COVID Response
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.

"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
**Campaigns**

**Using Social Media to share our mission.**

**#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.

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**Using Social Media to share our mission.**

- Impressions 594,679
- Engagements 22,231
- Post Clicks 2,888
- Followers +509
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.”
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. :-)"
Video review

- Mindfulness highly requested: 74.7K views (about the same as usual)
- Other videos: 75 videos have been created

<table>
<thead>
<tr>
<th>Month</th>
<th>Views</th>
<th>Watch time (hours)</th>
<th>Subscribers</th>
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<tbody>
<tr>
<td>Oct 2019</td>
<td>74.7K</td>
<td>2.8K</td>
<td>+457</td>
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</tbody>
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- Increase in viewers in 2020: 28%
- Views for the COVID-19 Meditation: 19.3k
- Videos created for the Mini Meditation Series: 11
- Videos created for Lakeshore: 38

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

2,100 Individuals Trained

500 New users on our e-learning site

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.
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.
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.