

ActiveWV 2020: The WV Physical Activity Plan

Alabama Obesity Task Force Meeting

Birmingham, AL

June 6, 2017

Eloise Elliott, PhD

Ware Distinguished Professor

West Virginia University

Chair, WV Physical Activity Plan



A Health Crisis in WV: Physical Activity Can Help

- Nationally, WV is ranked (out of 50 states):
 - 1st for the prevalence of heart attacks
 - 2nd for diabetes
 - 4th for strokes
 - 6th for obesity
 - 2nd in adult physical inactivity



How Can We Change the Culture?

- WV must make physical activity a health priority.
- It is everyone's responsibility to improve our citizen's health.
- The healthy choice is the easy choice!



How Did the WVPAP Begin?

- National Physical Activity Plan - May 2010
- A Group of interested persons in WV convened to determine a strategic direction
- **The Aim of the WVPAP plan:**
 - To create a statewide culture that facilitates physically active lifestyles in every societal sector and in every region of the state, regardless of socio-demographic factors, or other barriers we may face

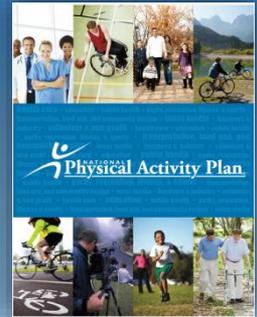


West Virginia Physical Activity Plan Overview

Modeled after the **National Physical Activity Plan (2010)**

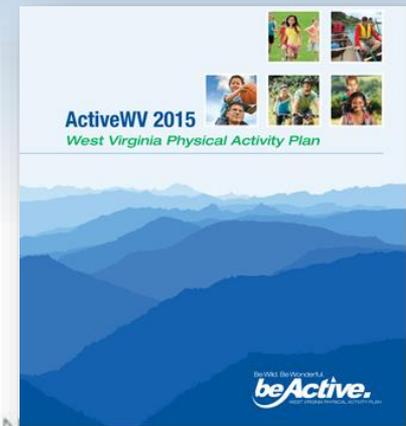
<http://www.physicalactivityplan.org/>

A comprehensive set of policies, programs, and initiatives that aims to increase physical activity in all segments of the American population.



WV PAP was released January 2012 following a one-year strategic development process

<http://www.wvphysicalactivity.org/>



Be Wild. Be Wonderful.
beActive.
WEST VIRGINIA PHYSICAL ACTIVITY PLAN
www.wvphysicalactivity.org

West Virginia Physical Activity Plan Overview

Plan Development Process I

Established Plan Leadership ('10)

- ActiveWV Coordinating Committee

Capacity Building Efforts ('10-11)

- Meetings/presentations with key stakeholders and policy leaders

Established Org. Partnerships
(‘10-11)

- By sectors to serve on Sector Teams

Plan Development Process II



Ensuring Effectiveness of the Plan

- 1. Input and participation from all sectors**
- 2. Leadership from key state and local stakeholders**
- 3. Support from policy and legislative physical activity champions**



Public Health

State government public health branch
Health Insurance Agencies
Local Health Departments
Community Public Health Grantees

Transportation / Community Planning

State economic development leadership
State Dept. of Transportation (Director)
County Commission (State ED)
City Planner

Mass Media

State Media Outlets
Advertising Agency
University social marketing researchers

Education

State Dept. of Education
State Board of Education
Regional School Wellness Directors
State Physical Education Organization
PreK-12 and Higher Ed. Professionals

Health Care

WV Medical Schools
State medicaid / Allied Health Assoc.
Practicing Health Care Providers
Hospital Wellness Programs

Business & Industry

State worksite wellness council
State chamber of commerce
For-profit business dedicated employee
Other business dedicated to employee health promotion

Parks, Recreation, Fitness & Sports

YMCAs of WV
Recreation and Sport Associations
State and County Park Systems
Community Wellness Centers

Non-Profit & Volunteer Organizations

Non-profits with physical activity mission
University Extension Chapters
WV Chapters of Chronic Disease Prevention Organizations
State young professionals organization

