



# YORK COUNTY SNAPSHOT

## 2015-2017 IMPACT OF EAT SMART MOVE MORE YORK 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**  
**258,526**



**POVERTY LEVEL**  
**13.5%**



**MEDIAN HOUSEHOLD INCOME**  
**\$54,117**

### FUNDS LEVERAGED

**\$122,500**

RAISED THROUGH GRANTS & DONATIONS FOR:  
Sidewalk Upgrades  
Let's Go! 5-2-1-0  
The HYPE Project

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



- |                             |                  |
|-----------------------------|------------------|
| School Districts            | University       |
| Middle & Elementary Schools | Public Health    |
| Small & Large Businesses    | Master Gardeners |
| City & County Governments   | Non-profits      |
| Neighborhood Associations   | Lay Citizens     |



#### COALITION COACH'S TIPS:

- FIND A CHAMPION.
- MAKE PERSONAL CONNECTIONS.
- DELINEATE RESPONSIBILITY FOR COORDINATING AND ORGANIZING COALITION EFFORTS

### MEDIA COVERAGE



**3**  
**BROADCAST NEWS SEGMENTS**

**2**  
**PRINT ARTICLES**

**800**  
**FACEBOOK FOLLOWERS!**

MEDIA COVERAGE TOPICS INCLUDED:  
Let's Go! 5-2-1-0  
Healthy Fundraising  
Bicycle/Pedestrian Improvements

**MAKING THE HEALTHY CHOICE THE EASY CHOICE**

# YORK COUNTY SCHOOL DISTRICTS

83

Teachers in 3 out of 4 York County school districts were trained on **FitnessGram** & increased their capacity **TO HELP STUDENTS IMPROVE HEALTH-RELATED FITNESS.**

17,893

Students in Rock Hill School District now have **HEALTHIER SCHOOL ENVIRONMENTS** due to partnering with **ALLIANCE FOR A HEALTHIER GENERATION.**

24  
SCHOOLS

Partnered with **SC SAFE ROUTES TO SCHOOL** to educate students on safely walking and biking to school.



1,499 at 2  
CHILDREN SCHOOLS

Have access to safer routes to school due to **IMPROVEMENTS MADE BY THE SCHOOLS.**



Oakridge Middle School achieved the **SC SAFE ROUTES TO SCHOOL PLATINUM-LEVEL PARTNERSHIP!**

## COMMUNITY



The City of York and the Town of Clover **ADOPTED COMPLETE STREETS RESOLUTIONS**, resolving to consider alternative transportation in future planning projects.



York County and City of Rock Hill governments included **HEALTHY EATING AND ACTIVE LIVING OBJECTIVES IN THEIR COMPREHENSIVE PLANS.**

16

**GARDEN PLOTS WERE ENHANCED AT TWO LOCATIONS IN THE CITY OF ROCK HILL.** These gardens provide produce and educational opportunities to the community.



A community garden in Clover was upgraded and now provides 12 families **ACCESS TO FRESH PRODUCE.**



The City of York **CREATED A WALKING MAP OF THE HISTORIC DISTRICT**, indicating distance between sites and the health benefits of walking. Eight crosswalks were painted to enhance the safety and walkability of the district.



**SNAP CUSTOMERS NOW HAVE ACCESS TO FRESH PRODUCE AT TWO FARMERS' MARKETS AND ONE ROADSIDE MARKET.** In addition to SNAP, the Rock Hill Farmers' Market now participates in the Healthy Bucks Program.



The Rock Hill Farmers' Market experienced an increase in revenue in 2017, as well as an **INCREASE IN SNAP CUSTOMER PURCHASES.** The market sold \$100 worth of produce to SNAP customers, compared to \$0 during the previous three years.

5,134

Community members living within one mile of the Rock Hill Farmers' Market **HAVE SAFER ACCESS TO THE MARKET** due to sidewalk upgrades and additional ADA-compliant paths in the area.



The Town of Clover **MAPPED A WALKING TRAIL BETWEEN TWO PARKS.** 2,967 people living within one mile of the parks have convenient access to the trail. LiveWell Clover promotes free events at the parks to increase usage.



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