ACTIVE
SOUTHERN WEST VIRGINIA

2021 ANNUAL REPORT

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ACTIVE
SOUTHERN WEST VIRGINIA

2021 Annual 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.

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 “Kids Run Club Coaches.”

WORKPLACE WELLNESS

Employers in 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!

www.activeswv.org info@activeswv.com 304.254.8488 www.activeswv.org/events

www.facebook.com/activeswv www.instagram.com/activeswv

EXECUTIVE SUMMARY

Active Southern West Virginia's priority has always been the health and safety of our friends, family, co-workers, and neighbors, and the need has never been greater to improve the health of our communities. Active SWV's many volunteers prioritize giving back to others, and we are seeing the culture change in our communities every year. In 2021, Active SWV persevered through many challenges to safely maintain group programming aimed at consistently increasing opportunities for physical activity. We made sustainable changes to policies, systems, environments, and individual behaviors in all four of our main program areas.

Workplace Wellness members continue to participate in multi-year assessments, planning, implementation, and evaluation to affect change grounded in evidenced based strategies. In 2021, Workplace Wellness saw statewide expansion and the inaugural Active SWV Workplace Wellness Conference.

Kids Run Club grant recipients received free training, manuals, supplies, and a $250 mini-grant for reusable equipment. In 2021, the Kids Run Club program also saw statewide expansion, and secured a 5-year 21st Century grant in Fayette County with two partner organizations.

Community Captain’s persevered safely through changing guidelines and continued to grow with new volunteers. In 2021, the Community Captain program expanded, including offering unique lifestyle management classes like Diabetes Prevention and Walk With Ease.

Bike/Walk SWV continued work in Fayette and Raleigh Counties, but also took a focus on supporting communities through COVID-19 relief funds in McDowell, Boone, Wyoming, and Raleigh in areas of physical activity, nutrition, and social connectedness.

Active SWV continued health education in 2021 with a second year piloting the CDC Move Your Way campaign, partnering with senior service organizations to reach older adults with at home exercise packages. Our Signature Event lineup faced challenges and triumphs with some cancellations but also some first time races. Active SWV is keeping people active and socially connected to increase their chances of combating both chronic diseases and other common illnesses.

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. We look forward to expanding the reach of the Active SWV ecosystem in 2022 through Community Captains, Workplace Wellness, Kids Run Clubs, and Bike/Walk SWV by developing leaders through volunteerism.

The 2022-2026 Strategic Plan will move forward on these three pillars.

- Maintain high standards for volunteer growth
- Build capacity for the organization to expand statewide
- Diversify and deepen the fundraising portfolio

Thank you to our partners working in public health, economic development, and higher education who support the staff and volunteers at Active SWV,

Melanie Seiler

Melanie Seiler

Executive Director

COMMUNITY CAPTAINS

PROGRAM GOALS

Southern West Virginia faces many economic and health challenges. Through our Community Captain program and aided by partnerships and sponsors within the communities we serve, Active SWV 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 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

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 .

"The free programs offered by Active SWV are fantastic for individuals or families. There are a lot of different programs to choose from and they are all great options to help you add more physical activity into your lifestyle. Active SWV and the people you will meet at events can also help act as a support system to help keep you motivated. " -Victoria Cox, Community Captain

"I have only good to speak of this program. People in my county are just waiting on me to announce our next Walk With Ease place. I have talked with last year participants who say they are still walking and more thoughtful of their health and ways to improve." - Tammy Estep, Community Captain

COMMUNITY CAPTAINS

PARTICIPANT SUCCESS - JACKI WRIGHT

If you have ever attended an Active Southern West Virginia hike, you have likely met up with our 2021 Community Captain of the Year, Jacki Wright. Jacki and her husband Jack lead and attend many of the hiking programs in the area.

We would like to congratulate Jacki on a year of service in our communities. A year of volunteering, getting through another pandemic year, staying active, and helping others stay active too! These are big accomplishments, and we thank you for all that you do, Jacki!

A bit about our Community Captain of the year…
Jacki's favorite Active SWV activity is, you guessed it, hiking! She loves the hikes because of the amazing scenery in WV. Jacki is not native to West Virginia, but you wouldn't know it. She has a deep love and appreciation for the state she now calls home. She loves its people, the laid-back pace, and the natural beauty all around us.

Jacki often leads programs with her husband Jack, who is also a trained volunteer Community Captain. She loves that aspect of volunteering as it becomes a memory and special time for them together. They both enjoy different components of the outdoors, but are happy to embark on these activities together.