Policy

Elected Policymakers
Other State Policy Leaders
County government official
Local foundation (funding) officer
Governor-appointed Healthy Lifestyle Coalition

West Virginia Physical Activity Plan Overview

Plan Development Process I

Established Plan Leadership ('10)

- ActiveWV Coordinating Committee

Capacity Building Efforts ('10-11)

- Meetings/presentations with key stakeholders and policy leaders

Established Org. Partnerships ('10-11)

- By sectors to serve on Sector Teams

WV Physical Activity Symposium (2010)

- Initial brainstorming efforts for plan development

Plan Development Process II



1st WV Physical Activity Symposium

Purpose:

- **Bring professionals from all sector and regions together to learn about the NPAP**
 - Over 250 participates
 - Seven nationally recognized speakers; chair of the NPAP
- **Showcase existing physical activity programs and research in WV**
 - over 50 presented in poster or oral formats
- **Garner enthusiasm and support for the WVPAP**
 - All conference reception and dinner at the Governor's mansion
 - Attendance by nationally recognized celebrities
 - State and local media attention





2010 WEST VIRGINIA
PHYSICAL ACTIVITY
Symposium

www.wvphysicalactivity.org

- Healthcare
- Education
- Public Health
- Business & Industry
- Media & Public Policy
- Non-Profit & Volunteer
- Comm. Dev. & Infrastructure
- Parks, Rec, Fitness & Sport

**one Vision
one Voice**



West Virginia Physical Activity Plan Overview

Plan Development Process I

Established Plan Leadership ('10)

- ActiveWV Coordinating Committee

Capacity Building Efforts ('10-11)

- Meetings/presentations with key stakeholders and policy leaders

Established Org. Partnerships ('10-11)

- By sectors to serve on Sector Teams

WV Physical Activity Symposium (2010)

