2016 ANNUAL REPORT

Making the Healthy Choice, the Easy Choice
Eat Smart Move More South Carolina (ESMMSC) is a private non-profit whose mission is to advance community-led change to reduce obesity, by making the healthy choice the easy choice.

Why is our work so important? Because where you live affects how you live. This is especially true of our neighbors in rural communities. Whether tackling food deserts or lack of safe and accessible places for families to exercise, ESMMSC is working with community partners to advance policies and initiatives that will make the healthier choice a feasible option for everyone.
When I think about the work of Eat Smart Move More South Carolina (ESMMSC), I'm reminded of an old Kenyan Proverb: “Sticks in a bundle are unbreakable.” This proverb reminds me that a community that works together, as a collective voice, can create change. Community is central to the mission of ESMMSC; without our community partners, it is difficult to advance initiatives to support healthy eating and active living for all.

Webster dictionary defines community as a unified body of individuals with common interests, living in a particular area. In public health, we recognize community as a place where prevention and intervention take place. A community can be a family, church, neighborhood, school, workplace, civic group, or association. These groups can be unified by a common interest, such as education, safety, or job growth.

Our partners are driven by a desire to create communities where making healthy choices are attainable for everyone. This happens through efforts that focus on initiatives and policies that create lasting, healthy change where people live, work, learn, pray and play. This work matters, because for many in our state, where you live affects how you live, and daily decisions that people make about their health are influenced by these initiatives and policies.

We've witnessed examples of successful, healthy eating and active living initiatives this year:

- In June 2016, Governor Haley signed Bill S484 into law, guaranteeing that schools meet nutritional standards for food served to students. Ten school districts adopted the South Carolina School Board Association’s Open Community Use Policy, allowing more families access to school grounds for safe, affordable places to be physically active.

- The City of Chester worked with the SCDOT to make crosswalk improvements, connecting Chester Parks and Recreation facilities to nearby Wiley Park, and allowing more children and families safe access to the park.

- The United Way of Kershaw County and other partners started a mobile market to serve 18,000 SNAP and low-income residents who don’t live near a grocery store, offering families choices for fresh produce and other healthy foods.

- A HYPE team, comprised of a faith-based youth group in Berkeley County, started a community garden at their church, providing fresh vegetables to the elderly and others in need in their church.

I’m thankful for the hard work and resiliency of our community partners. ESMMSC is fortunate to have over 2,400 partners, including 25 ESMMSC chapters, representing 28 counties. Our partners include community coalitions, public health organizations, government, healthcare, faith and business leaders. Together we can advance the work of community-driven efforts and create a South Carolina where healthy eating and active living is central to the everyday culture of our neighbors!

Erika Kirby
Chairman, Board of Directors
“Our school’s learning community believes that the school and community are reflections of each other. Allowing the community to use our facilities to become healthier will also encourage a healthier student body.”

Cynthia Byrd Johnson
Principal
Calhoun County High School
**Advocacy**

**Supporting Open Community Use of School Grounds for Physical Activity**
Residents in rural communities sometimes struggle to find safe and accessible places to exercise. Open community use allows families free access to outdoor recreation facilities before or after school hours. In partnership with SCDHEC, ESMMSC continues to advocate for the adoption of open community use policies and practices in local schools. This includes promoting the SC School Board Association’s model policy.

**Healthy Foods in Schools**
Advocates from across the state gathered at the State House on March 2, 2016, for Lobby Day to ask members of the SC Senate to vote in favor of S.484. The bill ensures SC nutrition standards are in accordance with the USDA standards and requires all schools to report on nutrition standards compliance. In a favorable vote, the SC House and the SC Senate passed the bill, with Governor Haley signing it into law in Summer 2016.

**Let’s Go! to the Farmers’ Market: SNAP**
Many SC households rely on the Supplemental Nutritional Assistance Program (SNAP) to help buy nutritional foods for their families. However, little of this money is spent at the local farmers’ markets. ESMMSC and partners are working to change that. Through a USDA grant, three SC farmers’ markets — Hub City in Spartanburg, John’s Island, and Traveler’s Rest — are finding ways to increase SNAP participation at their markets. All of the markets are reporting an increase in the number of vendors accepting SNAP, and as market staff continue to engage households, they are seeing more and more SNAP recipients using the farmers’ market. This is good for the farmers and good for families!

