

Stakeholder Report



2010



A Letter from the Executive Director

What is a movement? Webster's defines a movement as "a group of people with a common ideology who try together to achieve certain general goals." As the Board of Directors and other key partners came together this year to update the mission of Eat Smart, Move More SC, we talked a lot about the term "movement" and finally came to the conclusion that we were indeed fostering a movement in South Carolina to improve access to healthy, affordable and delicious food and safe places to be physically active. Obesity is the number one health threat facing our children today. We must intentionally act to reverse this epidemic with solutions that change the current environment that reinforces poor nutrition and lack of physical activity. All of us have a role to play - national, state and local governments, school districts, communities, worksites, healthcare, churches, families and individuals.

I am honored to work for an organization that includes hundreds of passionate individuals working toward a movement that will lead to a South Carolina where healthy eating and physical activity are part of the everyday culture where we live, learn, work, pray and play. As you read through this Stakeholder's Report and the organizational highlights of this past year, I hope you will see what I see - that South Carolina is becoming a national leader in this movement.

By working together we can make the healthy choice the easy choice. Through the work of our partners, there is no reason why South Carolina can't be the first state in the nation to reverse childhood obesity.

I invite you to join in the movement!

A handwritten signature in black ink that reads "Amy Splittgerber".

Amy Splittgerber, M.Ed.

Executive Director, Eat Smart, Move More South Carolina

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Eat Smart, Move More SC

Eat Smart, Move More South Carolina (ESMMSC) coordinates obesity prevention efforts across the state and leads the implementation of South Carolina's Obesity State Plan. The intent of this coalition is ongoing collaboration between state agencies, business and industry, health care organizations, schools, academia, community based groups and coalitions and a broad range of other stakeholders to capitalize and leverage differing areas of expertise, skill and resources to impact obesity in South Carolina.

Eat Smart Move More SC updated its mission, vision and strategic plan in July 2010 through a two-day strategic planning retreat involving the Board of Directors and other key stakeholders. The organizational goals in this new plan are as follows:

Mission - 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 and Education – 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

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

GOAL 1: Engage and collaborate with diverse partners to promote and foster the ESMM 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.



Options for Action provides setting specific Objectives, Activities, and Tools for policy, environmental, and systems change strategies to address healthy eating, active living, and obesity prevention.

This Stakeholder's Report is organized by the ESMMSC priority areas of Advocacy, Communication, Training, and Implementation, and includes activities from January 1, 2010 – December 31, 2010.

In a state that suffers from one of the highest rates of obesity in the country, ESMMSC 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 to prioritize the advocacy efforts of the organization. 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 SC.

Save the Children's Campaign for Healthy Kids - ESMMSC received a grant from Save the Children's Campaign for Healthy Kids to implement its 2010 legislative agenda. This funding enabled ESMMSC to hire Palmetto Public Affairs to increase our grassroots support and focus on the Farm to School bill, Healthy Food in Schools bill and the protection of the Student Health and Fitness Act.



2010 Legislative Agenda:

Support H.3297

This bill sponsored by Rep. Bakari Sellers provides fat, calorie, and sugar content standards that snacks and beverages sold for student consumption in schools must meet.

Support H.3179

This bill creates the South Carolina Farm to School Program within the South Carolina Department of Agriculture. The purpose of the South Carolina Farm to School Program is to foster a direct relationship between South Carolina farms and schools to provide schools with fresh and minimally-processed foods for student consumption.

Support H.3282

This bill, sponsored by Rep. Anton Gunn, provides that physical education, training, and instruction taught in secondary school must occur over six semesters, instead of two.

Support for the South Carolina Students Health and Fitness Act

Continue dialogue regarding the implementation and enhancements of the South Carolina Students Health and Fitness Act. These include the following:

- Include an organized and central tracking service for BMI information
- Full funding of the Health and Fitness Act
- Include middle and high schools in the Student Health and Fitness Act

Complete Streets

Begin drafting a Complete Streets bill with our partners

Lactation in the Workplace

Support our partner's Lactation in the Workplace bill.

Advocacy Day - On Wednesday, March 3, 2010, ESMMSC hosted "ESMMSC Day at the Statehouse", which featured a meeting with ESMMSC advocacy champions and training by Palmetto Public Affairs. The training included an update of ESMMSC legislative efforts, an overview of the SC legislative process and an "Advocacy 101" review. Afterwards, ESMMSC advocates met with key legislators to discuss our priorities and priority bills.

To increase public awareness about healthy eating and active living, ESMMSC utilizes communication strategies to make the healthy choice the easy choice.

