



Welcome to the Activate! Digest. The purpose of this Digest is to:

- provide a brief historical overview of the project
- update you on the ongoing work related to the aims of the project
- update you on areas of potential policy implications from project findings

This Digest covers Year 2, Quarter 1 of the project.

Activate! : A Historical Overview

Activate! is the applied research project of the West Virginia Prevention Research Center (WVPRC) funded by the Centers for Disease Control and Prevention. Activate! focuses on children's physical activity at school and at home, their academic performance, behavior, and overall health. Project partners include: state and local health departments, state and local departments of education, RESA V (Regional Educational Service Agency), the CARDIAC Project, and members of the WVPRC's Community Participatory Board (CPB). The project spans five years, beginning in the fall of 2014 and ending in the fall of 2018.

Activate! Aims:

Activate! has three study aims, including:

- (Aim 1) Define and document current school physical education and recess practices among elementary schools in WV and compare student health and academic outcomes based on school practices (statewide focus).
- (Aim 2)* Compare added benefits and cost-effectiveness of two emerging strategies (one school- and one family-based strategy) to current physical education and recess practices based on their individual contribution to children's physical activity, health, and academic outcomes and school socio-demographic information (RESA V and MOVHD service areas).
- (Aim 3) Translate research results into environmental and policy recommendations at the local, regional, and state levels to increase student access to effective physical activity and education.

*Aim 2 consists of three one-year cohorts. Each cohort includes three study arms (control, school intervention, and family intervention).



Year 2, Quarter 1, October- December 2015

Summary of Activities

Data and Methods

While Aim 1 data analysis continues, the first quarter primarily focused on baseline data collection in Cohort 1 schools for Aim 2, including surveys, measurement of physical activity, and collection of 4th grade Fitnessgram data for 5th grade participants. We also developed an interaction framework and processes for team members working with the 3 study arms – master spreadsheet, assigned duties/designees, paper/online communication formats and frequencies, data collection and coding, etc.

Action Steps:

- October 13 – November 30 – Distribution/collection of participant baseline surveys (E-mail or USPS as requested by participants)
- October 21 – ongoing – Communication plan development for consistent and comprehensive communication across all groups including Cohort 1 superintendents and principals, Cohort 1 families, R2P, CPB, and the Activate! listserv
- November 9 – November 30 – Distribution/collection of 5th grade student participant Fitbits (collection only from school intervention and control study arms)
- Dec 7 – Began distribution of thank you gift card to participants who completed baseline data collection
- November 9 - ongoing - collection of 4th grade Fitnessgram data (for 5th grade participants of all 3 study arms) from PE teachers (Sue Childers)

Advisory Council

The team developed the Digest format and an infographic template to keep the Advisory Council informed of activity and findings between R2P meetings.

Action Steps:

- December 14 – inaugural Activate! Digest, along with an infographic and the R2P contact list e-mailed to the R2P Advisory council.

Intervention

The research team began Aim 2 school and family interventions

Action Steps:

- October 16 – Conducted Family Intervention training (Parkersburg – Lesley Cottrell, Sherry Ellem, Karen Northrup)
- October 30 – Created Family Intervention Communication Guidance
- November 2 – Created School Intervention Communication Guidance
- December 1 – School Intervention begun (coordinated by Sue Childers and Mary Weikle)
- December 7 – 10 – Family Intervention begun with Family FunNight kickoffs, including distribution of Fitbits to the adult participants, Facebook sign up, and distribution of information/activity packets (coordinated by Sherry Ellem)



- December 17 – 22 – Designee e-mail update sent to principals

Meetings/Presentations/Reports/Publications

Presentations

- APHA (Chicago)
 - November 3: *Establishing a Statewide Baseline of Physical Education and Physical Activity Practices and Examining Impact on Elementary Students' Fitness and Academics*
- WV PRC's Community Partnership Board
 - December 10 – Applied Research Project (Lesley Cottrell, Karen Northrup)

Reports

R2P Digest and infographic also e-mailed to WV PRC CBP and the Activate! listserv

Upcoming events/reports/publications

- Abstract accepted for poster presentation at the National Health Outreach Conference (April, 2016, Roanoke, VA): O'Hara Tompkins, N., Weikle, M., Childers, S., Northrup, K. *Activate!: Increasing Classroom-based Physical Activity in Elementary Schools*
- NOVA chapter in final stages of completion for submission: *The Changing Public School Setting: Children's Health and Academics*

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