



116 N Heber St # B, Beckley, WV 25801

Phone: (304) 254-8488

Instructions for Physical Activity Posters

About:

West Virginia business, school, and industry leaders play a crucial role in promoting physical activity and healthy lifestyles among their workforce. The West Virginia Physical Activity Plan provides a road map for different sectors to provoke active living and is divided into five Priority Areas. The focus of this Physical Activity Poster campaign is Priority Area Two: public awareness and social marketing within business and industry. To promote public awareness and social marketing, the goal of these posters is to develop messaging and prompts for employers to promote physical activity in the workplace – businesses, schools, and communities. The seven poster categories are titled by the recommended display areas:

Category recommended display areas:

- 1) Stairwell: near stairwell
- 2) Elevator: near elevator
- 3) Parking: near parking structure or garage
- 4) Motivational: in offices, hallways, breakrooms
- 5) Walking burning: entrance ways, near doors, exits
- 6) Meeting agenda: include in meeting agenda in writing or to meeting
- 7) Physical activity: be creative, office areas, breakrooms

For more information on posters visit: <https://activeswv.org/physical-activity-posters>

Poster Display Checklist:

1. Select from the seven categories listed above.
2. Choose which poster to display with up to three choices per category.
3. Stack the three posters together with your first choice on top.
4. Slide the stack of posters into the display frame.
5. Place the frame in recommended display areas listed above.
6. Make an announcement to all employees about the posters.
7. Record frame location and displayed poster on the back of the form.
8. Change the poster on display monthly from the stack within the frame.
9. After three months, complete the provided impact survey.
10. Return the report on the back of this form every three months.

This project was made possible by grant funding from Try This WV and partnership with WVU School of Physical Activity and Sports Science, Be Active, and WV DHHR BPH Division of Health Promotion and Chronic Disease.

Mission:

Active Southern West Virginia (Active SWV) seeks to improve the health of all southern West Virginians by providing opportunities for active lifestyles through our Community Captains program, Kids Run programs, Workplace Wellness program, and by improving the infrastructure with Bike/Walk southern West Virginia.



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<https://activeswv.org/>



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info@activeswv.com



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Contact and Reporting Form

Contact information

Name of Business/School/Organization: _____

Address, City, State, Zip: _____

Number of employees: _____ County _____

Number of worksites: _____

Person of contact: _____

Phone number and email: _____

Today's Date: _____

Poster categories: 1) stairwell, 2) elevator, 3) parking, 4) motivational, 5) walking/burning calories, 6) meeting addenda, and 7) physical activity.

| Selected Categories | Display Locations | Date range (month/year) |
|---------------------|-------------------|-------------------------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |

Report

Please return this report by scanning and emailing to info@activeswv.com every three months.

How were announcements made to the staff? _____

Challenges: _____

Successes: _____

How was the process of displaying the posters? Easy Some confusion Needs more instruction

Any suggestions for the process? _____

Did you notice any behavior change because of the posters? Yes No Not sure

Did anyone ask or talk about the posters? Yes No Not sure

What comments were made? _____

Will you continue to use the posters? Yes No Undecided

Did the posters improve your Workplace Wellness program? Yes Not really Unsure

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