

RISING ABOVE 2020

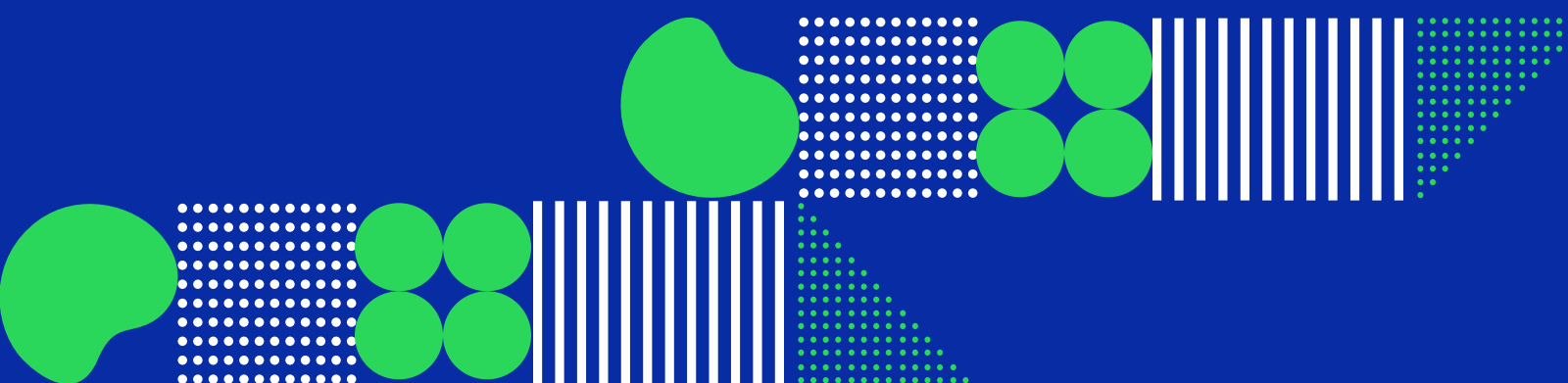
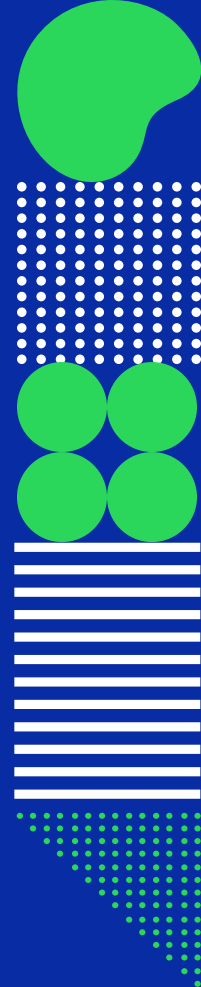
COVID Response



20
20

Content

- NCHPAD's response
- Campaigns
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- Trainings
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- Looking Forward
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"Americans with disabilities are largely left out of the U.S. coronavirus response despite being uniquely affected by the disease."

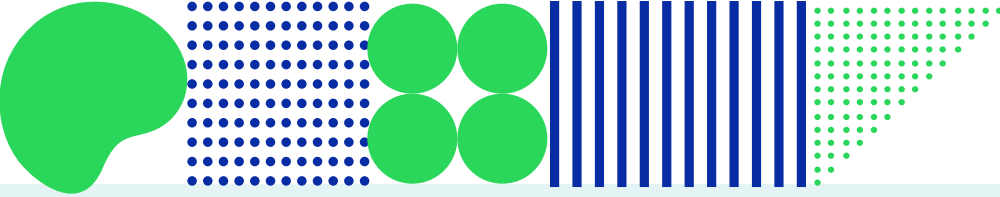
| Bonnielin Swenor,
Johns Hopkins epidemiologist

NCHPAD Responds

As the COVID-19 pandemic has spread impacting our lives, communities, and work, it became clear that virtual communication and inclusive wellness resources would be key to help make the shift to the new normal. Through these uncertain times, NCHPAD has been able to conduct needed surveys and create resources around mental health, at-home fitness, virtual wellness, and more. We have emerged from our reactionary state to proactive advances in our work as we drive inclusion efforts in the new virtual space.

