1 Pageton 3-6	Mullens 9-12 Oceana 2-3:30 Pineville 5-8	Bradshaw 2-6	Welch 9-12 War 4-7

MOVE YOUR WAY®

MOVE YOUR WAY® PARTNERSHIP

Active Southern West Virginia is honored to be selected as one of eight participating pilot sites for the national Move Your Way® campaign for 2020 and 2021 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 recommended 150 minutes of physical activity from the Physical Activity Guidelines for Americans.

· MOVE YOUR WAY® EVENTS IN 2021

- Sock-it-to-Diabetes with Kanawha County Diabetes Coalition – *700 older adults reached*
- Mountaineer Food Bank: *Minden – 70 reached, Eccles – 75 reached.*
- Appalachian Regional Hospital "Well I'll Bee" - *95 older adults reached*
- Peddle For a Purpose with Faith in Action Kanawha County – *200 adults reached*
- McDowell County Commission on Aging – *232 older adults reached*
- Exercise package requests – *148 packages mailed*
- Produced 4 Move Your Way commercials as public service announcements on local news stations..

Participant with their Move Your Way® exercise box from Active SWV.

QUOTES

"Thanks so much for the boxes you guys donated to NRBC! They go along so perfect with our Pulmonary Rehab program as we are really trying to get our patients to stay motivated on days off from here as well as have some options to fall back on once they graduate. I also told them about all the community activities you offer." - Carrie Cashen, CRT, Respiratory Therapist at New River Health Association Black Lung Clinic

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MOVE YOUR WAY®

VISIT HEALTH.GOV FOR MORE

SIGNATURE EVENTS

NEW RIVER GORGE RIM TO RIM 10K RACE

The inaugural NRG Rim to Rim 10K Race took place on May 15, 2021, on Fayette Station Road sponsored by Adventures on the Gorge. This course had a 1300 vertical decline and incline providing spectacular views of the river and New River Gorge Bridge. The weather was perfect for 241 racers to run and walk the route finishing at the Adventures on the Gorge pool deck overlooking the gorge.

Participant numbers: 241
Volunteers: 17
Social media reach: 24,711
Event sponsors: Adventures on the Gorge, Visit Southern WV, Freefolk Brewery

UPCOMING EVENTS

Bridge Day 5K RUN – October 16, 2021. Join us in October for a breath-taking run across the New River Gorge Bridge. This unique race takes place during the Bridge Day West Virginia event and is the only opportunity to run across the New River Gorge Bridge.

Winter Wonderland Light Run – November 30, 2021. Active SWV in partnership with Fayette County Park would like to offer you a family fun way to stay active on the opening night of the Winter Wonderland Light Display.

ANNUAL FUND

TRUCK PULL FUNDRAISER

This summer, Active SWV Annual Fund Committee piloted a Truck Pull competition to fundraise for Kids Run Club. This is the first competition of its kind in our region. Teams of 6 competed to pull a firetruck a set distance in the fastest time. A beginner friendly course meant that teams of all ages and abilities could successfully compete.

The Committee intends to make this a reoccurring event. The competition is unique, and demonstrates an important message: there are many creative ways to be physically active! The Committee sees potential in targeting fitness centers, youth sports teams, Crossfit gyms, fire departments and other similar groups to bolster team participation going forward.

In 2021 so far, sponsorships and team entry fees were collected to fundraise a total of $1200 to support Kids Run Club grants in Nicholas County, WV.

1ST PLACE

INDIVIDUAL & CORPORATE GIVING

Active SWV would like to recognize the following individuals and corporations for donating funds to support Active SWVs free programs in 2021:

Individual:

- Chris Fussell
- Kay Bess
- Rene Moore
- Austin Caperton
- Jill Moorefield

Corporate:

- Kroger Rewards
- Amazon Smile
- Network for Good
- PayPal Giving

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

William E. Massey, Jr. Board Chair - Massey Foundation
Cindy Whitlock - New River Health Association
Larry Harrah - Harrah Law Firm

BOARD MEMBERS

Gary Morefield - Raleigh County Bicycle Club
Eloise Elliott - WVU College of Physical Activity and Sports Science
Adam Stephens - Arrowhead Bike Farm
Kate Miller - Ansted Middle School
Rene Moore – Community Captain
Michelle Rotellini – Raleigh County Chamber of Commerce
Austin Caperton - Appalachian Salmon LLC
Kay Bess - Community Volunteer, retired - Visit Southern West Virginia
Dave Bernier – Assistant Director WVU Tech Adventures