



2019-2020 Advocacy Platform

Our Vision:

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

Our Mission:

Advance community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian.

Eat Smart Move More SC (ESMMSC) engages community and state partners in obesity prevention efforts. In a state that suffers from one of the highest rates of obesity in the country, ESMMSC and its partners are advocating for the systems change necessary to support individuals in the adoption of lifelong healthy habits.

Obesity is a complex public health issue, which requires a collaborative effort with local and state partners. On the local level, we work with 26 ESMM chapters and other local partners throughout the state, impacting approximately 93% of the state's population. ESMMSC supports local communities to advocate for healthy eating and active living by providing training, resources, and technical assistance.

At the state level, we work with key decision makers, including state agencies and other organizational leaders, to advocate for policies, systems and environmental (PSE) changes to prevent and reduce the high incidence of obesity in our state. ESMMSC is committed to working with our local and statewide partners to define constructive steps in order to make the healthy choice the easy choice.

2019-2020 Advocacy Platform

Settings	Guiding Principles	Potential Action Items/Strategies
Early Care Settings	A healthy environment for the very youngest children provides the foundation for lifelong wellness.	<ul style="list-style-type: none"> • Advocate for the implementation of best practice healthy eating and physical activity standards in early childhood settings
K-12 School Settings (in-school and out-of-school time)	<p>Since children spend at least 7 hours a day in school, and as these are important formative years, providing a healthy school environment can enable children to learn to make healthy choices that will last a lifetime.</p> <p>Healthy children perform better academically, have less absenteeism, and are more attentive (and less disruptive) in the classroom.</p>	<ul style="list-style-type: none"> • Advocate for the implementation of best practice healthy eating and physical activity standards in out-of-school time settings* • Support sustaining the implementation of a statewide FitnessGram system to measure, collect and report student fitness, including BMI-for-age data* • Ensure health and physical education are included in the state's accountability system or state report card as a “measure of school success” (as defined by the Every Student Succeeds Act)* • Support full implementation of the 2005 Student Health and Fitness Act • Ensure K-12 school food service meals, snacks and a la carte items meet or exceed the most up-to-date guidelines from the U.S. Department of Agriculture in accordance with the 2010 Healthy, Hunger-Free Kids Act (HHFKA) • Support opportunities for more physical activity for middle and high school students • Increase accountability reporting of schools to provide quality physical education • Support school districts with the implementation, monitoring and evaluation of their local wellness policies, as required by the 2010 HHFKA • Support school districts in adopting Open Community Use Policies around the state

<p style="text-align: center;">In the Community (e.g., rural and urban neighborhoods, workplaces, faith-based communities, healthcare)</p>	<p>In order for South Carolinians to enjoy improved quality and length of life, it is imperative that we create the systems change necessary to support individuals in the adoption of lifelong healthy habits.</p> <p>To that end, every person in South Carolina deserves access to nutritious foods and safe environments that provide opportunities for physical activity and recreation.</p> <p>Prevention is key to the future of our health care system. Reducing the high incidence of overweight and obesity in our state will result in not only an increase in positive health outcomes, but also economic savings by reducing health care costs to our state.</p>	<ul style="list-style-type: none"> ● Advocate for policies that support healthy food sales and service in public facilities, including through vending machines, cafeterias, and sponsored events* ● Advocate for local policies and environments that promote active transportation and increase opportunities for safe places to be physically active (e.g., Complete Streets)* ● Advocate for the adoption and implementation of a South Carolina Department of Transportation Complete Streets Policy* ● Advocate for H.3656 – Complete Streets Bill* ● Advocate for the inclusion of recommendations from the Health + Planning toolkit in city and county comprehensive plans* ● Advocate for healthy food financing initiatives* ● Advocate for the implementation of shared and/or open community use policies* ● Promote increasing the number of farmers' markets that accept the Supplemental Nutrition Assistance Program / Electronic Benefits Transfer (SNAP/EBT)* ● Advocate for double value (Healthy Bucks) for SNAP benefits when used at farmers markets for produce* ● Advocate for H.3250 - Fruit and Vegetable SNAP Grant Program* ● Advocate for the development of local food policy councils that are rooted in social and racial equity by working with city and county councils to pass resolutions for their creation; signing onto support letters when the state food policy council seeks funding for local FPC capacity building; and disseminating calls for interested groups to receive training and technical assistance for the creation and capacity building of local FPCs.*
---	---	--

* 2019-2020 priority focus