This pandemic has disproportionately affected people with disability, and we want to be part of the solution.





Campaigns

Using Social Media to share our mission.

| Impressions 594,679

Engagements 22,231

Post Clicks 2,888

Followers +509

#StoriesSparkSolidarity

NCHPAD launched the [#StoriesSparkSolidarity campaign](#) to capture stories and impacts from the disabled community during COVID-19.

#MoveInMay

We partnered with the Physical Activity Alliance to produce the #MoveInMay social media campaign.

ADA 30th Anniversary

July marked the 30th anniversary of the ADA. We published four videos, hosted two blog posts, and ran a social media campaign in recognition and celebration of the anniversary.

#AVeryMaryMonday

Over the summer, our Mississippi State University intern, Mary White entertained us with ways she was staying active and healthy during the pandemic. If she happens to look familiar, you may recognize her from The Awesome Mary Show.

#MiniMeditationMonday

We encouraged our viewers to start their Monday's with a four-week mini meditations series. The series concentrates on mindfulness, setting intentions, and breathing.

New products and resources

As people moved indoors, inclusive resources became key components for their mental and physical well-being. NCHPAD responded with numerous resources including mindfulness videos, at-home fitness routines, and assistance for parents in helping their kids stay active at home.



Resources :



Inclusive Virtual Wellness Toolkit



Mini Meditation Series



No Gym No Problem Exercise Video



How to Clean Adaptive Sports Equipment



Exercise From Home with Therabands



Wellness Challenge Coloring Book



Distance Learning Resource for Educators



Discover Inclusive Active Aging Guide



Exercising From Home Playlist



Special Edition Educators Newsletter

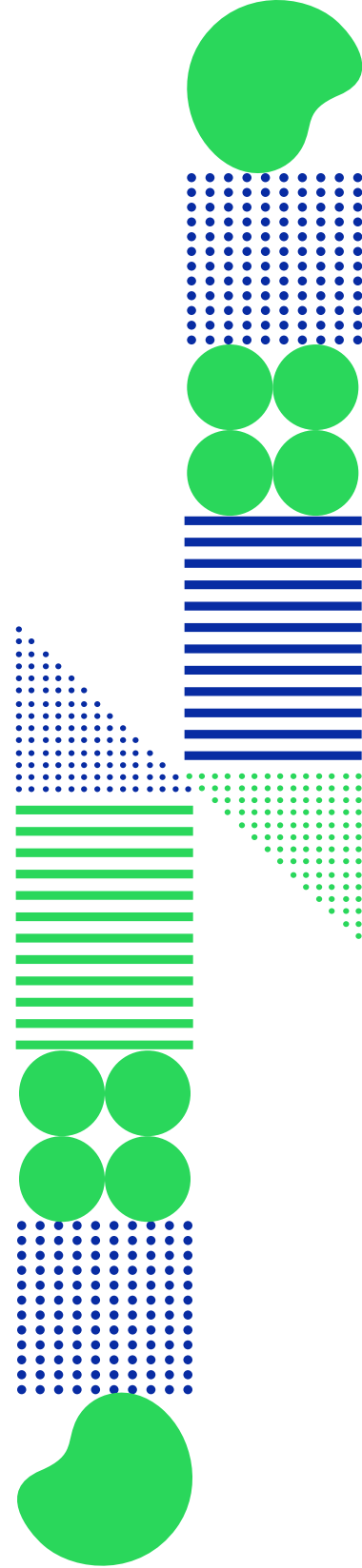


Survey for Parents and Superintendents



Virtual Physical Education Toolkit

“This is a wonderful workout to get people moving. I love that you did it in a home, and Tanya is fantastic. Her great form will help viewers learn the right way to do these exercises so they're effective and don't cause injury.”



