Advancing Community-Led Change in Obesity Prevention

MAKING THE HEALTHY CHOICE, THE EASY CHOICE
Dear fellow advocates

As I reflect on this past year’s work, I realize that 2014 was an exciting year of transition for Eat Smart Move More South Carolina (ESMMSC). It marked the completion of two successful initiatives that paved the way for focused action and expansion of best practices.

ESMMSC partnered with the South Carolina Department of Health and Environment Control (SCDHEC) to fund 33 grantees representing 36 counties for initiatives that make healthy eating and active living easier. More than 1.4 million South Carolinians now have better access to healthy food or beverage options in their communities, and more than 1.1 million have better access to opportunities to be physically active. Through a partnership with BlueCross BlueShield of South Carolina Foundation, ESMMSC worked with Colleton County to continue implementation of Let’sGo! Colleton County, a community-wide initiative that has fostered a lasting culture of healthy living. Other counties have adopted components of Let’sGo!, and the initiative will be expanded to additional counties in the coming year.

Under the leadership of former SCDHEC Director, Catherine Templeton, the South Carolina Obesity Council created the S.C. Obesity Action Plan and SCAledown.org, which channels the collective efforts of partners across the state to reduce obesity and improve health. ESMMSC partnered with the South Carolina Medical Association, the American Heart Association and a host of others to advocate for healthier food in schools. Additionally, ESMMSC remains a source of support, information, and leadership for local groups seeking to create healthier communities. Whether they are youth participating on a local HYPE team or a coalition of partners with common goals, ESMMSC will continue to establish links and connections to strengthen the network of integrated action.

ESMMSC created a strategic framework in 2014 to propel focused action in the areas of advocacy, community action, and youth engagement. This framework guides our efforts, allows for focused strategies that propel results, and complements the efforts of our partners.

I am fortunate to be working alongside a talented Board and staff at ESMMSC, who are committed to advancing community-led change to reduce obesity. I continue to be amazed at the depth and breadth of partnerships at the local and state levels that collaborate to make South Carolina a healthier place to live.

Eleanor Dunlap
Chairman

[Signature]
South Carolina has the 2nd highest childhood obesity rate in the United States and the 10th highest in adults.\(^1\) The economic cost of obesity in S.C. is an estimated $8.5 billion per year and growing.\(^2\)

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**39.2%**
S.C. children 10-17 years old are overweight or obese\(^3\)

**31.7%**
S.C. adults are overweight or obese\(^1\)

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**Adult Obesity by Race**\(^1\)

- **42.6%** African-American
- **27.5%** Caucasian
- **29.7%** Hispanic

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About our Organization

Eat Smart Move More South Carolina (ESMMSC) is a 501(c)(3) private, non-profit organization dedicated to improving the health of all South Carolinians by promoting healthy eating and active living where we live, learn, work, pray and play.

Obesity is a complex public health issue, requiring the talents and commitment of many. Lasting change in obesity prevention happens when individuals and organizations work together at the local, state and national levels. ESMMSC collaborates with over 2,300 partners, including 22 ESMM chapters, community coalitions, and a network of public health, government, healthcare, faith and business leaders. ESMMSC’s strategic framework is centered around advocacy, community action, and youth engagement to help advance this work.

**MISSION**
To advance community-led change to reduce obesity, by making the healthy choice the easy choice for every South Carolinian.

**VISION**
A South Carolina in which healthy eating and active living are central to the everyday culture where we live, learn, work, pray and play.
HSCI Highlights

ESMMSC collaborated with SCDHEC and several other partners to help communities improve healthy eating and active living lifestyles with funding through the Healthy South Carolina Initiative (HSCI). Over three years, 41 out of 46 counties worked to create lasting changes that would positively affect the health of their communities.