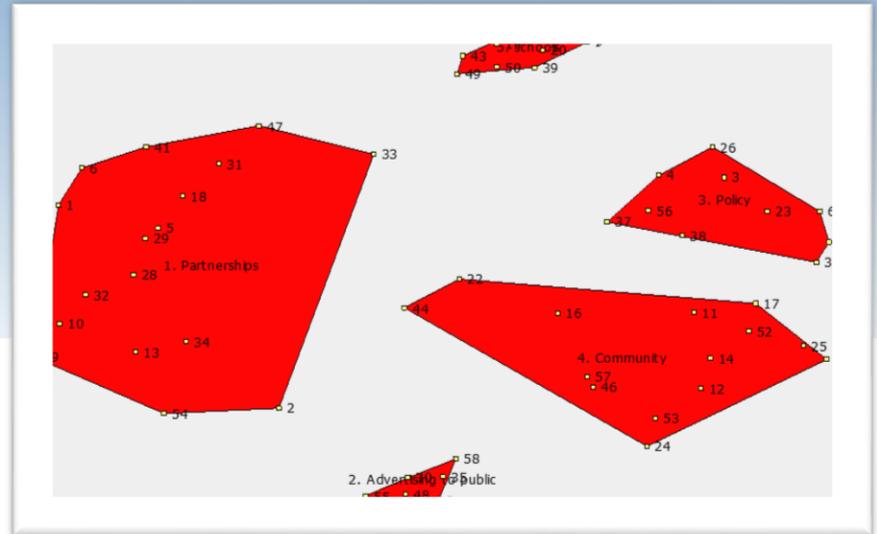
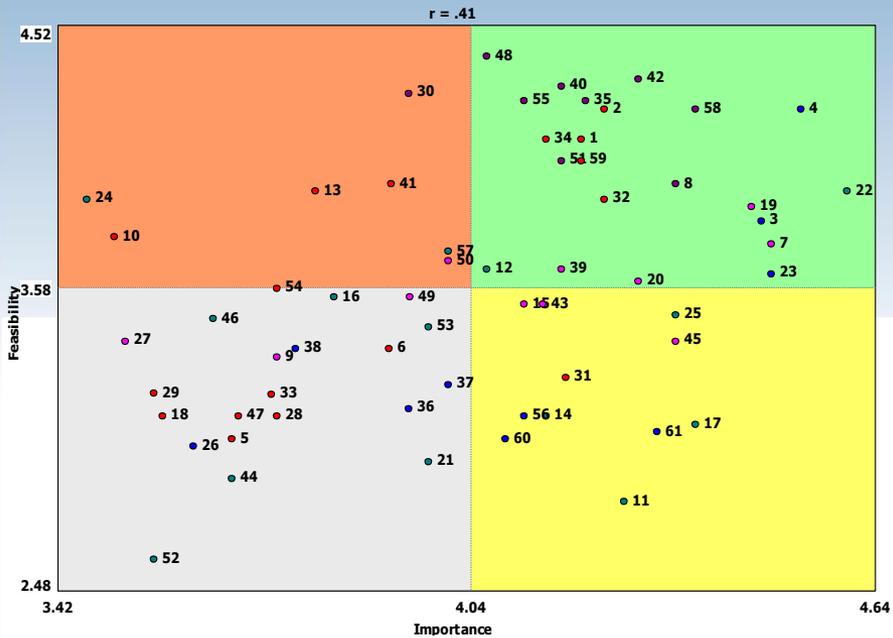
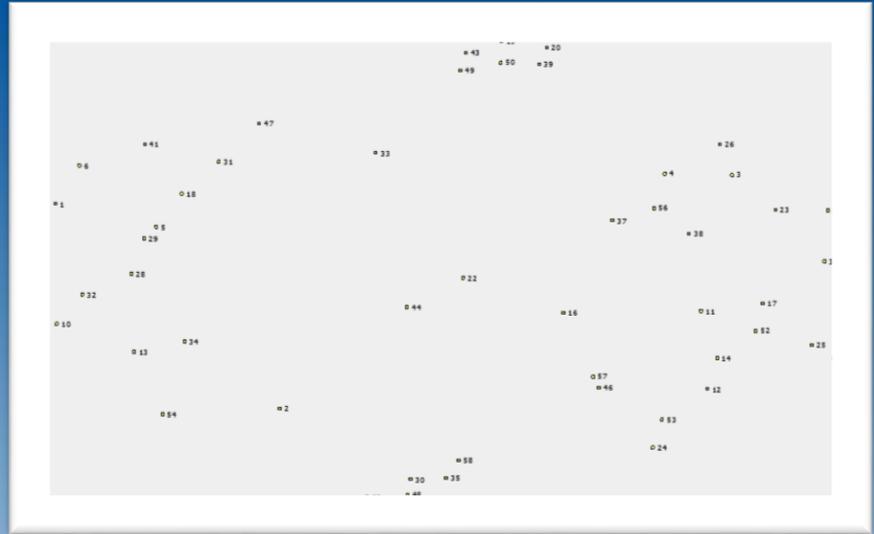
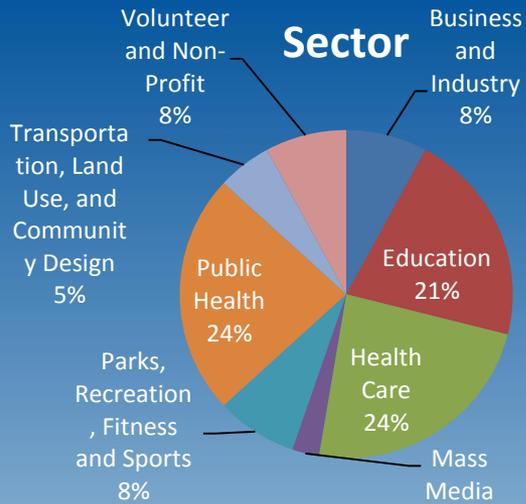
- Initial brainstorming efforts for plan development

Plan Development Process II

WV PA Plan Concept Mapping (June 2011)

- Statewide group decision-making exercise to develop sector-specific strategies and tactics
- Five priority areas identified





5 Priority Areas of the Plan

1. School-based programs & initiatives
2. Public awareness & social marketing
3. Community engagement & environment
4. Institutional & organizational support
5. Policy



West Virginia Physical Activity Plan Overview

Plan Development Process I

Established Plan Leadership ('10)

- ActiveWV Coordinating Committee

Capacity Building Efforts ('10-11)