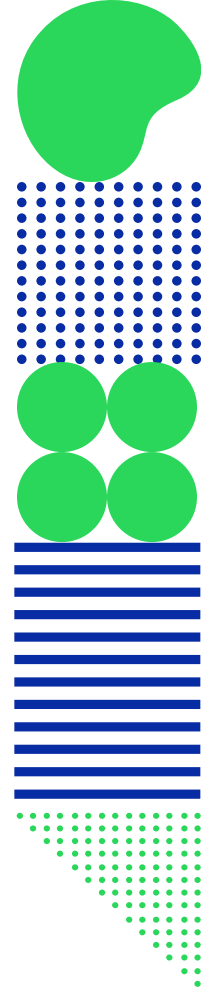
Over 30,000 Views

No Gym No Problem

"Thank you!! This is GREAT and so well-rounded. It has started me going again - locked up in the pandemic. I eventually added some light weights for arm movements along with legs. THAT really makes for SUCH a workout!!"

"So great! A workout I can do, with someone who is my size! So perfect!"

"Thanks for the video and workout! My wife and I are both couch potatoes during lockdown, and this workout has really helped us. :-)"



@nchapd

Video review

Mindfulness highly requested

75 videos have been created



28%

Increase in viewers in 2020

19.3k

Views for the COVID-19 Meditation

11

Videos created for the Mini Meditation Series

38

Videos created for Lakeshore



Other videos

- Junior National Video of the day in partnership with ASUSA and MoveUnited
- Universal Design for Learning
- Inclusive Halloween
- Accessible Parks make Inclusive Parks Accessible Face Mask Solutions

Trainings

NCHPAD quickly shifted from in-person trainings to virtual trainings. We partnered with other organizations such as MoveUnited, Alabama Department of Public Health (ADPH), and many others to keep our trainings relevant and timely.

Overview



Discover Inclusive Physical Education

Discover Inclusive Physical Education provides training to help educators to create an inclusive environment for

[Click to enter this course](#)



Disability Education for Educators

Your interaction with students matters and it could play a role in their school success an help avoid tension. This

[Click to enter this course](#)



Discover Inclusive Nutrition Education

Discover Inclusive Nutrition Education provides strategies for how to include youth with disability in your nutrition

[Click to enter this course](#)

2,100 Individuals Trained

500 New users on our e-learning site

E-Learning

In Partnership with ACSM, we were able to offer free CEU trainings to certified fitness professionals around inclusive fitness. ACSM also hosted a blog on the importance of inclusive fitness on their site that linked to NCHPAD and the CEU opportunity.

Our Education leads partnered with ADPH to offer a number of online virtual learning opportunities for educators across the state. These trainings also counted for continuing education credit for teachers.

Other Highlights

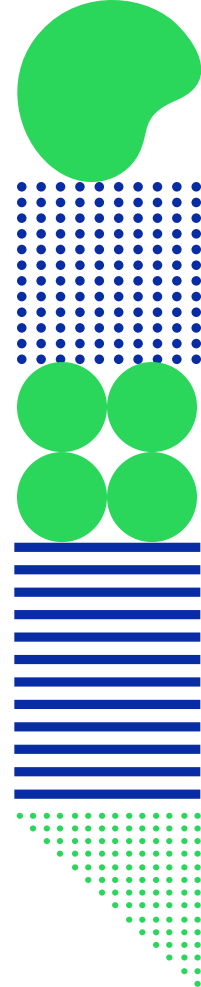


A few more highlights during the Pandemic:

We were able to partner with Move United and have a paralympian read *Where is Mi Amigo Pedro* over Facebook Live. We were also able to video a live reading of the book for Spanish Heritage Month.

We partnered with the DNPAO division of the CDC to provide inclusive images for the flu campaign. We also created our own flu campaign graphics. Our videographers stretched their skills in graphics and created a fabulous animated film on Universal Design for Learning.

RISING ABOVE 2020



Looking Ahead.

The pandemic is not over and neither is our work on creating timely and effective materials to support individuals with a disability. We have new resources on the way that include a new campaign for inclusive virtual self-management programs, a How to Exercise video series, and more.



NATIONAL CENTER ON HEALTH, PHYSICAL ACTIVITY AND DISABILITY



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