When asked about a memorable experience with Active SWV, Jacki gave us two. One was volunteering with Active SWV's Summer Camp, where she enjoyed being able to teach kids about our state and nature. She also talked about a Full Moon hike at Grandview she attended where Pat Gagan was the Community Captain. She said he timed it exactly that they viewed the moon ascending over the mountains, and she will always remember that.

Well Jacki, we are happy to remember you at this time of year when we reflect on our passions and our work, and what we have accomplished. Thanks to Jacki and many other Community Captains, Active SWV continues to remove barriers to staying active for members of our communities!

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 next NDPP 1-Year Program will begin January 18, 2022

YOUTH PROGRAMMING

2021 SUMMARY

2021 was complicated by challenges from Covid-19, but Active SWV was able to work through some of those challenges, adapt, and find creative ways to provide free programs to the youth in our communities. We offered the Kids Run Club mini-grants in both the spring and the fall, resulting in both new and returning school clubs both inside and outside of our six county footprint. We also started a hiking club at Fayetteville pk-8, with plans to continue it in the spring of 2022. In the summer, Active SWV put on our first ever summer camp for Fayette county youth made possible by funding from a 21st Century Community Learning Center grant. Also in the summer months, Active SWV contributed an agility course to other community efforts to create healthy environments for kids like Adventure Days, Mt Hope Summer Fun Day, and the First Friday Farmers market in Smithers. The spring Regional Fun Run was once again virtual in 2021, but plans are in the works to bring it back in person for 2022. See the chart below for Kids Run Club participation numbers and information.

2021 Kids Run Clubs	Spring Participation	Fall Participation	County	# of Seasons
FAYETTEVILLE PK-8	18	20	Fayette	2
OAK HILL MIDDLE SCHOOL	13	20	Fayette	2
ANSTED ELEMENTARY	no club	31	Fayette	1
ZELA ELEMENTARY	64	44	Nicholas	7+
FAIRDALE ELEMENTARY	22	100	Raleigh	7+
STANAFORD ELEMENTARY	no club	55	Raleigh	4+
MARSH FORK ELEMENTARY	no club	47	Raleigh	8+
KENNA ELEMENTARY	63	no club	Kanawha	1
RICHMOND ELEMENTARY	20	28	Kanawha	2
ANNA JARVIS ELEMENTARY	61	no club	Taylor	1
HACKER VALLEY ELEMENTARY	23	no club	Webster	1
UNION EDUCATIONAL COMPLEX	28	no club	Grant	1
RUPERT ELEMENTARY	27	22	Greenbriar	2
13 TOTAL/ 9 NEW	339 PARTICIPANTS	367 PARTICIPANTS	ACROSS 8 COUNTIES	

YOUTH PROGRAMMING

KIDS RUN CLUB SCHOOL HIGHLIGHT - FAIRDALE

Staci Stover is the PE teacher and head Kids Run Club coach at Fairdale elementary school. Staci started off volunteering with the club, then took over as the main coach in 2018. Staci has since kept up the run club every fall and spring season, minus a couple sessions in 2020 when Covid -19 made it impossible to continue safely.

With the club open to the whole school, the popular activity regularly reaches up to 80-100 kids. Staci's end of season Fun Runs usually have a fun twist like a water obstacle course, silly string, or bubble machines to make the experience extra special for participants and spectators alike. '*This program is wonderful and the staff with Active of Southern WV are absolutely fantastic. They always go above and beyond to ensure the students have the Run Club program in the Spring and Fall of each year and the kids greatly benefit from the program*', says Staci. '*In the education world, a regular school day consists of many opportunities for students to be physically active, however some students enjoy being active more than what we can provide them during the school day.'*

'Having a program that provides students with the opportunity to move, run and play games after school is a great resource for our community. Kids love to stay after school to interact with children from their school they don't get to see from other grades or communities, they get to have an afternoon snack and drink and receive awards for doing their part in maintaining a healthy lifestyle through being active. Just seeing the excitement the kids have and the smiles on their faces during their participation with the Run Club program is the reason why I choose to be a SWV Run Club coach'.

Thank you to Staci and all the Kids Run Club volunteers for everything you do at Fairdale Elementary!