- Meetings/presentations with key stakeholders and policy leaders

Established Org. Partnerships ('10-11)

- By sectors to serve on Sector Teams

WV Physical Activity Symposium (2010)

- Initial brainstorming efforts for plan development

Plan Development Process II

WV PA Plan Concept Mapping (June 2011)

- Statewide group decision-making exercise to develop sector-specific strategies and tactics
- Five priority areas identified

Sector Team Planning Meeting (October 2011)

- 72 state and local leaders met to draft sector-specific strategies, tactics and develop Calls to Action



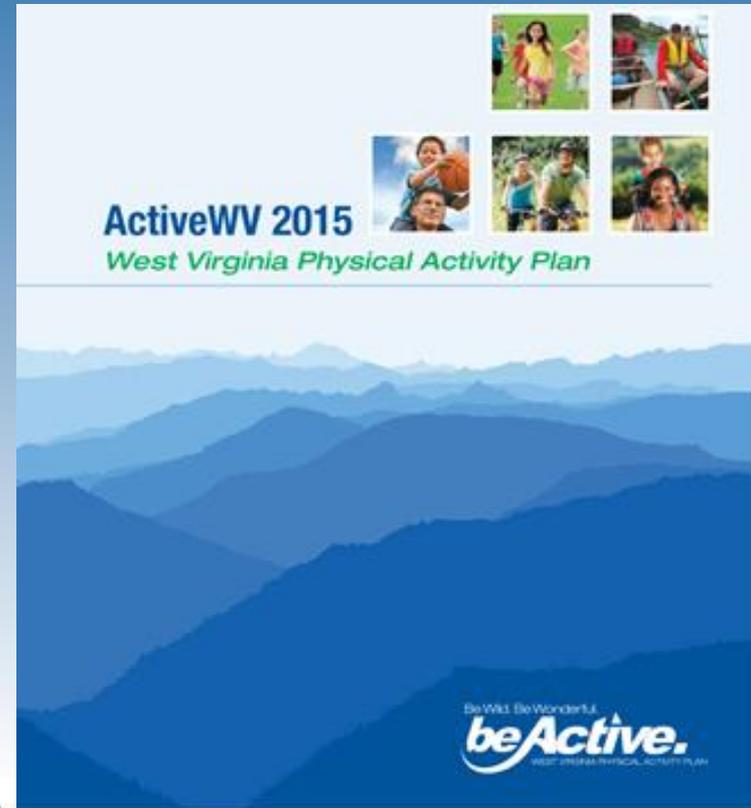
Evidence-Informed Sources for Strategies and Tactics

- Preliminary sector-specific findings from the WV PA Symposium working groups
- Items generated from the concept mapping exercise
- Strategies and tactics from the NPAP
- Collective experience and professional expertise of members of the sector teams

West Virginia Physical Activity Plan Overview

Plan Development Process III

- Plan Disseminated for Public Comment (Nov. 2011)
- Plan Finalized by Plan Development Sub-Committee (Nov-Dec, 2011)
- Final Plan Released to Public (Jan. 19, 2012)



WVPAP Launch Day – Jan 19, 2012

- **State Capitol Event**

- Invited Dignitaries and other Key Stakeholders
- Governor Tomblin declaring “WV Physical Activity Day”
- Each Sector Represented by Displays
- 8 Physical Activity Demonstration groups

- **Local Schools/Community Events**

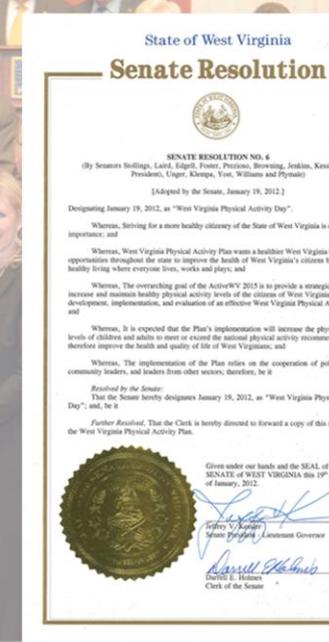
- 313 schools (100,652 students) doing the “Cupid Shuffle” at 1:00 pm in conjunction with Let’s Move WV Active Schools Campaign (WVDE)