ESMMSC Launches New Website

The new website for Eat Smart, Move More South Carolina launched in the fall of 2010. The completely redesigned site is organized to provide easy access to the latest information and training opportunities for our partners. The website serves as a central location for national, state and local level obesity prevention efforts. Features include:

- Sub sites for each Local chapter of ESMMSC to post information and current events
- Events calendar containing state and national training opportunities and webinars
- RSS feed to allow partners to keep updated on the latest website postings
- Redesigned Options for Action complete with planning tools and action plan templates

7 Healthy Tips:

The 7 Healthy tips radio and TV PSA campaign ran statewide through June, 2010. In addition over 5,000 posters and flyers were distributed throughout the state.

Community Coalition Survey :

To increase communication with local coalitions who are working on increasing access to healthy eating and active living, it was first necessary to identify all of the viable local community coalitions in South Carolina. To that end, the Communications and Marketing Committee designed a survey that was distributed through the ESMMSC partnership for identification. Maps were created that highlight all of the ESMMSC local chapters as well as all of the community coalitions throughout South Carolina.

The Smart Move

6 issues of The Smart Move were distributed to ESMMSC partners. With the launching of the new website, it was decided to discontinue the production of the e-newsletter and utilize the website to post news, new resources, tools and training opportunities.

Local Chapter Welcome Packet :

With the growing number of Eat Smart Move More local chapters, the Communications and Marketing Committee decided to create a comprehensive Welcome Packet to highlight how to become a local chapter, member benefits, structure, funding opportunities, local chapter networking and media. The Local Chapter Welcome Packet will be ready in the Fall of 2011.



Seven Healthy Tips

- 1 RETHINK YOUR DRINK** Do you pay attention to what or how much you drink each day? It's easy to grab a high-calorie soda or fruit drink on the go, but all those extra calories can quickly add up. Before picking up that can of soda, think about choosing something healthy like water, milk or 100% fruit juice!
- 2 RIGHT SIZE YOUR PORTIONS** When it comes to portion sizes, bigger is not always better! Portion sizes have increased greatly over time, which can lead to eating more calories than we really need. Super sized meals may seem like a good value, but we pay for it with poor health.
- 3 TAME THE TUBE** How much TV does your family watch? Most children today spend more time watching TV than ever before. By turning off the TV, you can lower your family's risk for being overweight and spend more "quality time" together.
- 4 MOVE MORE EVERY DAY** Even small amounts of regular physical activity can improve your health. Make simple changes like taking the stairs instead of the elevator and parking further from a store entrance. You can also walk or bike your kids to school—every step can really add up.
- 5 EAT MORE HEALTHY MEALS AT HOME** Eating smart at home will not only reduce the amount of fat and calories you eat—it can even save you time and money! Have your family help with planning, shopping and preparing meals to make it a true team effort.
- 6 EAT MORE FRUITS AND VEGETABLES** Fruits and vegetables offer important nutrients and can help prevent some diseases. They are also low in calories and help you keep a healthy weight. Whether fresh, frozen, canned, dried or 100% juice, fruits and vegetables are quick, delicious and convenient. They will help keep you healthy all year round.
- 7 BREASTFEED YOUR BABY** More and more women are choosing to breastfeed their babies. Breastfeeding helps your baby get the important nutrients he or she needs. Breastfed babies are also more resistant to illness and have less risk of being overweight. Mothers who breastfeed also have less risk of ovarian cancer. Breastfeeding is the best start to eating smart.

To build and sustain the capacity of partners to implement the Obesity State Plan, ESMMSC has offered a diverse menu of training opportunities. These events reached nearly 1500 people across South Carolina.

Trainings Conducted:

2010 Obesity Summit - "Building Leadership for Healthy Communities"

Nearly 200 participated in the 2010 Obesity Summit. Keynote speakers included Carol Garner with the Robert Wood Johnson Foundation's Center to Prevent Childhood Obesity and Mayor Chip Johnson of Hernando, MS. Morning breakout sessions included best practice implementation strategies in the school, community, worksite and faith settings. Afternoon sessions addressed engaging community partners, advocacy, evaluation and data.

Breastfeeding: The Business Case for Breastfeeding

The South Carolina Breastfeeding Coalition continued with outreach and technical support to businesses interested in establishing mother friendly workplaces. 11 workplaces successfully established lactation support programs to include adoption of a breastfeeding policy and provisions for a private space for women to pump or breastfeed after returning to work.

Eat Smart, Move More... SC Community Workshops "Getting Started on a Shoestring Budget"

Workshops were held in the Summer months in Clemson, Columbia and Myrtle Beach to encourage the creation of local coalitions to address healthy eating and active living.

