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

POVERTY LEVEL
13.5%

POPULATION
258,526

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

MEDIA COVERAGE

3 BROADCAST NEWS SEGMENTS
2 PRINT ARTICLES

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

800 FACEBOOK FOLLOWERS!

COALITION COACH’S TIPS:
FIND A CHAMPION.
MAKE PERSONAL CONNECTIONS.
DELINEATE RESPONSIBILITY FOR COORDINATING AND ORGANIZING COALITION EFFORTS

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

Community

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

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

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.

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.

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.

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

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.

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