- **County Commissioners**

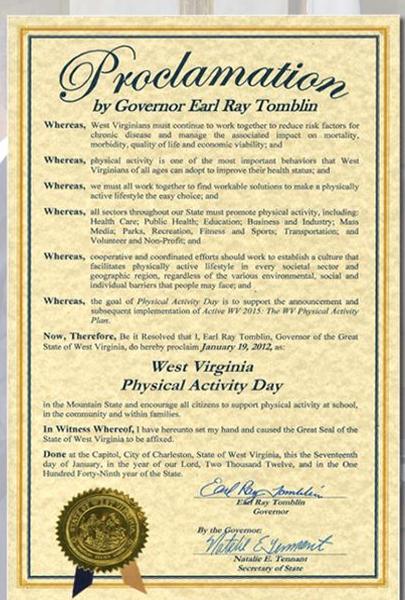
- signing Resolutions (44 counties!)

- **Involvement of State Legislators**





Senate Resolution designating January 19, 2012 as WV PA Day
 WV Physical Activity Day - Capitol Building, WV



Proclamation issued by Governor Tomblin recognizing WV PA Day
 Physical Activity Day - Capitol Building, WV





Governor Tomblin and key members of the WV PA Plan
WV Physical Activity Day - Capitol Building, WV



“Behavior modification is the key to addressing this frightening epidemic of obesity and, although we would hope that the average person would act responsibly by leading a healthy lifestyle, realistically, it is also up to public-policymakers to facilitate the creation of safe environments in public schools and communities that encourage physical movement. The West Virginia Physical Activity Plan is clearly the roadmap to make this happen”.

The Honorable Dan Foster, WV State Senator





“West Virginia has awakened to the reality that it has an overweight and obesity crisis and that action is needed now. The comprehensive, multi-sector effort this past year to develop a statewide West Virginia Physical Activity Plan was the right step at the right time for our state. It has been an honor for me to have been able to personally participate in the plan development and I firmly believe we as a state are well positioned to begin the implementation process.”

The Honorable Evan Jenkins, WV State Senator



ActiveWV 2015

West Virginia Physical Activity Plan



ActiveWV 2015

West Virginia Physical Activity Plan

Executive Summary

Be Wild. Be Wonderful.
beActive.
WEST VIRGINIA PHYSICAL ACTIVITY PLAN

Wild. Be Wonderful.

beActive.
WEST VIRGINIA PHYSICAL ACTIVITY PLAN
www.wvphysicalactivity.org

Be Wild. Be Wonderful.
beActive.
WEST VIRGINIA PHYSICAL ACTIVITY PLAN

Business & Industry

The well-being of West Virginia's workforce greatly impacts the fiscal health of businesses and the overall economic climate of the state. Business and industry leaders must play a crucial role in promoting physical activity and healthy lifestyles among their workforce. This can be accomplished through advocating and supporting increased opportunities for physical activity during and outside the workday. By providing opportunities for physical activity and encouraging employees to participate in physical activity, business leaders can foster a climate that promotes healthful habits among dependents, community members, and business partners across the state.

Business and industry leaders/professionals must begin to view physical activity as a vital tool that will improve the personal health of employees, the fiscal health of the business, and the business climate of the state.

School-based Program & Initiatives

Establish meaningful relationships between business and industry and local schools that encourage and promote physical activity.

Priority Area 2

Public Awareness & Social Marketing

Design an awareness campaign involving business and industry professionals that focuses on healthy lifestyles (i.e., healthy eating, physical activity) within businesses, schools, and communities.

Priority Area 3

Community Engagement & Environment

Collaborate with schools, communities, and local recreation partners to promote the value of healthy lifestyles and increase access to physical activity opportunities.

Priority Area 4

Institutional & Organizational Support

Work within business and industry and across societal sectors to increase support for local and statewide physical activity programming.

Priority Area 5

Policy

Use policy to advocate the importance of a physically active workforce and incentivize employers to develop healthy business climates and communities.

