Making the healthy choice the easy choice!

8:30a-9:00a  Registration, Breakfast & Exhibits

9:00a-9:15a  Welcome and Updates
Beth Barry, Board Chairman, ESMMSC

9:15a-10:15a  Keynote Speaker
Scott Bricker, Executive Director, America Walks
Developing a healthy eating and active living movement takes the support of many partners in the community. Learn who should be involved in your movement; key research and data related to specific movements; and then go behind the scenes of America Walks, a national advocacy group focused on making America a walkable place to live. Find out about principles, policies and practices of the walking movement, as well as planning, resources and building support for grassroots advocacy.

10:15a-10:25a  Break & Exhibits

10:25a-11:40a  Concurrent Session 1
A. Healthy Hunger-Free Kids Act: What Does it Mean for Your School?
How can schools effectively meet the Healthy Hunger-Free Kids Act (HHFKA) requirements for foods sold at school, nutrition promotion and education, and physical activity? Learn some of the strategies to meet the federal and state requirements and get more in-depth information about the HHFKA. The Students Health & Fitness Act requirements for nutrition education, physical education and activity will also be reviewed.
• Juanita Bowens-Seabrook, Ph.D., RD, SNS, Director, Office of Nutrition Programs, SC Department of Education
• Janice Oates, RD, SNS, Education Associate, Office of Nutrition Programs, SC Department of Education
• Christine E. Beyer, Ph.D., Education Associate, Health, Physical, and Driver Education, Office of Instructional Practices & Evaluation, SC Department of Education

B. Advocating Locally as a Volunteer for a Better Transportation Network
Improving your streets can and will happen. It will take time, fortitude for bureaucracies, the right group of people, the passing of batons, diplomacy, and good times. You will learn how to advocate at the local level, as an unpaid volunteer, for a better built environment and better transportation network. You will take away valuable information on how to start advocating locally, who you need at the table, how to handle resistance, how to maintain momentum, and how to keep yourself and others engaged. Bike/Ped organizational staff will also benefit from this session, as well as government staff wishing to understand advocacy groups as they seek public input.
• Amy Johnson, Executive Director, Palmetto Cycling Coalition

C. The Role Farmers’ Markets Can Play in Combating Obesity
Many South Carolina farmers’ markets have found success, especially those that accept SNAP/EBT and vouchers. Hear about Spartanburg’s Hub City Farmers’ Market and the Kershaw County Farmers’ Market. Learn what kind of role farmers’ markets play in combating obesity and how to engage community members and develop new relationships to assist with a successful farmers’ market. Marketing strategies to help increase the number of customers and the
advantage of accepting nutrition assistance program benefits will also be discussed, as well as how to make your farmers’ market a sustainable market.

- Fred Broughton, Marketing Specialist, SC Department of Agriculture
- Devon Gray, Market Manager, Hub City Farmers’ Market, Spartanburg
- Roshanda Pratt, Market Marketing Manager, Kershaw County Farmers Market, Camden

11:40a-1:00p Lunch

12:00p-12:45p General Session Speaker
Elizabeth Zmuda, DO, Nationwide Children's Hospital

_The Learning Connection: Physical Activity + Eating Breakfast= Healthier Students Ready to Learn_

The science of how healthy eating and physical activity in children lead to better learners. Explore the evidence of why a healthy child is a better learner. Learn about food insecurity and learning, schools meals and cognition, physical activity and learning, the importance of recess and innovative school-based approaches.

1:00p-2:00p Concurrent Sessions 2

**A. Got accountability? Who is doing what and how?**

Learn more about the SC Department of Education's School Wellness Policy Tool and find out about the initial data collection results. Speakers will discuss strategies for ensuring school accountability for implementing wellness policy requirements and resource for implementing those policy requirements.

- Sydney Daigle, Farm to School & Fresh Fruit and Vegetable Program Coordinator, Office of Nutrition Programs, South Carolina Department of Education
- Tony Boatwright, Ed.S., Health & Physical Education Consultant, Richland County School District One
- Trimease K. Carter, MSW, Youth Coordinator, Eat Smart Move More SC

**B. Every Body Walk!**

Does your employer support physical activity at work? Does your church or community have walking groups to make walking easier and fun? Learn about Every Body Walk!, a national campaign at getting Americans up and moving and what it takes to get a walking movement going in your community. Find out what coalitions and individuals are doing to get others engaged - walking clubs, active meetings, physical activity breaks, faith-based involvement - and how you can do similar things to make walking 30 minutes a day more enjoyable for everyone in your community.

- Scott Bricker, Executive Director, America Walks

**C. Cultivating Community through a Community Garden**

Community Gardening in Greenwood County, South Carolina has shown marked success. Last year, over 6,955 pounds of produce was provided to shut-ins, emergency food service organizations elderly and food pantries. The gardens have influenced the community far beyond simple food production; they have experienced increased community pride and identity, more attention to home upkeep, less litter, and more neighbors helping neighbors, particularly our seniors, in addition to the benefits of locally distributed home-grown produce. Learn from Greenwood’s successes and how your community can become engaged in developing community gardens.

- Toni Able, Executive Director, Healthy Greenwood Neighborhoods, Greenwood, SC
- Elyse Benson, HGN Board Member and Eat Smart, Move More Greenwood Garden Project Coordinator
2:00p-2:15p Break & Exhibits

2:15p-3:15p Concurrent Sessions 3
A. Organizing 101: Building the capacity and power to make the healthy choice the easy choice through community organizing
Community organizing provides a way to engage people living, eating, working, and praying in partner communities to create the systemic changes needed to make the healthy choice the easy choice. Community organizing can transform the capacity, membership, goals, and outcomes of community coalitions. In this presentation you will learn about the process of community organizing; discover how this method is transferrable to any issue you want to work on; and have an opportunity to practice some of the techniques needed to be successful. You will also hear from three community organizers on their experiences working with South Carolina communities to create food systems change.
- Carrie Draper, MSW, Community & Policy Outreach Director, USC Center for Research in Nutrition and Health Disparities
- Mary Wilson, MPH Capacity Building Director, USC Center for Research in Nutrition and Health Disparities
- Erin Eisele, Community Organizer, Midlands Local Food Collaborative
- LeTanya Hall, Community Organizer, Eat Smart Move More Chester County
- Coleman Tanner, MPH, Community Coordinator, Eat Smart Move More SC

B. The HYPE Project: Get HYPE’d!
Think, Learn, Act, Share, and Evaluate. Those are the five phases on The Healthy Young People Empowerment Project (HYPE) that youth around the state are learning to assist them in making healthy changes in their communities. Find out more about the HYPE Project, how youth can use these skills now and in the future, what’s involved in leading a HYPE team in your community, and how you can get a team started. You’ll also hear about HYPE Team successes and lessons learned.
- Trimease Carter, MSW, Youth Coordinator, Eat Smart Move More SC
- Fairfield County HYPE Team

C. Marketing in the Digital Age
Website. Google Apps. Facebook. Twitter. LinkedIn. Pinterest. Instagram. There are so many free digital marketing tools these days. How are they different, what is their function, which one(s) to use and how do you manage them all? This session will cover social media tips and tricks, social media management tools, and many other free marketing tools that you should be taking advantage of. You’ll also learn the importance of having and maintaining a website.
- Brandie Freeman, Communications Manager, Eat Smart Move More SC

3:15p-4:00p General Session Speaker
Howell Wechsler, Ed.D, MPH, CEO, Alliance for a Healthier Generation
Accelerating the Momentum to Reverse the Child Obesity Epidemic
Be a part of the conversation! Learn how to take motivation and momentum back to your community and make the healthy choice the easy choice.