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2010 Innovations Awards Application

Deadline: March 1, 2010

ID # (assigned by CSG): **10-S-24WV**

Please provide the following information, adding space as necessary:

State: West Virginia

Assign Program Category (applicant): Health Services (Use list at end of application)

1. Program Name: West Virginia Games for Health
2. Administering Agency: West Virginia Public Employees Insurance Agency
3. Contact Person (Name and Title): Nidia Henderson, Health Promotions Director
4. Address: WV PEIA, 601 57th St., Suite 2, Charleston, WV 25304
5. Telephone Number: 304-558-7850, ext 52639
6. FAX Number: 1-866-792-3574
7. E-mail Address: Nidia.I.Henderson@wv.gov
8. Web site Address: www.wvpeia.com
9. Please provide a two-sentence description of the program.

The West Virginia Games for Health Project is a unique collaborative involving private and public sector organizations interested in promoting physical activity among West Virginia's school children. Using the interactive and physically demanding video game, Dance Dance Revolution, PEIA, the WV Department of Education, West Virginia University, the Office of Governor Joe Manchin, the WV Children's Health Insurance program and the game's manufacturer, Konami, have implemented this project by training and equipping PE teachers on the use of DDR in WV schools.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 1, 2010 to be considered.

The school based Games for Health Project was initiated January of 2006.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

This program was created as a part of a broader strategy to address the epidemic of childhood obesity by increasing opportunities for physical activity in the schools.

12. Describe the specific activities and operations of the program in chronological order.

PEIA coordinated efforts to create a broad based collaborative for two main purposes: (1) to raise the necessary funds; and (2) to ensure the effective implementation of the project. PEIA then contracted with West Virginia University's College of Physical Activity and Sport Sciences and School of Medicine to train physical education teachers on the use of this technology. Teachers from local school districts were brought to the university for day long in- service sessions which concluded with the provision of the necessary equipment:

dance mats, hardware and game software. Currently, the project is in a new phase and is working with Konami on local, regional and state wide DDR competitions with the winners in each category receiving scholarship funds.

13. What were the program's start-up costs?

(Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

The bulk of the program's costs involve the purchase of the necessary equipment, \$850 per school which supplied them with two high quality, industrial strength dance mats, a playstation 2 and the Dance Dance Revolution video game software.

Additional costs included: WVU personnel to oversee the project, phone, travel, computers, data entry, and program materials.

14. What are the program's annual operational costs?

The program does not have an annual operating budget as the bulk of the costs are for equipment. This fiscal year we will expend just over \$25,000 to complete the project. The DDR competition is being paid in full by Konami. Administrative expenses are largely provided in-kind by the participating agencies.

15. How is the program funded?

We have received over \$400,000 in funds through the following: the Office of Governor Joe Manchin, the West Virginia Children's Health Insurance Program, the Benedum Foundation, Konami Digital Entertainment, the West Virginia Public Employees Insurance Agency, Mountain State Blue Cross Blue Shield, Wells Fargo Third Party Administrators, among others.

16. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number. No legislation was required.

17. What equipment, technology and software are used to operate and administer this program? As previously mentioned, this program requires dance mats, a playstation or xbox and the game software.

18. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

Yes, although we have since heard of local school districts offering such a program in other states, we believe that we are the first to implement such a project statewide. Our project was recently recognized by First Lady Michelle Obama in her address to the National Governors Association meeting. Although this was a team effort, please reference Ms. Nidia Henderson as the innovator with the above cited contact information.

19. Are you aware of similar programs in other states? If YES, which ones and how does this program differ? We are aware that Hawaii and California have implemented similar projects in limited school districts, but not on a statewide platform.

20. Has the program been fully implemented? If NO, what actions remain to be taken? To date, 401 (55%) physical education (PE) teachers have received DDR training and equipment. The training schedule began with the 180 middle schools of which 166 (88%) have been trained, followed by 93 (83%) of the 112 high schools, and 142 (32%) of the 438 elementary schools.

21. Has the program been fully implemented? We have one more teacher training to be conducted and the DDR competition is underway to be completed this spring.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

Implementing DDR into the school environment has been viewed positively by the majority of WV physical educators. Furthermore, these teachers have demonstrated interest in, and the ability to use DDR in activities outside of physical education, thereby, increasing DDR use in the school and also increasing the opportunities for students to be active during the school day. Further, because it uses “screen time technology” it appeals to today’s high tech oriented children. Given our state’s challenging topography, DDR offers an easy to use venue which can be done virtually anywhere that has a television screen and a small space. The major challenge with this effort has been the expense involved with obtaining the necessary equipment and ensuring the proper teacher training.

23. How has the program grown and/or changed since its inception?

The predecessor to this project was a clinically supervised, home based project which showed that consistent use of DDR improved various health outcomes in participating overweight children, including improved blood vessel function and fitness indices. Based upon those results and the interest of the WV Department of Education and the mass media, we responded to the opportunity to use DDR in school settings.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

This is a user friendly program which can be done in virtually any setting: school, community or health center, church, etc. The biggest challenge rests with the necessary fund- raising. However, if done one school at a time or school district by school district, it would be quite feasible.

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2010 Innovations Awards Application Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
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- Transportation

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- Elections
- Information Systems
- Public Information
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- Telecommunications

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

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This application is also available at www.csg.org.