



KERSHAW COUNTY SNAPSHOT

2015-2017 IMPACT OF EAT SMART MOVE MORE KERSHAW COUNTY

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
64,097



POVERTY LEVEL
16.8%



MEDIAN HOUSEHOLD INCOME
\$43,622

FUNDS LEVERAGED

\$375,700

RAISED THROUGH GRANTS & DONATIONS FOR:

- Farmers' Market Pavilion
- Sweet Gum Trail
- Downtown Revitalization
- Pedestrian Planning
- Teaching Gardens
- The HYPE Project
- Mobile Nutrition Center

PARTNERSHIPS: WHO HAS BEEN AT THE TABLE?



- School District
- Elementary School
- Small & Large Businesses
- City & County Government
- Hospital & Primary Care
- Public Health
- Insurers
- Non-Profits & Charities
- Lay Citizens
- Disability Community



COALITION COACH'S TIPS:

PARTNERSHIPS ARE IMPERATIVE. GET LOCAL GOVERNMENT INVOLVED.

MEDIA COVERAGE



5
BROADCAST NEWS SEGMENTS

8
NEWSPAPER ARTICLES

MEDIA COVERAGE TOPICS INCLUDED:

- Mobile Nutrition Center
- The HYPE Project
- Food Pantry
- Sweet Gum Trail
- Bike/Pedestrian Improvements
- Farmers' Market

THE HYPE PROJECT

The HYPE Team partnered with Kershaw County Parks & Recreation to offer **HEALTHY ITEMS AT CONCESSIONS STANDS**. Park patrons were offered healthy chicken wraps and fruit smoothies. A HYPE student was hired by the concessions stand to sell the healthy items!



KERSHAW COUNTY SCHOOL DISTRICT

13

Teachers were trained on **FitnessGram** & increased their capacity **TO HELP STUDENTS IMPROVE HEALTH-RELATED FITNESS.**

2,352

Students now have **HEALTHIER SCHOOL ENVIRONMENTS** due to partnering with **ALLIANCE FOR A HEALTHIER GENERATION.**



5,998 CHILDREN at 11 SCHOOLS

Students were educated on safely walking and biking to school through **SC SAFE ROUTES TO SCHOOL.**

Dobey's Mill Elementary School won the **NATIONAL LET'S MOVE ACTIVE SCHOOLS**

AWARD for providing students with at least 60 minutes of physical activity before, during and after school each day.



Food service **STAFF AT ALL 18 SCHOOLS WERE TRAINED** in food prep, nutrition, safety, and marketing through **CULINARY PARTNERS.**



100%

All schools allow **OPEN COMMUNITY USE (OCU)** of outdoor school property before/after school hours. Every \$1 invested in OCU generates between **\$0.28 TO \$25.88 SOCIAL RETURN ON INVESTMENT** for the community.

COMMUNITY

Facilitated the adoption of the **KERSHAW COUNTY BICYCLE, PEDESTRIAN, AND GREENWAYS PLAN** to establish county-wide safe and active transportation and recreation environments.



Established the **SWEET GUM CONNECTOR TRAIL**, a 1/2-mile, ADA-compliant trail that connects two parks, and offers **EQUITABLE ACCESS TO PHYSICAL ACTIVITY.**



Consulted with county administrators to revise the **KERSHAW COUNTY COMPREHENSIVE PLAN** to include healthy eating and active living objectives.



400

Families are registered to receive 30-40 pounds of food from the **MOBILE NUTRITION CENTER, WHICH DISTRIBUTES 6,500 POUNDS OF PRODUCE EACH MONTH.**



SNAP CUSTOMERS NOW HAVE ACCESS TO FRESH PRODUCE AT THE FARMERS' MARKET. The market also accepts Senior Vouchers and participates in Healthy Bucks.



ESTABLISHED A FOOD PANTRY to distribute food on-site and at three Mobile Nutrition Center locations.



BUILT TWO COMMUNITY GARDENS to educate the community and to provide healthy food to low-income residents.