



Throughout 2010, the Board of Directors of Eat Smart, Move More SC and several community partners have worked to develop a **new strategic plan**. In addition, new mission and vision statements were created to more easily articulate our focus.

#### VISION

Healthy eating and active living are essential parts of the everyday culture in South Carolina where we live, learn, work, pray and play.

#### MISSION

The mission of Eat Smart, Move More SC is to lead a unified movement to make the healthy choice the easy choice.

#### ESMMSC fulfills its mission by:

**Advocacy** - to advance local and state legislation, policy and funding for healthy eating and active living

**Communication**- to increase public awareness about healthy eating and active living

**Training**- to strengthen and sustain capacity and infrastructure to increase healthy eating and active living

**Implementation**- to increase the use of best and promising practices to address healthy eating and active living

#### The Strategic Plan highlights five organizational goals – all complete with strategies and activities.

##### Goal 1

Engage and collaborate with diverse partners to promote and foster the ESMMSC vision and mission.

##### Goal 2

Promote and support the use of evidence-based and sustainable approaches to implement the South Carolina Obesity Prevention Plan.

##### Goal 3

Generate and sustain visibility and credibility for ESMMSC.

##### Goal 4

Advocate for local and statewide legislation, policy and funding to support healthy eating and active living.

##### Goal 5

Develop and sustain a viable organization that can support its mission.

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#### ESMMSC Will Launch New Website in September

*Be anticipating the launching of a brand new ESMMSC website on September 1<sup>st</sup>. We have spent the last 6 months designing a more user friendly site.*



**The Governor's Cup Race Committee** has announced that the [Marathon Association](#) Board of Director's voted in favor of the Governor's Cup supporting Eat Smart, Move More SC as their event charity. The LMC

Governor's Cup Race Committee and Carolina Marathon Association Board of Directors felt the urgency to help support Eat Smart, Move More because of the alarming rise of obesity in our country and our state over the last few years. In addition to raising awareness of the gravity of the obesity epidemic and the related diseases and other health issues resulting from obesity, a portion of the proceeds from the Lexington Medical Center Governor's Cup Road Race will go towards Eat Smart, Move More South Carolina! Please log onto [www.governorscupsc.org](http://www.governorscupsc.org) for more information and to register for the 38<sup>th</sup> Annual Lexington Medical Center Governor's Cup TODAY!

RACE DAY: November 13, 2010 Half Marathon – 8K – 4 Mile Walk – Kid's Cup Run



***Eat Smart, It's In The Garden Toolkit – Now Online!***

*The Eat Smart, it's in the Garden Toolkit is now online . It is designed for anyone interested in starting or improving a school vegetable garden program. You may view the entire 80+ pages or view by topic. You can use the shortcuts by entering [www.agriculture.sc.gov/sgptoolkit](http://www.agriculture.sc.gov/sgptoolkit).*

**Trident School Pool Assists with Establishing Walking or Bicycling to School Programs**

Need help setting up a carpool or a walking and bicycling to school program? Berkley Charleston Dorchester Council of Government (BCDCOG) can help! The new Trident School Pool Program helps alleviate traffic at schools by providing free information and tools to help parents save time and get their children to school safely. There are many options to getting students to school and Trident School Pool can provide the choices. BCDCOG staff is available to assist in setting up a school based carpooling program, a walking and bicycling to school program or assisting in how to use public transit. For more information, interested schools, parents, neighborhood associations and other interested parties can contact the BCDCOG Mobility Manager, Vonie Gilreath at 843-529-0400 or via [vonie@BCDCOG.org](mailto:vonie@BCDCOG.org).

**City of Columbia Approves Complete Streets Resolution**

The City of Columbia's Bicycle Friendly Community organization, known as [BikeColumbia](#), is proud to announce that City Council approved a [Complete Streets](#) resolution for Columbia at their recent council meeting . Complete Streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a Complete Street. The resolution reaffirms their support of designing roads for more than just cars; creating Complete Streets in Columbia means that city departments will collectively begin to design and operate the entire right of way to enable safe access for all road users.

