

# #HealthEquityInMotion:

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## Promoting Equitable Access to Physical Activity in West Virginia

### WHAT IS HEALTH EQUITY?

Health equity means that everyone has a fair and just opportunity to be as healthy as possible.

ACTIVE  
SOUTHERN WEST VIRGINIA

beActive.

The Problem: During early efforts to integrate health equity into physical activity projects, we noticed many partners misinterpret what health equity is, and how it impacts activity



### PROJECT FOCUS

To educate community members about health equity and engage them in discussions about marginalized groups and accessible locations.

Project staff created new content for this campaign.



Over three months, 15 posts delivered content and engaged partners throughout the state. To evaluate the project, we collected quantitative and qualitative data via Facebook.



### POSITIVE THEMES

- 1) Many posts and comments supported health equity and the need to recognize differential access among groups
- 2) Strong engagement across the three month campaign



Be Wild. Be Wonderful.  
**beActive.**



### NEGATIVE THEMES

- 1) Low physical activity access in rural areas often emphasized
- 2) Partisan political views were expressed that devalued health equity and promoted personal responsibility



### PROJECT OUTCOMES & REACH

- Increased public awareness of health equity and the importance of marginalized groups
- Engaged partners promoting safe spaces to engage in rural physical activity
- Increased online presence for the Center for ActiveWV

**74,000**

WV residents reached

**140,000**

social media impressions

**40% increase**

in Facebook page likes



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