CUMULATIVE ESTIMATED REACH

<table>
<thead>
<tr>
<th>NUMBER OF PEOPLE WITH INCREASED ACCESS TO HEALTHY FOOD/BEVERAGE OPTIONS</th>
<th>1,448,060</th>
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</thead>
<tbody>
<tr>
<td>• 18 counties, in addition to 13 rural, established a comprehensive approach to sustain healthy eating.</td>
<td></td>
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<tr>
<td>• 50+ community gardens were created or enhanced across South Carolina.</td>
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<tr>
<td>• 92 work sites participated in the Working Well (workplace wellness) program.</td>
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</table>

<table>
<thead>
<tr>
<th>NUMBER OF PEOPLE WITH INCREASED ACCESS TO PHYSICAL ACTIVITY OPPORTUNITIES</th>
<th>1,100,000</th>
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<tbody>
<tr>
<td>• 9 counties, in addition to 8 rural, developed comprehensive built environments.</td>
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<tr>
<td>• 282 child care centers adopted at least one policy or environmental change to positively impact physical activity or nutrition.</td>
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</tbody>
</table>

SUCCESS STORY: ORANGEBURG COUNTY

The Right Choice, Fresh Start Farmer’s Market participated in the Healthy Bucks program and saw an increase in SNAP, WIC and voucher program sales:

• 32% increase in weekly sales
• 43% increase in daily sales

Healthy Bucks doubles the SNAP benefits at a farmer’s market.

SUCCESS STORY: KERSHAW COUNTY

ESMM Kershaw County installed 13 trail and park signs to help improve options for physical activity at:

• recreation sites,
• elementary schools, and
• worksites.

In addition, walking trails were added to two worksites.
Mary Roe on Bike Boulevards

ESMM Richland County is planning a bike boulevard in Columbia with the help of an Active Community Environment (ACE) Special Project grant from SCDHEC, an extension of HSCI.

WHAT IS A BIKE BOULEVARD?
Bike boulevards are low-volume and low-speed streets optimized for bicycle travel. They provide safe, attractive, convenient, and comfortable environments for cyclists of all ages and skill levels.

WHERE IS THE RICHLAND COUNTY BIKE BOULEVARD LOCATED?
The Edgewood Neighborhood, located along a two-mile stretch of road near downtown Columbia, was chosen for Columbia’s first bike boulevard. The boulevard provides the community with a safe route to four schools, one college, several churches, and other points of interest.

WHY WAS EDGEWOOD CHOSEN?
Edgewood is an underserved community that relies on public transit, walking, and biking, and it has the existing infrastructure needed for a bike boulevard. ESMM Richland County worked with the City of Columbia and Walk Bike Columbia to improve cycling conditions since it was a part of the City of Columbia’s Bicycle/Pedestrian Master Plan.

The bike boulevard will encourage people to ride bicycles or walk to destinations on the boulevard and in the surrounding neighborhood.
It’s a wrap: Let’sGo!

Colleton County

Let’sGo! Colleton County, an initiative funded by the BlueCross BlueShield of South Carolina Foundation, successfully implemented a comprehensive community action plan to promote healthy eating and active living in multiple settings including schools, worksites, churches, child care and the community.

ESTIMATED REACH BY TARGETED SETTING

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<tr>
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</thead>
<tbody>
<tr>
<td>NUMBER OF STUDENTS AT SCHOOL: PRE-K THROUGH GRADE 12</td>
<td>6,000</td>
</tr>
<tr>
<td>NUMBER OF CHILDREN AT CHILDCARE/PRESCHOOL</td>
<td>1,260</td>
</tr>
<tr>
<td>NUMBER OF PEOPLE IN THE FAITH BASED COMMUNITY/CHURCHES</td>
<td>3,000</td>
</tr>
<tr>
<td>NUMBER OF EMPLOYEES AT WORK SITES</td>
<td>4,500</td>
</tr>
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</table>

SCHOOLS

50% of Colleton County schools received national recognition from the Alliance for a Healthier Generation’s Healthy Schools Program.