Eight Societal Sectors

- Education
- Health Care
- Public Health
- Business & Industry
- Non-profit & Volunteer
- Mass Media
- Transportation, Land Use, & Community Design
- Parks , Recreation, Fitness, & Sports



What are the intended outcomes?

- Buy-in and support from sector-specific leaders at both the state and local levels (short term)
- Policy, environmental, and programming changes at the state and local levels (intermediate term)
- Increase/maintain the physical activity levels of both children and adults to meet or exceed the national physical activity recommendations (long term)

ActiveWV 2015: WV PHYSICAL ACTIVITY PLAN

PLAN DEVELOPMENT & CENTRAL COORDINATION

Capacity Building and Strengthening Relationships

Public Awareness, Funding For Plan Development, Dissemination & Evaluation

Plan Development Process and Periodic Revision

*WV Physical Activity Plan Coordinating Committee & Sector Teams
National Physical Activity Plan Collaboration*

WV Physical Activity Plan Release and Continued Public Relations

Central Coordination for Implementation, Dissemination, and Evaluation

WVU College of Physical Activity and Sport Sciences

IMPLEMENTATION

Program Interventions – Assumed By Partners At the Local Level

Priority Area 1: School-based Program & Initiatives

Priority Area 2: Public Awareness & Social Marketing

Priority Area 3: Community Engagement & Environment

Priority Area 4: Institutional & Organizational Support

Priority Areas 5: Policy

Policy, Systems, Environmental Change



EVALUATION

Process Evaluation

Document Plan development process as model for other states.

Impact Evaluation

Determine short-term impact of implementation on physical activity behavior, public awareness, and policy change.

Outcome Evaluation

Monitor long-term influence on state progress toward broader public health goals related to physical activity.

DISSEMINATION

Statewide Marketing Campaign

ActiveWV Website, Social Media

WV Physical Activity Symposium

Showcase model programs and best practices in WV

Statewide Clearinghouse for Physical Activity Info

National Physical Activity Plan Collaboration

5 Priority Areas of the Plan

- School-based programs & initiatives
- Public awareness & social marketing
- Community engagement & environment
- Institutional & organizational support
- Policy



Public Health

Public health organizations improve the health and well-being of communities through education and the promotion of healthy lifestyles in West Virginia. Public health professionals must continue to assume an important leadership role in promoting physical activity. This can be accomplished by advocating for increased physical activity for all West Virginians, regardless of age, disability, or economic status; educating individuals to take greater responsibility for their own health behaviors; and providing more opportunities for physical activity. By providing opportunities for physical activity and encouraging citizens, public health professionals can help shape policies that will secure a better quality of life for all residents, facilitate the adoption of evidence-based health programs by communities, and evaluate their impact in West Virginia.

Public health organizations, leaders, and professionals must promote physical activity by advocating for more opportunities, educating for greater personal responsibility, shaping policy, facilitating the adoption of evidence-based practices, and conducting surveillance and research on health promotion and physical activity programs.

Priority Area 1 **School-based Program & Initiatives**

Collaborate with schools to optimize the effectiveness of current policies and practices related to physical activity and physical education for all grade levels.

Priority Area 2 **Public Awareness & Social Marketing**

Develop and launch an aggressive evidenced-based, multi-sector awareness campaign to promote physical activity.

Priority Area 3 **Community Engagement & Environment**

Establish community-based coalitions to develop trails and other environments built for physical activity.

Priority Area 5

Policy

Engage in advocacy and policy development to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.

Key Messages from Priority Area 5

Table 5: Key Messages, Societal Sectors, and Summary of Strategies for Priority Area 5

Key Messages

Greater coordination of physical activity programming and policy efforts within the state

Emphasis on evidence-informed policy decision-making concerning physical activity

