

# Using a community-based participatory approach to improving food and physical activity access in rural WV

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Be Wild. Be Wonderful.

# beHealthy. Year One Outcomes

**Be Wild, Be Wonderful, Be Healthy** is a 5-year project promoting increased access to healthy foods and physical activity in Clay and McDowell counties. This project prioritizes local solutions to health-related challenges in WV communities

## SHARING VIEWPOINTS



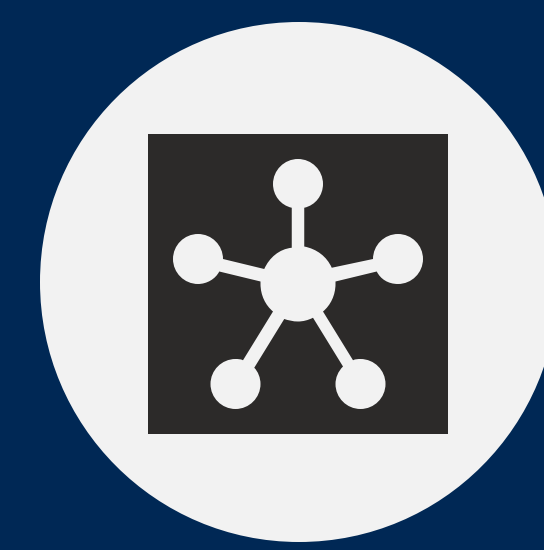
Opportunities to share community knowledge and information

## IDENTIFYING LOCAL RESOURCES



Mapping of physical activity and healthy food assets serving local communities

## BUILDING CONNECTIONS

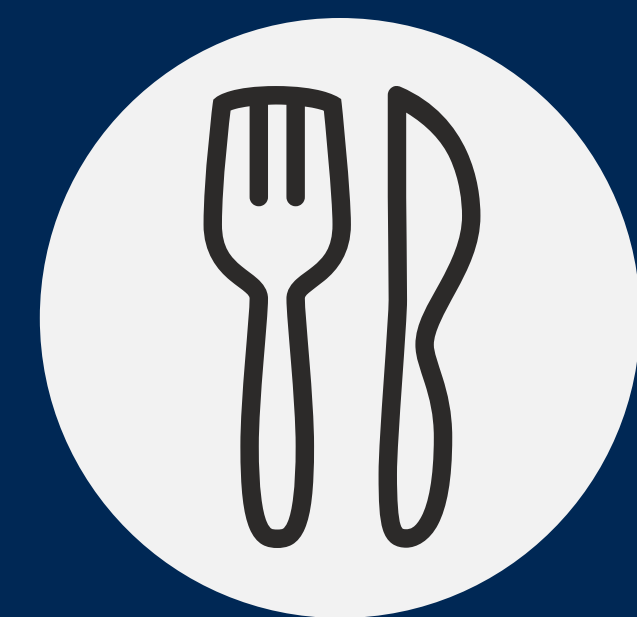


Connecting people to resources via changes in policy, systems, and environments

## ENGAGING PROJECT PARTNERS



Approved program partners are eligible for funding and technical support



## FOOD ACCESS PROJECTS

Eleven partners developed policies, systems, or environments focused on healthy food.

Projects increased cold storage, established gardens and provided garden education.



## PROJECT FOCUS

Five new policies increased capacity to provide, prepare, or distribute healthy foods.

Improved quality of food distributed via food pantries, senior centers, and youth programs.



## HEALTHY FOOD ACCESS

Be Healthy projects increased access to healthy foods for over 4,500 community members.

Policy and system changes reached 20% of food insecure population.



## PHYSICAL ACTIVITY PROJECTS

Twelve partners improved physical activity environments at schools and parks.

Four trails were developed or enhanced.



## PROJECT FOCUS

Projects focused on improving trail length, quality, or safety features.



## WALKING ACCESS

Improved access to walking for >2600 residents across two counties



## COMMUNICATION PRIORITIES

- Raising public awareness of healthy behaviors
- Connecting people to local resources
- Engaging key stakeholders and partners
- Highlighting community success stories

300+ social media followers  
378,000+ media impressions  
16,000+ video views

## COMMUNITY PARTNERS

### HEALTHY FOOD ACCESS

Opportunities to be physically active - let's move!			
 Big Creek People in Action	 Coalfield Community Action Group	 Walk the dog with the whole family	 Council of the Southern Mountains, Inc.
 Park the car further away and walk	 Grayhound Youth Sports	 Reconnecting McDowell	 Replace a coffee break with an outdoor walk
 Five Loaves and Two Fishes	 Take stairs instead of the elevator or escalator	 Clay County Business Development Authority	 Lizemore Elementary School
 HE White Elementary School	 Clay County Family Resource Network	 Plant and care for a vegetable garden	 Clay County Board of Health

### PHYSICAL ACTIVITY ACCESS

Increasing access to healthy foods - let's eat well!			
 McDowell Commission on Aging	 WV Food and Farm Coalition	 Eat 5 fruits and vegetables daily	 Mountain Heart
 Limit sugary drinks by choosing water instead	 McDowell FACES Family Resource Network	 Reconnecting McDowell	 Avoid eating highly processed junk food
 Five Loaves and Two Fishes	 Get 8 hours of sleep every night	 Council of the Southern Mountains	 Risen Lord Catholic Church
 Big Creek People in Action	 Clay County Parents as Teachers	 Turn-off the TV and move for 30 minutes	 Clay County Housing Authority



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BE HEALTHY WV