FAITH BASED COMMUNITY

28 churches implemented the Faithful Families Eating Smart and Moving More curriculum, which resulted in churches adopting healthy eating and active living policies.

20 churches received mini-grants to:
- plant church gardens.
- construct walking trails and playgrounds.
- create fitness rooms and breastfeeding rooms.

CHILDREN/PRESCHOOL

50% of preschool children benefited from the Grow Healthy Toolkit and mini-grants, which provided support for play equipment and school gardens.

MOBILE FARMER’S MARKET

Piloted the mobile farmer’s market in three low-income neighborhoods to create easier access to fresh fruits and vegetables.

COMPLETE STREETS

Colleton County adopted and is implementing a Complete Streets policy.
Interview with Melissa Buckner

Let’sGo! Colleton County was a success due to the commitment, passion and resolve of community members. Melissa Buckner, Coordinator of Let’sGo! Colleton County, was instrumental in engaging residents in the project.

WHY WAS LET’SGO! COLLETON COUNTY A SUCCESS?
The progress we’ve made in Colleton County is attributed to dedicated community partners and volunteers, and also to the many people who have embraced the vision of the project and have made it a part of their personal lives.

The beauty of Let’sGo! Colleton County is the fact that it is a multi-sectorial approach to obesity prevention. The healthy living message is constantly reinforced at school, at church, at work, and in the community.

HOW ARE YOU SUSTAINING THE INITIATIVES OF LET’SGO! COLLETON COUNTY?
We keep the momentum going by holding regular community meetings, and by partnering with projects that are in line with the goals of Let’sGo! It’s amazing to see the continued excitement and commitment from the community. I still get calls and e-mails from those who are interested in doing a healthy living project or continuing with one started through Let’sGo!

WHAT STRATEGIES IS COLLETON COUNTY CURRENTLY IMPLEMENTING?
We are fortunate to receive funding from the USDA through Clemson University to expand our outreach efforts in the faith community and to grow our mobile farmers market. We also stay connected with our partners in all sectors including schools, preschools, worksites and the community at large.

WHAT IS THE LONG TERM IMPACT ON THE COMMUNITY?
Colleton County has greatly benefited from BlueCross BlueShield of South Carolina Foundation’s investment. Let’sGo! has served as a unified voice for healthy eating and active living issues and, in doing so, has brought visibility to these topics. We continue to see the impact of the policy and environmental changes due to Let’sGo! Colleton County.

Melissa Buckner, Coordinator at Eat Smart Move More, Colleton County
Healthy Food Choices at School

ESMMSC launched two campaigns in support of implementing the USDA’s Smart Snacks in School Guidelines. ESMMSC successfully mobilized partners and supporters, by creating awareness about the importance of healthy food in school.

SMART SNACKS BILL
During the 2014 Legislative Session, a bill extending the smart snacks guidelines into after school programs was introduced to the S.C. Senate Education Committee. Bipartisan support in this committee reflects an increased awareness of childhood obesity among legislators.

HEALTHY IN-SCHOOL FUNDRAISING
In Fall 2014, ESMMSC and its partners advocated for zero fundraisers exempt from the Smart Snacks Guidelines during school hours. ESMMSC saw an increase in public support from multiple sectors.

NEW SUPPORTERS, LARGER REACH
3,929 signatures were collected on a petition to encourage the S.C. State Board of Education to adopt zero fundraising exemptions.

41,674 people were reached as a result of a Thunderclap social media campaign.

217,299 people were reached through Facebook and Twitter campaigns.

Part of the Smart Snacks campaign included a poll of S.C. parents to gauge support for healthy food choices in schools.

WHERE DO PARENTS STAND?

- 77% favor nutritional standards for school meals
- 75% support standards for school snacks
- 80% are concerned about the state of children’s health
- 74% are concerned about the issue of childhood obesity

ADVOCACY PARTNERS

- American Heart Association
- Robert Wood Johnson Foundation
- Voices for Healthy Kids
- the Y
- South Carolina Medical Association
- Voice of You, Power of Many
Partners in Advocacy: Physicians

ESMMSC engages many partners in advocating for healthier communities, including the South Carolina Medical Association and its physician members. Dr. Deborah M. Greenhouse talks about the role the medical community has in advocating for healthier food in school.