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YOUTH PROGRAMMING

PARTICIPANT SURVEY DATA

Each Kids Run Club season, Active SWV conducts a pre and post survey with participants to measure changes in their physical activity levels, confidence in physical activity, screen time, and more. The surveys were designed by the WVU School of Public health, and Active SWV continues to partner with them through the survey data analysis process. Below are the survey results from 2020-2021:

- From the beginning of the program to the end, the number of days participants were active for 60 minutes increased from 4.69 days to 4.79 days.
- From the beginning of the program to the end, participants had a decrease in screen time from 3.5 hours a day to 3.2 hours a day (about a 14.4 minute decrease).
- The percentage of participants who said they knew how to warm up before exercise had a 13.3% increase from the beginning of the program to the end.
- The percentage of participants who said they knew how to cool down after exercise had a 25.3% increase from the beginning of the program to the end.
- The percentage of participants who said they knew how to stretch on their own had a 13.3% increase from the beginning of the program to the end.
- At the end of the program, the percentage of participants who felt confident they could definitely be active for 60 minutes a day increased from 55.9% to 66.4% (18.8% increase). Also, the percentage of participants who said they could definitely *not* be active for 60 minutes a day *decreased* from 4.6% at the beginning of the program to 2% at the end (56.6% decrease) .
- 78.5% of participants said that since their participation in Run Club, they have gotten a friend or family member to increase their physical activity.

YOUTH PROGRAMMING

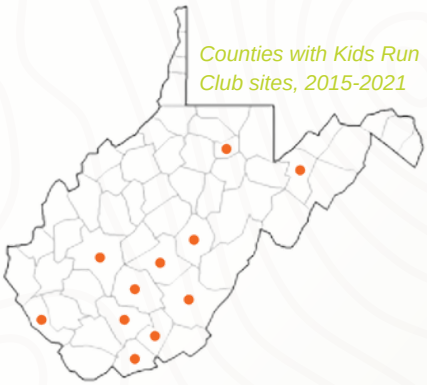
21CCLC PARTNERSHIP

In 2020, Active SWV received a 21st Century Community Learning Center grant (21CCLC) in partnership with Coda Mountain Academy and Camp ROYAL. With this funding, our three organizations are able to provide 25 weeks per school year of free and diverse extra-curricular opportunity to at-risk youth for five years. In 2021, Active SWV organized fall and spring Kids Run Clubs at both Fayetteville pk-8 and Oak Hill Middle school, as well as a summer camp for those students and other Fayette county youth.

- The 2021 Summer Camp served a total of total of 37, 3-8th graders over two one week sessions
- In the fall of 2021, Active SWV stared a Hike Club at Fayetteville PK-8, and an Active Club at Oak Hill Middle in addition to the regular six-week run clubs there. Participation numbers for all youth programming at these two schools are included in the chart under '2021 Summary'.

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**



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

'For me, it's all about building those positive relationships with youth. Positive developmental relationships are the roots of success and resilience that give young people support and stability they need to grow, learn, contribute, and thrive. Being able to be outside and exercise are added bonuses'. - Kim Major, OHMS coach

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 in spring of 2021, 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 encourage 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.

- **$5,000 Infrastructure Funds Awarded**. In November 2021, the BPAC was awarded $5,000 from Center for Active WV's 2022 Be Active WV Grant Program. "*We, Fayetteville BPAC, are extremely excited to be able to fulfill a need of promoting pedestrian and bicycle friend initiatives, identified by members of our community in our 2014 Comprehensive Plan. With this grant we will be able to provide multiple bicycle repair stations and racks throughout our Town. We will also be able to highlight and promote the already amazing trails that we have to offer in our area."* says town Superintendent and BPAC committee Member, Matt Diederich. These funds will go toward the following, with a completion date of June 2022:
  - 2 bike maintenance stations
  - 2 bike racks
  - 1 marked 5k walking route around town
  - 1 covered info kiosk at Town Park including 5k route map, closest trail entrances, and a bulletin board to post local physical activity opportunities
  - 2 free demonstration clinics led by local bike shop owners on how to use new maintenance stations
  - Marketing for free monthly Walk with the Mayor events .

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.

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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

The 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 (diagram 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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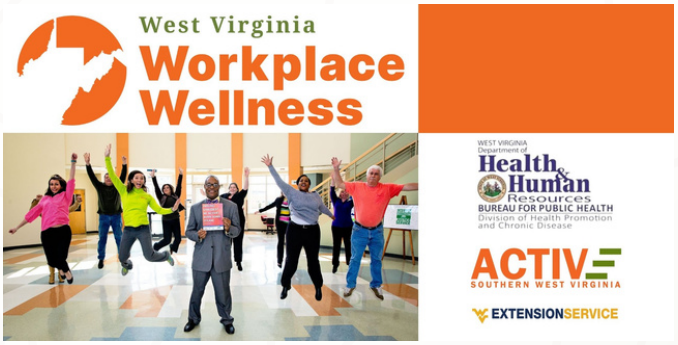
WORKPLACE WELLNESS

1ST ANNUAL WORKPLACE WELLNESS CONFERENCE

In June of 2021, Active SWV hosted its first WV Workplace Wellness Conference. While in-person events were approved by the CDC and local health departments, Active SWV chose to host an in-person and virtual conference option. The in-person one-day event was held at Stonewall Resort in Roanoke, WV, with approximately 35 people in attendance. The virtual conference was held one week later via Zoom with 27 people in attendance.