Specialized policy issues related to physical activity

Societal Sectors

Education

Health Care

Mass Media

Public Health

Parks, Recreation, Fitness, & Sports

Non-profit & Volunteer

Business & Industry

Transportation, Land Use, & Community Design

Summary of Strategies

- Statewide leadership and advocacy network for physical activity research and policy
- Promotion of a unified public health message regarding physical activity through a network of engaged partners and advocates
- Comprehensive cause marketing campaign that influences policy makers' priorities
- Advocacy efforts to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation
- Use of best practices in physical activity program planning, implementation, and evaluation to leverage increased support
- Sharing of data regarding benefits of physical activity with policy makers to inform change
- Use policy to advocate the importance of a physically active workforce and incentivize employers to develop healthy business climates and communities
- Advocate for land-use plans that effectively address physical activity and health

Evaluation Plan

1. Developed 2-4 measurable outcomes per Priority Area through an evaluability assessment
2. Sector teams examined and refined ActiveWV 2020 strategies to align with measureable outcomes
3. Monitor progress towards ActiveWV 2020 outcomes
 - Gather information about existing activities, policies, programs underway to meet strategies
 - Sector-specific logic models to determine the trackable outputs, specific activities to be accomplished, and responsibilities and input needed

2ND WV PHYSICAL ACTIVITY SYMPOSIUM

March 30-31, 2015

wvphysicalactivity.org/symposium2015



- **Celebrate West Virginia successes** in promoting physical activity through all population sectors
- **Build awareness and support** for a statewide **WV PA Network** to promote implementation of the new ActiveWV 2020: WV Physical Activity Plan at the community level
- **Forecast future directions** for our state
- Sector Team Meeting to **Modify the ActiveWV 2015 WV PA Plan's** strategies, tactics, and measurable outcomes



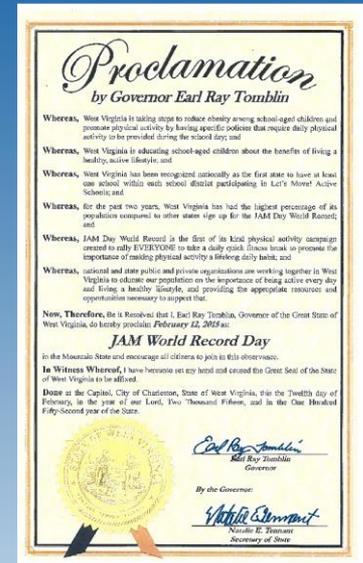
Priority Area 1: School-based Programs and Initiatives

- Greenbrier CHOICES (greenbrierchoices.com)
- McDowell CHOICES (mcdowellchoices.com)
 - Both projects focused on countywide Comprehensive School Physical Activity Programming
- Active Academics (activeacademics.org)
 - Web-based resource for classroom teachers to integrate physical activity into the classroom
- Freedom Run and Trails Project
 - Students are given opportunities to run in after-school running clubs and “trail time” during the school day



Priority Area 2: Public Awareness and Social Marketing

- **JAM World Record – February 2015**
 - WV holds the JAM Day World Record participants (11% of population)
- **Let's Move Active Schools - October 2014**
 - 1st state to be recognized nationally to have at least one school registered in each county (55)
- **Let's Move McDowell Physical Activity Celebration – October 23, 2014**
 - 550 students representing all county schools demonstrated PA opportunities at the countywide event
- **Governor Tomblin's Go Outside and Play campaign – 2014-2015**



Posters, billboards, stickers, displays at events, local program publicity, website, social media



LET'S MOVE
McDowell
 McDowell CHOICES Physical Activity Celebration
 October 23, 2014



WV Physical Activity Plan



@WVPAP



Priority Area 3: Community Engagement and Environment

- **KEYS 4 HealthyKids** (keys4healthykids.com)
 - Dr. Jamie Jeffrey, RWJ Healthy Kids Healthy Communities Grant
- **Healthy in the Hills** (williamsonhealthwellness.com)
 - Dr. Dino Beckett, RWJ Culture of Health Award

Both initiatives led by physicians focus on creating environmental and policy changes to increase access to PA and healthy eating opportunities through multiple community partnerships from all sectors.