Eat Smart....It's In the Garden Workshop

Over 50 teachers and others interested in creating or improving school gardens attended an "Eat Smart...it's in the Garden" workshop in June 2010. Schools that had received garden grants shared their successes and lessons learned during the workshop. Each participant received a copy of "Eat Smart...it's in the Garden: South Carolina's Toolkit for Starting or Enhancing a School Vegetable Garden"

NAP SACC (Nutrition and Physical Activity Self-Assessment for Child Care)

Two NAP SACC trainings were held for NAP SACC Consultants.

Policy & Environment 101

Conducted three introductory workshops for policy and environmental strategies to address healthy eating, active living and obesity prevention

Policy & Environment 201

Conducted one advanced training for policy and environmental strategies to address healthy eating, active living and obesity prevention

Fall Webinar Series:

- Options for Action
- Community Assessments for Healthy Eating and Active Living
- Enhancing Community Partnerships

New Tools Developed:

Complete Streets

Two new Complete Streets toolkits were developed focusing on advocacy and implementation. Both are available in the Community section of Options for Action (Objective 1)

Eat Smart...it's in the Garden

In collaboration with the SC Dept. of Agriculture, a toolkit has been created to help school staff to learn about school garden success stories and to build their own gardens.



To increase the use of best and promising practices to address healthy eating and active living

4 Targeted Projects

Eat Smart, Move More, Grow Healthy Pilot Project – Four centers in Camden, Greenville, Rock Hill and Walterboro implemented the Eat Smart, Move More, Grow Healthy toolkit to address healthy eating, physical activity and obesity prevention in the child care setting.

Breastfeeding in the Workplace

Three worksites received funding from the SC Breastfeeding Coalition to establish lactation support programs. Each worksite developed and adopted the breastfeeding policy and established a private space for breastfeeding women to pump after returning to work. Eleven additional worksites are in the process of establishing lactation support programs.

Hospital Association Assessment

The SC Hospital Association conducted an assessment of current policies and practices in SC hospitals that relate to nutrition, physical activity, and tobacco. Results indicate a need for comprehensive worksite wellness programming addressing chronic disease prevention. As a direct result of our initial support, the SC Hospital Association has received a 1.2 million dollar grant to The Duke Endowment to further expand our initial work through the SC Healthy Hospital program.

SC Recreation and Parks Department

The communities of Aiken and Cheraw received training and technical support to create community action with the local park and recreation agency as the lead partner.

Other Projects

Eat Smart, Move More Colleton County Project

The Blue Cross Blue Shield of SC Foundation funded a comprehensive, three-year community action plan to promote healthy eating and active living in the Walterboro/Colleton County area which will serve as a model to be replicated in other SC communities. Let's Go! Eat Smart, Move More Colleton County has hired a full time Director and has implementation efforts going in the school and community settings.

Supporting Community Action

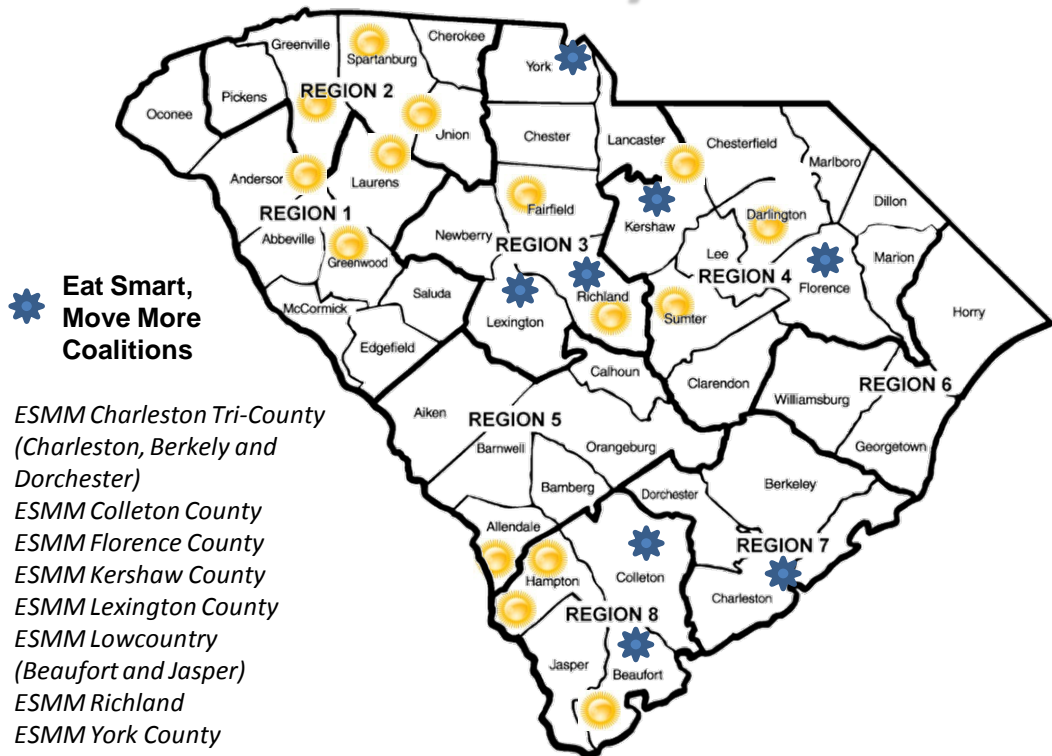
In July, 2010 partners recognized the need to focus Eat Smart Move More SC's implementation efforts directly into community coalitions. The Implementation priority of ESMMS SC was transformed into the Supporting Community Action committee. This committee led a grant application process that resulted in 12 community coalitions funded for either capacity building activities or implementation projects supportive of Options for Action objectives and strategies.



