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**: 66,777
- **Median Household Income**: $38,515
- **Poverty Level**: 18.9%

**Funds Leveraged**

- $52,000 raised through grants & donations for:
  - Trail Extension
  - Tower Gardens

**Partnerships: Who Has Been at the Table?**

- School Districts
- Town & City Government
- Hospital & Public Health
- Non-Profits
- Faith-based Community
- Middle School
- Chamber of Commerce
- Master Gardeners
- Lay Citizens
- Disability Community

**Media Coverage**

- 1 Broadcast News Segment
- 1 Newspaper Article

**Media Coverage Topics Included:**

- Laurens County School District 56’s School Food Service
- Safe Routes to School

**Coalition Coach’s Tips:**

- Be patient.
- Don’t quit.
- Represent your whole community.
- The community must be involved in the process for buy-in.

**Making the Healthy Choice the Easy Choice**
Teachers from both school districts were trained on FitnessGram and increased their capacity to help students improve health-related fitness.

Students now have healthier school environments due to partnering with Alliance for a Healthier Generation.

Students were educated on safely walking and biking to school through SC Safe Routes to School.

A garden tower was established at EB Morse Elementary School providing a nutrition education and gardening opportunity to 603 students.

Two middle schools practice Open Community Use (OCU) of outdoor school recreational facilities before/after school hours. Every $1 invested in OCU at Laurens Middle School generates a $10.21 Social ROI, while OCU at Sanders Middle School generates a $10.06 Social ROI for the community.

The City of Laurens updated its comprehensive plan to include healthy eating and active living objectives. The city plans to bring more trails into the city limits.

The Laurens YMCA and Laurens School District 55 adopted healthy meeting policies. Anytime food is served, a healthy option should be available.

The Laurens County HYPE Team enhanced an abandoned ball field, giving 2,692 community members living within one mile of the field convenient access to a fun outdoor space.

Youth created a community garden at the Bridging the Gap Advocacy Center and gave away fresh produce to community members.

Successfully encouraged the Laurens County Council to make walkability improvements at Sanders Middle School, including safety signage and crosswalk upgrades.

Partnered with the Laurens County Trail Association to facilitate an extension of the Swamp Rabbit Trail through Laurens County.

Enhanced the Sanders Middle School Walking Trail with signage, benches, and trash cans to increase usage. 3,023 people live within one mile of the trail and have a safe and convenient place to walk.

The Laurens YMCA and Laurens School District 55 adopted healthy meeting policies. Anytime food is served, a healthy option should be available.

Worked with Laurens city and county administrators to advocate for park accessibility for people with disabilities. Disability-inclusive swings were installed at one city park in Laurens.

The HYPE team’s efforts have increased civic pride & engagement!