## CDC Announces Change in Terminology for Overweight Children

The terminology used for high BMI-for-age in children in the United States to date has been based on the recommendation of an expert committee convened by federal agencies. This committee recommended the use of BMI and defined overweight as a BMI-for-age at or above the 95<sup>th</sup> percentile of a specified reference population and the designation of “at risk for overweight” for BMI values between the 85<sup>th</sup> and the 95<sup>th</sup> percentiles of BMI-for-age. More recently, changes in terminology were proposed. The American Medical Association expert committee report retained the two cut-off values of the 85<sup>th</sup> and 95<sup>th</sup> percentiles of BMI-for-age from the 85<sup>th</sup> up to the 95<sup>th</sup> percentile as “overweight” and to BMI-for-age at or above the 95<sup>th</sup> percentile as “obesity”. The National Center for Health Statistics and other CDC publications will continue to include prevalence estimates at the 85<sup>th</sup> and 95<sup>th</sup> percentiles as before but will change the terminology to use the terms “overweight” (formerly called “at risk for overweight”) for BMI-for-age between the 85<sup>th</sup> and 95<sup>th</sup> percentile and the term “obesity” (formerly called “overweight”) for a BMI-for-age at or above the 95<sup>th</sup> percentile.

<http://www.cdc.gov/nchs/data/nhsr/nhsr025.pdf>

## More States Reach 30 Percent Obesity Rate

The obesity epidemic affects every state, according to a new CDC report. No state met the country's *Healthy People 2010* goal to lower obesity to 15 percent. The report also makes recommendations on how to reverse the epidemic. The [CDC Vital Signs](#) report, titled "[State-Specific Obesity Prevalence Among Adults – United States, 2009](#)," points out that people who are obese incurred \$1,429 per person extra in medical costs compared to people of normal weight, and that the nation's total medical costs of obesity were \$147 billion in 2008. New data shows that [nine states had an obesity rate of 30 percent or higher](#) in 2009. In comparison, no state had an obesity rate of 30 percent or more in 2000, and only three states reached the 30 percent mark in 2007. The *MMWR* report is based on new data from the Behavioral Risk Factor Surveillance System (BRFSS), which is the states' source of data for monitoring Healthy People 2010 objectives.

<http://www.cdc.gov/Features/VitalSigns/AdultObesity/>  
<http://www.cdc.gov/VitalSigns/pdf/2010-08-vitalsigns.pdf>



## World Breastfeeding Week is August 1-7, 2010 Breastfeeding - Just 10 Steps. The Baby-Friendly Way.

The theme for World Breastfeeding Week this year is [Breastfeeding - Just 10 Steps. The Baby-Friendly Way](#). This year commemorates the 20th anniversary of the World Health Organization/UNICEF Innocenti Declaration, calling for implementation of the Ten Steps to Successful Breastfeeding in all maternity facilities. The Ten Steps to Successful Breastfeeding highlights the special role of maternity services in protecting, promoting, and supporting breastfeeding. Maternity facilities fully implementing the Ten Steps can become certified by the Baby-Friendly Hospital Initiative and become a Baby-Friendly facility.

Although South Carolina doesn't currently have any certified Baby-Friendly facilities, many hospitals are starting to make strides towards this designation. The South Carolina Breastfeeding Coalition is starting to collect information from hospitals and birthing centers around the state about their knowledge of and pursuit of the Baby-Friendly Hospital Initiative. The Coalition plans to develop a program to recognize SC facilities as they meet a majority of the Ten Steps. The Coalition also hopes to further encourage facilities to continue through the Ten Steps and Baby-Friendly designation process by offering training and other support. For additional information about the Baby-Friendly Hospital Initiative or other ways to protect, promote, and support breastfeeding in the state, contact Leslie Myers, Coalition Chair, at [lmmyers@lander.edu](mailto:lmmyers@lander.edu).



## Maternity Practices in Infant Nutrition and Care in South Carolina

CDC administers the Maternity Practices in Infant Nutrition and Care (mPINC) survey, and all hospitals and birth centers in the US that provide maternity care are invited to participate. Eighty-six percent of the 43 eligible hospitals and birth centers in SC responded to the 2007 mPINC. This report provides strengths and challenges across SC maternity care settings and discusses opportunities for improvements to protect, promote, and support breastfeeding mothers and infants in the state.

[http://eatsmartmovemore.org/pdfs/maternity\\_practices\\_sc.pdf](http://eatsmartmovemore.org/pdfs/maternity_practices_sc.pdf)

## What Does It Take to Transform Communities into Healthier and Safer Places to Live, Learn, Work and Play?

In anticipation of the 2011 release of the *County Health Rankings*, the Robert Wood Johnson Foundation wants to hear from you about the steps communities can take to help all individuals lead healthier lives. For the next few weeks, the *Community Health Action Forum*—an online discussion board—will be open for your suggestions on how communities can use the *County Health Rankings* as a catalyst to start, expand or renew efforts to address the social, economic, environmental and behavioral factors that affect health. We want to hear your ideas on what motivates communities to take action and what types of tools, training and assistance can help communities address the many factors that affect health—action that can ultimately improve health outcomes. It is our hope that the collective feedback on the forum will help us and our partners plan for the 2011 release of the *Rankings*. [Share your ideas on how communities can use the \*County Health Rankings\* to take action to improve health outcomes.](#) [Learn more about the \*County Health Rankings\*.](#)