**SC SNAP by the Numbers**

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<tr>
<td><strong>$1.2B</strong></td>
<td>TOTAL SNAP DOLLARS ISSUED</td>
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<tr>
<td><strong>805,500</strong></td>
<td>TOTAL SC RESIDENTS RECEIVING SNAP</td>
</tr>
<tr>
<td><strong>70%</strong></td>
<td>SNAP USERS ARE FAMILIES WITH CHILDREN</td>
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<tr>
<td><strong>25%</strong></td>
<td>SNAP USERS ARE ELDERLY OR DISABLED</td>
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10 SCHOOL DISTRICTS
adopted THE POLICY
Anderson 3 | Barnwell 19
Clarendon 1 | Dillon 3
Dillon 4 | Florence 1
Florence 4 | Lexington 4
Oconee 1 | Richland 2

272,181 ESTIMATED NUMBER OF RESIDENTS THAT have access to SCHOOL GROUNDS UNDER THE POLICY

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“The Swamp Rabbit Trail has transformed Travelers Rest and made this town a destination. It makes our community healthier, helps the environment, and supports local businesses like our farmers’ market.”

Adrienne Hawkins
Executive Director
Travelers Rest Farmers’ Market
Community Action

ESMMSC Studies Economic Impact of Active Community Environments

Many communities across SC have had success in creating built environments that promote active lifestyles, and in doing so have seen economic and fiscal benefits. ESMMSC staff interviewed government and business leaders in 10 diverse SC communities and found that creating trail systems, installing sidewalks and crosswalks, and making communities safer to walk and bike positively impacts local economies. The 10 communities are Beaufort, Charleston, Columbia, Easley and Pickens, Florence, Greenville and Travelers Rest, Hartsville, Rock Hill, Spartanburg, and Walterboro.

Chester Increases Community Walkability

Eat Smart Move More Chester County has started to see their walkability assessment efforts pay off. After creating a pedestrian plan in 2015 and advocating for improvements, the City of Chester and the SC Department of Transportation made crosswalk improvements to connect the Chester Parks and Recreation Department to nearby Wiley Park. Now, students and surrounding community members can safely access the park.

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ESMMSC Chapters

Some chapters serve multiple counties.

2 NEW ESMMSC CHAPTERS
Florence | Spartanburg

TOTAL ESMMSC CHAPTERS 25
“Our United Way is strongly committed to this program because not many initiatives focus on our county’s rural communities. The concept of bringing better food access, nutritional education and other social service programs out to the areas where resources are limited or nonexistent is imperative to assisting in their wellness.”

Nicholas Julian
Director of Support Services
United Way of Kershaw County
Community Action

Let’s Go! South Carolina Grant Progresses into Year Three
Funded by the BlueCross BlueShield of SC Foundation, an independent licensee of the Blue Cross and Blue Shield Association, ESMMSC continued supporting healthy eating, active living work in six counties. The Let’s Go! SC Initiative objectives include increasing access to healthy foods and daily physical activity in communities and schools; tracking student fitness levels and BMI with FITNESSGRAM®, increasing youth engagement by establishing and maintaining HYPE Project teams, and promoting LetsGoSC.org as a community resource.

Examples of strategies implemented in the six counties:

- **Anderson County**
  - IMPLEMENTED AND PROMOTED SNAP AND HEALTHY BUCKS AT THE FARMERS’ MARKET

- **Barnwell County**
  - IMPROVED AND ENHANCED OUTDOOR RECREATION AREAS AT A LOCAL SCHOOL AS PART OF OPEN COMMUNITY USE

- **Hampton County**
  - PARTNERED WITH ALLIANCE FOR A HEALTHIER GENERATION TO CREATE HEALTHIER SCHOOL ENVIRONMENTS

- **Kershaw County**
  - YOUTH TEAM WORKED WITH PARKS & RECREATION TO IMPLEMENT HEALTHY FOOD OPTIONS AT CONCESSION STANDS

- **Laurens County**
  - PARTNERED WITH SAFE ROUTES TO SCHOOL TO CONDUCT SAFETY ASSESSMENTS AND SCHOOL WALKING EVENTS

- **York County**
  - IMPROVED WALKABILITY AND BIKEABILITY IN CLOVER AND YORK WITH SIGNAGE AND MAPPING

Mobile Nutrition Center Ready in Kershaw County
Eat Smart Move More Kershaw County secured donations from local partners and funding through the Let’s Go! SC grant for a Mobile Nutrition Center. The mobile pantry truck, donated by an anonymous supporter, will serve 18,000 SNAP users and other low-income, low-access residents. Customers can choose fresh produce and other healthy groceries without worrying about how to get to the grocery store. The program consists of a network of volunteers, churches, and non-profit agencies, and will begin routes to four distribution sites early 2017. Partners involved with this project include United Way of Kershaw County, SCDHEC Cooking Matters, Clemson Extension, Kershaw Health Foundation, Harvest Hope Food Bank, and Eat Smart Move More Kershaw County.
“Getting free fruits and vegetables from the church garden was very convenient because I could just pick them up right after church. I enjoyed eating the squash and other food from the garden. It tasted better than what you get from the grocery store.”

