ACTIVE
SOUTHERN WEST VIRGINIA

Mission: provide opportunities for physical activity in southern West Virginia, thereby improving health and wellness of its citizens and workforce.

Active SWV operates programs within under-served communities where living a healthy lifestyle is critical to life expectancy and economic diversity.

-Community Captains -Workplace Wellness

-Kids Run Clubs -Bike/Walk -Events

Exercise Guidelines for Adults For Improved Health Benefits

- At least 150 minutes of moderate intensity exercise each week

OR

- At least 75 minutes of vigorous intensity exercise each week

OR a combination of the two

AND

- Muscle strengthening activities on at least 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms)

Community Captains

An Active SWV Community Captain seeks to improve the health of their community through leading regularly scheduled physical activity programs. This leadership role helps to remove barriers to living an active lifestyle by providing positive social support, accessible program locations, safety education, and communication skills. Active SWV provides all the training needed for first time volunteers to successfully and confidently lead others in healthy physical activity.

Active SWV
Community Captains

<u>2017 Community Captains:</u>

614 Community Captain led programs

4080 Participants

Guiding Principles of the Community Captain Program

- Active SWV seeks to welcome everyone regardless of ability or experience.
- Active SWV recruits and coaches first time leaders, Community Captains, in a manner that is encouraging and educating.
- Community Captains are a representation of the organization.
- Community Captains are the key motivators of their friends, family, and neighbors.
- Community Captains do not judge anyone based on weight, size, shape, attire, knowledge, political or religious view, income, geographic location, or ability.
- The quality of life in southern West Virginia can be improved through the work of Community Captains.
- Safety of Community Captains and participants is the highest concern with any program, activity and event.

Weekly Programs

- Raleigh
  - REFIT Group Exercise.
  - Naoma Walking Group
- Fayette
  - New River Humane Society Dog Walkers
  - Gentle Yoga
  - Gauley Bridge Walking Group
  - Music and Movement
  - Pickle Ball
  - Walk in the Park
  - Tai Chi
- Nicholas
  - Craigsville Walking Group
  - Richwood Walking Group
  - Indoor Walking Wednesdays
- Summers
  - Actively Recruiting Community Captains

Monthly Programs with Get Active in the Park

(15-18 programs a month during summer)

- Climbing
- SUP
- Yoga
- Yoga-Chi
- Tai Chi/Qi Gong
- Mountain Biking
- Hiking
- Walks
- Meditation Hikes
- Fly Fishing
- Trail Running

Active SWV
Kids Run Clubs

- Instilling values while being active
- 29 Elementary & Middle Schools
- Reaching 1000+ youth and 100+ volunteer coaches

Active Southern WV Kids Run Clubs

- Spring 2017
  - 13 Kids Run Clubs (3 in Spring 2016)
  - 715 kids
  - 95 volunteers
- Summer 2017
  - 2 Run Clubs at Energy Express locations
- Fall 2017
  - 16 Kids Run Clubs
  - 1016 kids
  - 126 volunteers

Active SWV Bike/Walk

- Policy
  - Complete Streets Philosophy
- Environment
  - Safe venues for physical activity
- Connectivity
  - Biking, hiking, rail trails

Active Southern WV Bike/Walk

Bike/Walk Mt Hope

- Bicycle Safety Rodeos at Mount Hope Elementary School in Fall 2016 & Spring 2017
- Opening of the Mount Hope Phoenix Fitness Trail & Installation of outdoor fitness stations
- Installed bike racks and a public bicycle repair station along City's Main Street
- City adopted a Complete Streets Policy
- Active SWV continues work to develop the Mount Hope Rail Trail. We received grant funding from EPA for environmental assessment of abandoned rail property. Now seeking professional trail design and funding for property purchase.
- Formed stakeholders group comprised of City of Mount Hope and private property owners
- Received $11,500 for development of the Downtown Mount Hope Walking Tour. Funding was awarded by Appalachian Regional Commission, Greater Kanawha Valley Foundation and Coal Heritage Area Authority. The tour will highlight historic architecture and commission a mural in downtown Mount Hope
- Mount Hope received an honorable mention from the League of American Bicyclists' Bicycle Friendly Community Program and received valuable feedback from The League regarding the most crucial steps the city can take to earn the designation

Active Southern WV Bike/Walk

Bike/Walk Beckley

- Created the Beckley Bicycle and Pedestrian Advisory Committee in Spring 2017
  - Working to improve safety around downtown Beckley and the WVU Tech campus
  - Working with New River Transit Authority to install bike racks on public transit buses
  - Working to install more bicycle amenities along the McManus Rail Trail

Bike/Walk Fayetteville

- Assisted two Fayetteville businesses in applying to be recognized as Bicycle Friendly Businesses in Spring 2017 and another in Summer 2017
  - The first two received a Silver Level Bicycle Friendly Businesses designation
  - The third will be announced in August 2017
  - Fayetteville is now tied with Morgantown for most BFBs in West Virginia (Will have the most if/when 3rd is awarded)
- Facilitated the Bridge Day 2016 Bike Valet with volunteers manning the bike checks north and south of the bridge

Active Southern WV Workplace Wellness

- 2017-2018 Workplace Wellness
- Upon enrollment, worksites will become members.
- Phase I: Introduction, physical activity assessment and implementation, and comprehensive understanding of all Active SWV programs.
- Phase II: Physical activity goals plus blood pressure programming in partnership with AHA.
- Phase III: Physical activity goals plus nutrition programming in partnership with WVU Extension.
- Active SWV Certified Active Place Designation: Members of the Active SWV Workplace Wellness program will be recognized throughout their phases.

Active Southern WV Events 2016,2017, 2018

Active SWV Bridge Day 5K

Active SWV Family Triathlon

Active SWV
Ways to Get Involved

Programs & Communications

- Webpage events calendar
  - www.activeswv.org
- Monthly program fliers
  - Can you hang fliers at your office?
- Facebook & Instagram
  - Subscribe to Facebook events
- Email Newsletter
  - Monthly updates via email
- Presentations
  - Can you offer presentation time at your office, church, school, neighborhood?

Part of Everyday Life

- Discuss ways to increase activity with family, friends, co-workers
- Lunch time walking group
- Town parade to allow bicycles
- Monthly 5K walk/run event
- Offer your office or church space for indoor activity programming
- Introduce peers to Active SWV
- Volunteer at area events
- Give your employees paid time to volunteer for healthy events

ACTIVE SOUTHERN WEST VIRGINIA

STRIVING TO MAKE SOUTHERN WEST VIRGINIA A MODEL OF HEALTH, WELLNESS, AND ACTIVE LIVING

www.activeswv.org

Info@activeswv.com

www.facebook.com/activeswv

304-254-8488