## Federal Menu Labeling

The U.S. Food and Drug Administration (FDA) is seeking public comment and information to help the agency implement a new federal law that requires the posting of calorie content and other nutrition information on menu items at certain chain restaurants and similar retail food operations and vending machines. The new law, Section 4205 of the Affordable Care Act signed into law March 23, 2010, sets uniform federal requirements for such labeling. Comments should be submitted to the FDA by September 7, 2010. For more information, please visit <http://edocket.access.gpo.gov/2010/2010-16303.htm>.

## First Lady Launches President’s Council on Fitness, Sports and Nutrition

First Lady Michelle Obama joined kids from the Washington, DC area to launch the President’s Council on Fitness, Sports and Nutrition and introduce the 2010 Council co-chairs and members. In conjunction with the First Lady’s *Let’s Move!* initiative, this year President Obama has broadened the scope of the Council, formerly known as the President’s Council on Physical Fitness and Sports, to include a focus on healthy eating as well as active lifestyles. Recently, the President signed an Executive Order outlining the Council’s new emphasis on both good nutrition and physical fitness. The Council’s mission is to engage, educate and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. For more information about the Council and its members, visit [www.fitness.gov](http://www.fitness.gov).

In addition to its presidential advisory role, the Council promotes and maintains the *President’s Challenge Physical Activity and Fitness Awards* program (*President’s Challenge*) which encourages all Americans to include physical activity – 30 minutes per day for adults and 60 minutes per day for youth – in their daily lives. For more information about the President’s Challenge programs, visit [www.presidentschallenge.org](http://www.presidentschallenge.org).



## Putting Smart Growth to Work in Rural Communities

ICMA has released a new report, "Putting Smart Growth to Work in Rural Communities," which focuses on how to adapt smart growth strategies to rural communities. Funded by the U.S. Environmental Protection Agency's Office of Sustainable Communities, the report examines the challenges rural communities face, including rapid growth at metropolitan edges, declining rural populations, and the loss of working lands. It highlights smart growth strategies that can help guide rural growth while preserving the unique rural character of existing communities. [www.icma.org/ruralsmartgrowth](http://www.icma.org/ruralsmartgrowth)

## Preventing Childhood Obesity in Early Care and Education Programs Released

[Preventing Childhood Obesity in Early Care and Education Programs](http://www.nrckids.org/CFOC3/PDFVersion/preventing_obesity.pdf), is the new set of national standards describing evidence-based best practices in nutrition, physical activity, and screen time for early care and education programs. The standards are for ALL types of early care and education settings - centers and family child care homes. These updated standards will be a part of the new comprehensive *Caring for Our Children: National Health and Safety Performance Standards; Guidelines for Early Care and Education Programs, Third Edition (CFOC, 3rd Ed.)* to be released in 2011. The CFOC standards are developed through a public-private partnership with the American Academy of Pediatrics, the American Public Health Association, the National Resource Center for Health and Safety in Child Care and Early Education and the U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau (MCHB). Funding for the pre-released selected standards was provided by the Department of Health and Human Services, Administration for Children and Families, Child Care Bureau.

[http://nrckids.org/CFOC3/PDFVersion/preventing\\_obesity.pdf](http://nrckids.org/CFOC3/PDFVersion/preventing_obesity.pdf)



## Active School Neighborhood Checklist

The aim of the Active School Neighborhood Checklist (ASNC) is to provide decision makers with a quantitative tool for evaluating the potential long-term health impacts of candidate school sites on the children who will attend them. The logic of ASNC is based on existing research that the built environment can have an effect on either encouraging or preventing people of all ages from walking and bicycling safely to various destinations.

<http://smartgrowth.org/pdf/active-school-neighborhood-checklist.pdf>

## REAL FOOD, REAL CHOICE: Connecting SNAP Recipients with Farmers Markets

This report is a product of a ten month process that examines this issue from a variety of perspectives, including the capacity of farmers markets to operate programs to accept EBT (electronic benefits transfer) cards; the types of programs that markets have created; the barriers low-income shoppers face in patronizing farmers markets; and state and federal level policies that affect the usage of EBT cards at farmers markets. The report concludes with a road map for change, which features primary and secondary tiers of recommendations. The research process included literature reviews, surveys, and phone interviews. The report reflects a spectrum of state-level stakeholders including SNAP agencies, anti-hunger advocates, statewide farmers market associations, and state departments of agriculture.