Priority Area 4: Institutional and Organizational Support

- **Active SouthernWV** (activeswv.org)
 - Regional initiative that includes an evidence-based approach to connecting economic development, schools, local PA environments, and community leaders to increase PA opportunities
- **Try This West Virginia!** (trythisWV.org)
 - A clearinghouse for resources, model programs, and best practices
- **WVU Extension Service – 4-H Program**
 - Added Health Officers to all 4-H clubs and in 2013, distributed Health Initiative Materials for Physical Activity to all counties



Priority Area 5: Policy

- **WV Board of Education Policy 25.10 – Assuring Quality of Education passed June 2014**
 - K-5 no less than 30 mins – 3 days a week of PE; 30 mins of recess or informal play each day; 6-8 no less than daily PE for one semester; additional 30 minutes each day
- **Senate Bill 158 - Complete Streets Act passed March 2013**
 - Focus on making streets and roads accessible to pedestrians, bicyclists, and public transportation riders and encourages WV Division of Highways to adopt a Complete Streets approach in future transportation design and planning



Policy Implementation



WV Senate Bill 238 Shared Use Limited Liability Protection for Schools (2015)

- use of school property for physical activity, etc.
- Conditional immunity from liability for community activities; liability insurance; authority of State Board of Risk and Insurance Management.



Societal Sectors Impacted

- Education
- Nonprofit & Volunteer
- Parks, Recreation, Fitness & Sport
- Public Health

Updating to ActiveWV 2020

- 2nd WV Physical Activity Symposium
- Evaluation Plan
 - Added measurable outcomes
- Re-evaluation of 5 priority areas and 8 sectors
- Added a Diversity Sub-Committee to evaluate final plan

Updating to ActiveWV 2020

- Sector Team meeting to revise strategies and tactics, and align with outcomes
 - Updated the strategies and tactics with a focus on usability and gaps; measurability
 - Consideration of new evidence – revised NPAP, Surgeon General’s Call to Action on Walking, current sector successes
 - In Priority Area 1, included higher education and childcare settings
 - In Sector NonProfit, Volunteer, ADD Faith-based Organizations and aligned strategies and tactics
 - Include inclusive language and tactics



Lesson Learned

Key Components of a Successful Plan

- Input and participation from all population sectors and all geographical regions
- A unified team working toward solutions, that includes dedicated state and local key stakeholder groups and organizations who can “make it happen”
- Policy leaders who see physical activity as a health priority in the state and will advocate for policy change to provide more localized physical activity opportunities



More Lessons Learned

- Capacity-building with key stakeholders
- Systematic Development Process
- Public Awareness from the beginning, at Launch, and during implementation
- Funding for Plan implementation, evaluation, and dissemination
- Partnerships and community involvement for effective Plan implementation
- NPAP Involvement –Evidence-informed blueprint, guidance, input



Making it Happen...

- Public awareness and funding mechanisms are needed from the point of plan initiation, development, implementation, dissemination, and evaluation
- Both local and state leaders have to be empowered to make physical activity a health priority
- Communities must accept responsibility for implementing the Plan at the local level



Publications

- Bulger, S., Jones, E., & Elliott, E. (in press). U.S. Physical Activity Policy: Achieving Alignment at National and State Levels. *Routledge Handbook of Physical Activity Policy and Practice*. Taylor & Francis. London, UK.
- Abildso CG, Shawley S, Owens S, Dyer A, Bulger SM, Jones DL, Murphy, E., Olfert, M., & Elliott, E. (2016) An Evaluability Assessment of the West Virginia Physical Activity Plan, 2015: Lessons Learned for Other State Physical Activity Plans. *Prev Chronic Dis* 2016;13:160307. DOI: <http://dx.doi.org/10.5888/pcd13.160307>
- Elliott, E., Jones, E., Nichols, D., Murray, T., Kohl, H. (2014) State-based efforts for physical activity planning: Experience from Texas and West Virginia. In R. Pate and D. Buchner (Eds.) *The National Physical Activity Plan: Implementing Physical Activity Strategies*. Human Kinetics, Champaign, Ill.
- Elliott, E., Jones, E., Bulger, S. (2014) ActiveWV: A Systematic Approach to Developing a Physical Activity Plan for West Virginia. *Journal of Physical Activity and Health*, 11, 478-486.





A Healthier West Virginia *Starts Here*

WVPhysicalActivity.org



www.wvphysicalactivity.org

Eloise.Elliott@mail.wvu.edu