The primary purpose of the conference was to help establish a network of workplace wellness champions across West Virginia.

Active SWV has already begun planning for the 2022 WV Workplace Wellness Conference with the intention of making this a recurring event.

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

2020-2021 and 2021-2011 $1,000 Capacity Building Grants made possible through WV Health Promotion and Chronic Disease

In December 2020, 19 workplaces received Active SWV Work@Health $1,000 Capacity Building Grants. These recipients completed their grant projects in June 2021.

In October 2021, Active SWV in partnership with WV Division of Health Promotion and Chronic Disease (HPCD) funded an additional 12 workplaces across West Virginia to increase access to healthy food, physical activity and other strategies to improve employee wellness. Their proposed project outcomes are reflected in the table below. Projects will conclude in June of 2022 at which time, Active SWV will determine actual project completion statuses.

To date, Active SWV in partnership with HPCD has awarded a total of $46,000 to 46 workplaces statewide over the course of 3 years. Plans are in place to continue an annual grant cycle through this partnership with a goal to fund at least 20 workplaces each grant cycle.

ACTIVE SWV WORKPLACE WELLNESS PROGRAM

CAPACITY BUILDING GRANTS

2020 - 2021

- 19 grants awarded
- $19,000 grant dollars distributed
- PSEIs reported at the end of the grant period across all awarded workplaces:
  - 8 Policies
  - 43 Systems
  - 22 Environmental
  - 3 Individual changes
  - **76 TOTAL**

2021 - 2022

- 12 grants awarded
- $12,000 grant dollars distributed
- PSEIs proposed for completion by June 2022
  - 6 Polices
  - 20 Systems
  - 15 Environmental
  - 18 Individual
  - **59 TOTAL**

CDC WORK@HEALTH

- 1 Work@Health Employer training class had to be cancelled due to inadequate participation
- 1 Work@Health Employer Training class graduated
  - Active SWV, French Creek Elementary School, The Town of Fayetteville, The Summit Bechtel Reserve

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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

West Virginia Hive

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 (NACDD) to promote Walk With Ease (WWE), a program of the Arthritis Foundation. With this funding, Active SWV can:

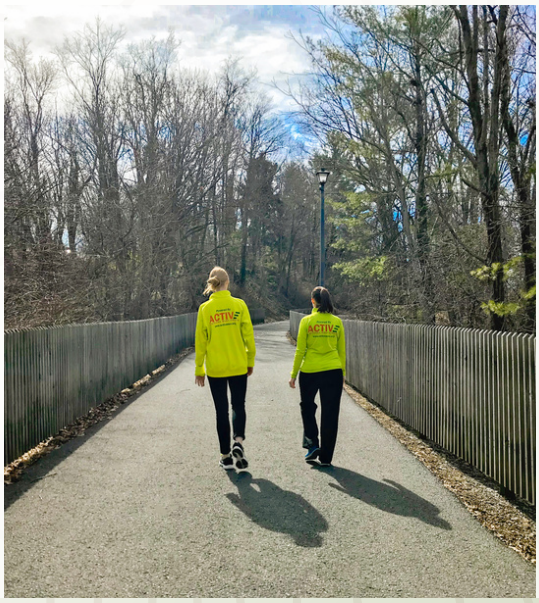
- Cover cost of certification for aspiring WWE Leaders.
- Provide manuals for every participant registered with an Active SWV-powered WWE class.
- Offer technical support to our WWE Leaders throughout the planning, promotion, implementation and evaluation phases of their class.

The partnership with NACDD to provide WWE is planned to continue through the foreseeable future. Additional WWE courses are already in the works for 2022. Active SWV promotes WWE Leader certification and class openings through multiple avenues including our Community Captain and Workplace Wellness Programs.

This evidenced based walking program from the Arthritis Foundation provides lifestyle change strategies and physical activity education. See the 'Successes' section on the following page for a summary of what Active SWV was able to accomplish through this partnership in 2021.

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 and approachable time commitment. Materials and reporting are already laid out, and 6 weeks is long enough to establish a new routine but still short enough to feel achievable. Walk With Ease 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.

