



ADVOCACY PLATFORM

Eat Smart, Move More SC's Vision:

A South Carolina in which healthy eating and active living are essential to the everyday culture where we live, work, learn, pray and play.

Eat Smart, Move More SC's Mission:

The mission of the ESMMS SC is to lead a unified movement to make the healthy choice the easy choice.

In a state that suffers from one of the highest rates of obesity in the country, ESMMS SC and its members have made advocating for an active and healthy South Carolina one of our top priorities. To that end, we surveyed our 650 members around the state. They are nutritionists, physical and health educators, school nurses, agency heads, community advocates and healthcare workers. They are the front line in fighting the obesity epidemic in South Carolina. With their advice and recommendations, the board of ESMMS SC created its first statewide advocacy agenda.

This agenda will allow ESMMS SC to choose wisely in how we spend our finite resources and where we focus our advocacy efforts. The goal is not to succeed in passing bills that address all these issues in the next few years – that would be unrealistic -- but to begin the dialogue on why these issues are important for South Carolinians, start the research and bill drafting to reach these goals, sharpen the advocacy skills and abilities of our members, and to find our legislative champions.

Policies that Promote Healthy Eating

Healthy Vending: Require all public facilities providing vending opportunities to stock at least 50% healthy choices of items in the machines.

WIC /SNAP Incentives: Create additional incentives, such as discounts or rebates, for WIC and SNAP food stamp recipients to purchase healthy foods, and increase the number of farmers' markets that can accept food stamps, SNAP vouchers and WIC food EBT cards.

Farmers' Markets: Support or create state programs to support and publicize farmers' markets, especially in low-income neighborhoods.

Policies that Promote Healthy Children

Strong Nutrition Standards: Mandate and implement strong nutrition standards for food and beverages available in government-run or regulated school or after-school programs, recreation centers, parks, and child-care facilities. Also support a coordinated school nutrition program that promotes healthy eating through classroom lessons.

Funding SHFA: Adequately fund the South Carolina Students Health and Fitness Act.

Healthy Childcare: Institute required nutrition and physical activity education as part of the continuing education requirements for child care providers.

Recess: Require school districts to provide mid-morning and mid-afternoon recess of at least ten minutes to all students in kindergarten through grade six.

Policies that Promote Healthy Living in Work Settings

Healthy Vending and Menu Options: Provide incentives for employers to provide healthy vending options, menu labeling, and healthy food options in worksite cafeterias.

Flexible Workday: Promote the use of a flexible workday option to allow for a physical activity break during the workday.

Healthy Insurance Options: Promote the use of incentives to employees to promote healthy lifestyle behaviors such as engaging in physical activity and healthy eating.

Lactation Support: Increase lactation support programs in the workplace.

Policies that Promote Physical Activity and Active Living

Sidewalks: Require sidewalks in new developments and provide incentives for communities to put sidewalks in existing developments, and require cities/counties to consider physical activity in planning/zoning actions.

Complete Streets: Require local governments to include a complete streets plan in master planning.

Training: Require training for planners on the importance of their role in their community's health.

Healthy Communities Month: Through a legislative resolution, declare May as Healthy Communities Month to recognize the importance of health and wellness in communities and the role planning plays in keeping our state and communities healthy.

Safety Improvements for Parks and Recreation: Subsidize safety improvements for local parks & recreational areas.



Working to make the healthiest choice the easiest choice through advocacy, communication, training and supporting local action.