Let’s Go! South Carolina was a three-year initiative, established by Eat Smart Move More South Carolina, to increase healthy eating and active living options in communities and schools. Funded by the BlueCross and BlueShield of South Carolina Foundation, an independent licensee of the Blue Cross and Blue Shield Association, the initiative was implemented in six counties: Anderson, Barnwell, Hampton, Kershaw, Laurens, and York.

**DEMOGRAPHICS**

- **Population**: 19,922
- **Median Household Income**: $31,410
- **Poverty Level**: 23.6%

**PARTNERSHIPS: WHO HAS BEEN AT THE TABLE?**

- School Districts
- Elementary Schools
- County Government
- Public Health
- Lay Citizens
- Faith-based Community
- Federally-Qualified Health Center

**Funds Leveraged**

- **$21,000**

  Raised through grants & donations for:
  - Walking Trail
  - Smoking Cessation
  - The HYPE Project

**Coalition Coach’s Tip:**

Find lay leaders from the community who can impact progress.

**Making the Healthy Choice the Easy Choice**
THE HYPE PROJECT

The Hampton County HYPE Team promoted and participated in the Kick Butts Campaign to increase smoking cessation in Hampton County.

HAMPTON COUNTY SCHOOL DISTRICTS

Teachers from Hampton County School Districts 1 and 2 were trained on FitnessGram & increased their capacity to help students improve health-related fitness.

Students in Hampton County School Districts 1 and 2 now have healthier school environments due to partnering with Alliance for a Healthier Generation.

Upgrade playgrounds and physical education programs at two elementary schools.

Successfully encouraged both school districts to revise their local wellness policies to include goals for nutrition and physical activity to promote student wellness.

Students at the two elementary schools now have safer and more engaging spaces for physical activity.

COMMUNITY

Established partnerships, acquired a walking trail plan, and received matching funds to advocate for a new walking trail at Hampton Regional Medical Center.

Community members living within one mile of the hospital will have access to a safe physical activity opportunity upon completion of the trail.

Promoted the Hampton County Farmers’ Market through a Let’s Go! to the Farmers’ Market campaign.

Partnered with Working Well to actively promote worksite wellness with county employers.