Supporting Community Action

As of the end of 2010, there were eight ESMMS C chapters throughout South Carolina working within their communities to further the mission of ESMMS C. These chapters represent 11 counties throughout the state.

Community Action



Eat Smart, Move More Coalitions

- ESMM Charleston Tri-County (Charleston, Berkeley and Dorchester)*
- ESMM Colleton County*
- ESMM Florence County*
- ESMM Kershaw County*
- ESMM Lexington County*
- ESMM Lowcountry (Beaufort and Jasper)*
- ESMM Richland*
- ESMM York County*

Other SC Coalitions

- Partners for Active Living (Spartanburg)*
- Hub City Farmers' Market (Spartanburg)*
- Childhood Obesity Task Force (Spartanburg)*
- Healthy Kids Healthy Greenville (Greenville)*
- Greenville Forward Health and Wellness Task Force (Greenville)*
- Healthy Greenwood Neighborhood (Greenwood)*
- Nutrition Education & Exercise for Diabetes Stabilization (Allendale)*
- Hampton Co. Healthcare Consortium Advisory Council (Hampton)*
- Hampton Co. Interagency Coordinating Council (Hampton)*
- Low Country Diabetes Initiative (Beaufort)*
- Pioneering Healthier Communities (Chesterfield/Darlington)*
- Chesterfield Co. Coordinating Council Health Subcommittee (Chesterfield)*
- Fairfield Community Coordinating Council Nutrition Committee (Fairfield)*
- YMCA- Achieve (Richland)*
- Sumter County Active Lifestyles (Sumter)*

Monitoring Our Progress:

Monitoring the ongoing progress of the SC Obesity State Plan determines what has been accomplished and helps guide the future direction of ESMMSC. The SC Online Reporting and Evaluation System (SCORES) is used to capture local implementation efforts.

SCORES is formatted to reflect and capture the objectives and activities in Options for Action. By integrating Options for Action into the SCORES framework, the SC DHEC Division of Nutrition, Physical Activity and Obesity is able to effectively and efficiently monitor the states' obesity prevention activities. SCORES will monitor the implementation of objectives, activities, tools, and policy and environmental changes occurring on the local level. For example, the outcomes monitored would include adoption of Complete Street policies or implementation of farmers' markets.

In addition to monitoring local implementation, ESMMSC will track the priority areas of Advocacy, Communication/Marketing and Training/Education through a committee reporting mechanism. Data will be shared with funders, partners and other stakeholders to report progress toward implementing the Obesity State Plan.

SC Nutrition, Physical Activity & Obesity Surveillance Plan

Surveillance data can be used for immediate public health action, priority setting, program planning, monitoring and evaluation. In order to systematically collect, analyze, interpret, and disseminate data about healthy eating and active living, a comprehensive nutrition, physical activity and obesity surveillance plan has been developed. The data collected through the surveillance system will guide the planning and evaluation of obesity prevention and control policies and programs at all levels. Particular emphasis will be placed on capturing behavioral, policy, and environmental indicators as well as obesity related health outcomes.

The surveillance plan will be updated annually by the SC DHEC Division of Nutrition, Physical Activity and Obesity. Data and reports will be disseminated throughout the state to raise public awareness and to advocate for additional support of obesity prevention efforts.



2010 ESMMSFC Funding Received