WHAT ARE THE EFFECTS OF OBESITY IN YOUR PRACTICE?
Every day, I see children with uncontrolled asthma worsened by obesity; obstructive sleep apnea, which can cause school problems which mimic ADHD; hypertension; pre-diabetes and even full-blown diabetes. Not to mention the myriad of psychosocial effects of obesity, which can include depression from being bullied and social isolation from the inability to participate in sports activities.

WHY DO YOU SUPPORT ZERO FUNDRAISING EXEMPTIONS?
I support zero fundraising exemptions because selling junk food in school is bad for children. Many good alternatives to junk food fundraisers are available. Childhood obesity is a priority of the American Academy of Pediatrics, and we all need to be promoting healthy habits for children and families, both at home and at school.

HOW CAN PHYSICIANS SUPPORT HEALTHY FOODS IN SCHOOLS?
All physicians can support healthy foods in schools by participating in their school districts’ health advisory council or by participating at the school level on a wellness council. They can advocate for healthy fundraisers and help the wellness council to brainstorm alternative ways to raise funds, such as fun runs and fruit and vegetable basket sales.

HOW CAN PHYSICIANS ENCOURAGE CHANGE?
Physicians have a unique ability to be a voice for change. They can advocate for healthy eating and active living on multiple levels, from talking with the individual child and family in the office, to participating in school wellness and school district health advisory councils, and lobbying for legislative change at the state and federal level. The opportunities are endless.

Dr. Deborah Greenhouse, Pediatrician at Palmetto Pediatrics in Columbia, S.C.
Youth Engagement: Gaining Momentum

The Healthy Young People Empowerment (HYPE) Project continues to gain momentum since the pilot phase in 2012. More teens are learning about advocacy, working with organizations and local government, and becoming a voice for change in their communities.

The HYPE Project teaches middle- and high school-aged youth from across the state about obesity prevention and how to make healthy change happen in their communities. Teams learn the five phases of change - Think, Learn, Act, Share, and Evaluate. At the end of the school year, teams convene and present their project success and lessons learned at the Youth Summit.

INCREASE IN YOUTH ENGAGEMENT

- **86** youth from six HYPE teams completed their HYPE project during the 2013-14 school year.
- **43** youth from four HYPE teams began their HYPE project during the Summer Youth Leadership Institute.
- **85** youth from six HYPE teams began their HYPE project during the 2014-15 school year.
- **117** youth from five HYPE teams attended the S.C. Youth Summit; Dawn Staley, USC Women’s Basketball Coach, was the keynote speaker.

**Berkeley County HYPE Team**

The HYPE team in Huger, S.C., found that the local park in their community was not a safe place for residents to exercise. They learned of a new community center being planned and engaged community leaders about their concerns. As a result of their action, a HYPE team member is serving on the Advisory Board for the new community center.

**Richland County HYPE Team**

The Allen University HYPE Team focused on improving walking conditions in the Allen University area. They completed a walkability assessment and pedestrian count, and presented the results to Walk Bike Columbia and other key decision makers. Walk Bike Columbia gave the HYPE team suggestions for improvement, such as documenting conditions on SCDOT’s website and completing a beautification project.
Youth Voice: Moses Washington

Denmark-Olar High School Senior Moses Washington is a natural-born leader with some big goals — Morehouse College in the Fall and becoming the next big political figure from South Carolina. In addition to being Student Government President and JROTC Battalion Commander, he’s part of Bamberg County’s first HYPE Project Team.

Moses is strengthening his leadership skills through The HYPE Project. He volunteered to address the S.C. State Board of Education on behalf of ESMMSC and students across the state regarding zero in-school fundraising exemptions and giving students healthy choices for meals and snacks.