[http://www.foodsecurity.org/pub/RealFoodRealChoice\\_SNAP\\_FarmersMarkets.pdf](http://www.foodsecurity.org/pub/RealFoodRealChoice_SNAP_FarmersMarkets.pdf)

## A Road Map for Producing and Implementing a Bicycle Master Plan

The Bicycle Master Plan (BMP) presents a comprehensive review of the many policies, procedures, and practices – as well as the physical infrastructure of your community – that affect bicycling. This guide, published by the National Center for Bicycling and Walking and the Active Living Resource Center will provide those contemplating the development of a BMP a compelling roadmap that will motivate them to follow a proven, step-by-step process for developing and implementing a successful BMP.

[http://www.activelivingresources.org/assets/BMP\\_RoadMap.pdf](http://www.activelivingresources.org/assets/BMP_RoadMap.pdf)

## Center TRT is excited to announce the posting of KaBOOM!, whose vision is "a great place to play within walking distance of every child in America."

It all started with one playground that was built in Washington, DC 1995. Now all 50 states, Puerto Rico, Mexico, and Canada have a KaBOOM! playspaces. There are over 3,700 playspaces reaching



four million children ages 2-12. KaBOOM! provides access to its step-by-step process called the Community-Build Model at no cost for anyone interested in completing a community-build playground. There are KaBOOM!-led builds, which include leadership from a KaBOOM! Project Manager, and do-it-yourself builds. <http://www.center-trt.org/index.cfm?fa=opinterventions.intervention&intervention=kaboom&page=overview>

## Tool to Increase the Availability of Healthy Foods in Underserved Communities Now Available

Center TRT is pleased to announce the posting of Baltimore Healthy Stores, a research-tested intervention, developed by Dr. Joel Gittelsohn and a team from Johns Hopkins University Center for Human Nutrition. Baltimore Healthy Stores (BHS) can improve the availability of healthy food, and, through point-of-purchase promotions, increase customers' awareness and skills in selecting and preparing healthier foods.

BHS has 5 themed phases, each lasting about 2 months: Healthy breakfast, Healthy cooking at home; Healthy snacks; Carry-out purchasing; and Healthy beverages. Each phase includes behavioral objectives, promoted foods, point-of-purchase marketing and nutrition education strategies. Visit the [Center TRT](http://www.center-trt.org) website to find detailed information on implementation, intervention materials, resources required and a summary of the evidence.

<http://www.center-trt.org/index.cfm?fa=opinterventions.intervention&intervention=bhs&page=intent>

## Active Facts: Ramps & Channels to Link Bikes and Trains

This Active Living Resource Center factsheet addresses communities where bicyclists have been allowed to take their bicycles on transit, yet often find there is often a daunting barrier: stairs. But in a growing number of communities, transit agencies have solved the problem by installing small ramps at the sides of the stairs. With these, bicyclists can take the stairs and roll their bikes up and down at their sides. While ramps don't solve all problems, they can do one thing pretty well! In this Active Fact brochure, you'll learn what they are and how they can help bicyclists "get there from here."

<http://www.activelivingresources.org/assets/activelivingfactsheets/tair.pdf>

## USDA Releases Guide to Expand SNAP Benefit Electronic Benefit Technology at Farmers Markets

The U.S. Department of Agriculture (USDA) today released the Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook. The handbook provides the managers of farmers markets with a step-by-step guide to installing Electronic Benefits Transfer (EBT) machines and accepting SNAP benefits.

The handbook was developed by USDA's Agricultural Marketing Service (AMS) and Food and Nutrition Service (FNS), in cooperation with the Project for Public Spaces. It provides essential guidance for farmers market managers who are thinking about implementing EBT technology at their market sites to allow them to accept SNAP benefits (previously known as food stamps). Topics addressed in the handbook include how to install an EBT machine and how to make the program work successfully for vendors and customers. The handbook also features a list of resources, a glossary of important terms, and several case studies from farmers markets that have successfully implemented EBT technology.

<http://www.ams.usda.gov/MarketingServicesPublications>

## Junk Food Marketing to Children: What Can States and the Feds Do?

A third of American children are overweight or obese, and experts warn that this generation of children may be the first to live sicker and die younger than their parents. Meanwhile, the food and beverage industry spends nearly \$2 billion per year marketing sugary, fatty, and salty food to our kids. Why isn't the government doing something about this?