Success:
- 189,590 collective minutes walked with the WVDHHR BPH Walk With Ease class! They had 141 registered, 33 attended at least 4 virtual weekly meetings, 101 reported minutes weekly for the 6-week program.
- Over 40 Walk With Ease Leaders were training through support by Active SWV in 2021.
- Active SWV was able to provide Walk With Ease leader training to 34 health educators across the state of West Virginia through funding from the NACDD. These Walk With Ease leaders will be leading classes throughout West Virginia in 2022. The schedule of available classes will be listed through the WV Health Connection.

ACTIVE SWV
WALK WITH EASE

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 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

OTHER 2021 SIGNATURE EVENTS

Bridge Day 5K RUN – October 16, 2021 was canceled but look to join us October 15, 2022 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
Participant numbers: 64
Volunteers: 2
Social media reach: 5,879
Event Sponsors: New River Health, High Lawn Memorial Park and Chapel Mausoleum, Flat Top Fridays

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 mini- 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 SWV's free programs in 2021:

INDIVIDUAL DONORS:

- Chris Fussell
- Kay Bess
- Rene Moore
- Austin Caperton
- Jill Moorefield
- Adam Stephens
- Alan Abrams
- Anne Barth
- Athey Lutz
- Mike Fleshman
- Travis Hames
- Zach Arementrout
- Austin Caperton
- Brad Anderson
- Carrie Kidd
- Christopher Vaught
- Cynthia Stevens
- Dave Bernier
- Edward Allera
- Elizabeth Knowles
- Jacki Wright
- James Jarrell
- Jane Pratt
- Susie Hofstetter
- Jeffery James
- Jeremiah Johnson
- Jo Harris
- Jonathan Adkins
- Kay Bess
- Ken Toney
- Kevin Combs
- Marianna Boyer
- Matt Wender
- Michelle Rotellini
- Jen Wood Cunningham
- Travis Hames

CORPORATE DONORS:

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

FINANCIAL SUMMARY

ACTIVE SWV FINANCIAL NOTES 2015 - 2021

	2015	2016	2017	2018	2019	2020	2021
Income							
Business Contributions	$1,150	$3,636.68	$11,448.65	$16,141.30	$10,145.41	$9,464.68	$3,495.74
Individual Contribuitions		$36,731.92	$3,826.69	$12,579.60	$10,067.99	$2,671.98	$2,823.02
Grants/Other Income	$148,216.56	$135,801.60	$230,956.81	$311,754.96	$249,847.10	$528,351.46	$520,797.88
Investment Interest		$1,030.12	$4,638.95	$2,245.18	$21,965.84	$12,575.58	$25,019.91
Event Income		$13,573.14	$14,744.43	$26,016.61	$22,727.88	$24,845.19	$23,177.26
Total Funding	$146,366.56	$190,773.46	$265,615.53	$368,737.65	$314,754.22	$577,908.89	$575,313.81
Expenses							
Organizational Operations	$13,539.59	$10,959.80	$24,227.17	$24,352.40	$22,338.01	$43,955.17	$10,472.20
Volunteer Certifications	$344	$10,425.46	$8,500	$3,020.23	$6,337.74	$22,142.82	$10,806.81
Program Operations	$21,236.57	$66,020.15	$56,580.32	$81,904.38	$73,317.00	$72,760.64	$357,105.95
Payroll Expenses	$43,832.72	$87,410.50	$96,884.53	$129,041.74	$200,717.28	$196,973.35	$206,926.89
Total Expenses	$78,952.88	$174,815.91	$186,192.02	$238,318.75	$302,710.03	$335,831.98	$585,311.85
Revenue less expenses	$70,413.68	$16,957.55	$79,423.51	$130,418.90	$12,077.19	$242,076.91	($9,998.04)

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Board Chair: **Cindy Whitlock -** *New River Health Association*

Board Vice Chair: **Dave Bernier –** *Assistant Director WVU Tech Adventures*

Board Secretary/Treasurer: **Larry Harrah -** *Harrah Law Firm*

BOARD MEMBERS

Michelle Rotellini - *Raleigh-Beckley Chamber*

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 - *Wellington Advisors*

Austin Caperton - *Appalachian Salmon*

Kay Bess - *Community Volunteer, retired - Visit Southern West Virginia Tourism*

Jennifer Wood Cunningham - *WVU Tech University Relations*

NON-VOTING MEMBERS

Bill Massey - *Ex Officio Board Member, Founder Active SWV*

Melanie Seiler - *Executive Director Active Southern West Virginia*