**WHY DID YOU VOLUNTEER TO SPEAK?**
Healthy eating is a topic that most students don’t think to talk about, so I wanted to represent students from across the state and let the Board of Education know that good nutrition is important to us.

**HOW WAS THE EXPERIENCE?**
I think they were surprised to hear from a student after hearing from adults. I brought something different to the table. An adult can sit there and tell you the pros and the cons of the issue, but to hear it from a student’s perspective about what happens in school was important.

**WHAT HAS HYPE TAUGHT YOU?**
Many more teens should get involved and make a difference in their community. The HYPE Project brings awareness to things that you normally wouldn’t think about. We consume food all of the time, and now I think about the ingredients and nutrition. It prepares you to talk in the real world and to take initiative. It gives you the chance to talk to elected officials. You get to see how policies are set and the process of how our leaders get things done.

**HOW WILL HYPE HELP YOU IN THE FUTURE?**
The HYPE Project has taught me that change won’t happen until someone takes that step. Even at Morehouse, I will need to take what HYPE teaches me to become a better student and professional.
Strategic Framework 2015-2017

ADVOCACY
Mobilize local and state partners to influence policies, systems and environmental change that support healthy eating, active living for all residents

- Educate partners about policies and legislation that support healthier environments
- Identify and advocate for policy and legislation that support healthy eating, active living, both locally and statewide
- Engage policy makers to create healthier communities

COMMUNITY ACTION
Build and empower local coalition efforts to successfully create sustainable change in healthy eating, active living options for all residents

- Offer training and education to community coalition partners regarding coalition capacity and healthy eating, active living strategies
- Provide tools and technical assistance for evidenced-based strategies to community coalitions
- Encourage the inclusion of diverse populations in local coalition efforts
- Promote relationship building and sharing between local coalitions

YOUTH ENGAGEMENT
Engage, educate, and empower youth to become champions of change to create healthier communities

- Empower youth to become advocates for healthy eating, active living in their communities
- Educate and engage youth serving organizations to support healthy eating, active living strategies in their communities
- Connect youth to community coalitions and partners to sustain youth efforts in creating healthier communities

SHORT TERM OUTCOMES
- Successful implementation of policy, systems and environmental healthy eating, active living strategies
- Community partners are actively engaged in changing policies at the local and state levels
- Youth are partnering with community members on healthy eating, active living strategies

INTERMEDIATE OUTCOMES
- Healthy eating, active living legislation passed
- Local policies that support healthy eating, active living
- Youth-led policy, systems and environmental options created
- Youth viewed as resources and agents of change
- All residents have access to active community environments and affordable healthy foods

LONG TERM OUTCOMES
- Body Mass Index decreases
- Chronic disease related to obesity decreases
# Financials 2014

**Statement of Activity for the Year Ending December 31, 2014**

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<tr>
<th>Income</th>
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<td>Direct Public Support</td>
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<td>S.C. Obesity Summit</td>
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<td>S.C. Dept. of Health and Environmental Control</td>
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<td>BlueCross BlueShield of S.C. Foundation</td>
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<td>University of South Carolina</td>
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<td>American Heart Association</td>
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<td>Other Types of Income</td>
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<table>
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<th>Expenses</th>
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<td>Project Support - Colleton County</td>
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<td>Health + Planning</td>
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<td>Baby-Friendly Hospital</td>
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<td>Active Community Environments</td>
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<td>Improving Food Systems</td>
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<td>Personnel</td>
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<td>Other &amp; Depreciation</td>
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<td><strong>Total Expenses</strong></td>
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**2014 INCOME: $1,399,612**

**2014 EXPENSES: $1,397,250**
Leadership & Staff

BOARD OF DIRECTORS

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S.C. Medical Association Alliance

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Community Coordinator

Coleman Tanner, MPH, CHES
Community Coordinator

Claire Tomberlin
Business Manager
ENDNOTES