To a considerable extent, advertising is protected from government regulation by the First Amendment. But when ads are unfair or deceptive—whether it's the messages themselves or the way they're delivered—the government can step in. The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), a project of Public Health Law & Policy (PHLP), introduces a [new set of tools](#) to explain how the Federal Trade Commission (FTC) and state attorneys general (AGs) can act to help limit the marketing of unhealthy foods to youth. These products also provide guidance to researchers and advocates about how to identify deceptive or unfair advertising practices and how to bring a matter to the attention of the FTC or a state AG.

<http://www.nplanonline.org/childhood-obesity/products/State-AGs>



**US Department of Education – Reducing Obesity and Obesity-Related Health Conditions Among Adolescents and Young Adults With Disabilities From Diverse Race and Ethnic Backgrounds**

Deadline: August 10, 2010

<http://www.grants.gov/search/search.do?mode=VIEW&oppid=55147>

**Robert Wood Johnson Foundation – Active Living Grants**

Deadline: July 1, 2011

<http://www.rwjf.org/applications/solicited/cfp.jsp?ID=21121>

**Office Depot Foundation - Community Grants**

Deadline: November 15, 2010

[http://www.officedepotfoundation.com/about\\_foundation.asp](http://www.officedepotfoundation.com/about_foundation.asp)

**National Dairy Council and General Mills – School Breakfast Program Grants**

Deadline: August 15, 2010

<http://enroll.fueluptoplay60.com/funds/introduction.php>

**The Countess Moira Charitable Foundation – Youth Organization Grants**

Deadline: Rolling

<http://sites.google.com/a/countessmoirafdn.org/countessmoirafoundation/home>

**National Alliance for Accessible Golf to Administer Grant Program for People with Disabilities**

Deadline for Applications: Rolling with application reviews approximately every 30 days

<http://www.accessgolf.org/grants/index.cfm>

**Bikes Belong Offers Funding for Bicycle Advocacy and Facilities Programs**

Deadlines for Applications: August 24, 2009; and November 23, 2009 (reviews apps quarterly)

<http://www.bikesbelong.org/grants>

**U.S. Tennis Association Recreational Tennis Grants Available**

Deadline for Applications: October 15, 2010

[http://www.usta.com/About-USTA/Organization/Grants\\_USTA/](http://www.usta.com/About-USTA/Organization/Grants_USTA/)

**Baseball Tomorrow Fund Offers Support for Youth Baseball and Softball Programs**

Deadline for Letters of Inquiry: Open

[http://mlb.mlb.com/mlb/downloads/btf\\_grant\\_application\\_0306.doc](http://mlb.mlb.com/mlb/downloads/btf_grant_application_0306.doc)

**Athletics and Wellness Support Grants**

Deadline for Applications: Rolling Quarterly Reviews.

<http://www.finishline.com/store/youthfoundation/review.jsp>

**U.S. Tennis Association Facility Assistance and Funding Available**

Deadline for Applications: Open

<http://ct.usta.com/pfa/>

**PTA Healthy Lifestyles Grant**

Deadline: September 10, 2010

[http://pta.org/pta\\_healthy\\_lifestyles\\_grant.asp](http://pta.org/pta_healthy_lifestyles_grant.asp)

**NFL Back to Football Friday Grant**

Deadline: September 17, 2010

<http://www.nflrush.com/footballfriday>

**Wal-Mart State Giving Grant Program**

Deadline: August 20, 2010

<http://walmartstores.com/CommunityGiving/8168.aspx>

## "Promoting Breastfeeding-friendly Hospital Practices"

Free live webcast - Thursday, August 5, 2010

8:30 a.m. - 10:30 a.m. EDT

<http://www.albany.edu/sph/coned/bfgr/bfgr10.htm>

## Healthy Food Financing Webinar

August 5<sup>th</sup> from 4:00-5:30 ET

Register by clicking on: <https://www1.gotomeeting.com/register/706268249>

## Free Webinar Let's Walk to School! Reducing Liability Concerns and Getting Kids Active through Safe Routes to School

August 11, 1:00-2:30 pm ET / 10:00-11:30 am PT

<http://www.nplanonline.org/nplan/news/upcoming-free-webinar-lets-walk-school>

## Legal Strategies in Childhood Obesity Prevention.

The Institute of Medicine's Standing Committee on Childhood Obesity Prevention will be hosting a one-day workshop to highlight the evidence on current and potential legal strategies and their outcomes in childhood obesity prevention.

**When:** Thursday, October 21, 2010 **Where:** Washington, DC

<http://iom.edu/Activities/Children/ChildObesPrevention/2010-OCT-21.aspx>



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