Rebecca Simmons
Huger, SC Community Member
on benefiting from the Berkeley County HYPE Project’s community garden
Anderson Youth Partner with Community on Park Improvements
The Anderson County HYPE Team coordinated a park clean-up day in September at Equinox Park & Memorial, located in a low-income neighborhood in Anderson. More than 100 volunteers provided trash clean-up, mulching, and yard work; painted playground equipment; and installed benches. Duke Energy is planning to install additional lighting to increase safety and visibility at night. This project exemplifies how unique partnerships can achieve healthy change in a neighborhood. Partners were: Upstate Warriors, local Marines and National Guardsmen, New Foundations, United Way, Clemson University, Anderson University, Anderson County Parks & Recreation, and Duke Energy.

Berkeley County Youth Create Community Garden
A faith-based community garden was established by the Berkeley County HYPE Team to increase access to fresh fruits and vegetables for community members in need. Youth, parents, and adult advisors were involved in every step of the project. Seniors, church members, and families benefited from receiving free fresh fruits and vegetables from the community garden. The Berkeley County HYPE Team plans to survey the community about the types of produce to harvest next season. They anticipate that getting community buy-in will increase the success of their community garden.

More than 30 families were fed from the garden
More than 8 varieties of fruits and veggies were harvested

RAISING FUNDS
Allemande, Anderson, Kershaw & Laurens County HYPE teams raised

More than $10,500 in monetary & in-kind donations to support their projects

2016 HYPE by the Numbers

<table>
<thead>
<tr>
<th>Number of HYPE Teams</th>
<th>Number of Youth Participants</th>
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<tbody>
<tr>
<td>13</td>
<td>151</td>
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2016 Projects by Focus

- Healthy Eating: 25%
- Active Living: 38%
- Healthy Eating & Active Living: 38%
“The Youth Summit was a very well organized, and a very important experience for HYPE. The speaker, Vonnie Holliday, was quite intriguing to listen to.”

Edson Stockman
Bridging the Gap HYPE Team
Laurens County
Professional Development

SC Obesity Summit Attendance Increases
Each fall hundreds of healthy eating and active living specialists
and policy leaders across SC gather in Columbia to share best
practices for improving the lives and health of all residents. On
October 24th, the Summit focused on health equity and featured
two nationally-known keynote speakers: Dr. Adewale Troutman,
Associate Dean for Health Equity & Community Engagement at
the University of Central Florida, and Dr. Anastasia N. Fischer, a
physician at Nationwide Children’s Hospital in Ohio.

Youth Summit Provides Inspiration, Fun
What do you get when you bring together hundreds of teens
from across South Carolina, a celebrity speaker, and lots of
activities? A room full of energy! More than 80 HYPE Project
youth leaders and adult advisors from 13 counties attended
the 4th Annual Youth Summit on May 21 in Columbia. Keynote
speaker and former NFL star Vonnie Holliday spoke about the
importance of giving back to your community and leading a
healthy lifestyle. Youth teams shared successes and lessons
learned from their community projects, such as healthy
concessions, healthy school food options, and walking safety
for students. Crunk Cardio provided fun and energy for the
Saturday event.

Educational Webinars
ESMMSC collaborated with various partners to provide educational webinars throughout 2016.

MARCH 17 | PART I: EXPLORING THE RANKINGS IN COUNTY HEALTH RANKINGS & ROADMAPS
Partners: SC Institute of Medicine and Public Health and County Health Rankings & Roadmaps

MARCH 24 | PART 2: EXPLORING THE RANKINGS IN COUNTY HEALTH RANKINGS & ROADMAPS
Partners: SC Institute of Medicine and Public Health and County Health Rankings & Roadmaps

JUNE 16 | HEALTHY VENDING 101
Partners: American Heart Association and SC Alliance of YMCAs

OCTOBER 12 | THE ECONOMIC IMPACTS OF WALKABLE, BIKEABLE COMMUNITIES
Partners: Population Health Improvement Partners and Care Share Health Alliance

DECEMBER 7 | CONNECTING HEALTH & PLANNING IN SOUTH CAROLINA COMMUNITIES
Partners: SC Health + Planning Advisory Committee
“I ride almost every day for an hour a day on the Rail Trail. After years of not exercising I finally have found something I love doing. It has improved my health. I love renting the bikes; that way all you have to do is slide your card on the bike and go. Also, I love that Partners for Active Living are so helpful and friendly.”

Tracy Splawn
Spartanburg Community Member
on using Spartanburg’s BCycle bicycle sharing program
State of Activity for the Year Ending December 31, 2016

### Income

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Direct Public Support</td>
<td>$5,091</td>
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<tr>
<td>South Carolina Department of Health &amp; Environmental Control</td>
<td>324,823</td>
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<tr>
<td>BlueCross BlueShield of South Carolina Foundation</td>
<td>473,498</td>
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<tr>
<td>American Heart Association/Voices for Healthy Kids</td>
<td>138,807</td>
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<tr>
<td>US Department of Agriculture</td>
<td>59,081</td>
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<tr>
<td>University of South Carolina</td>
<td>1,881</td>
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<tr>
<td>The Duke Endowment</td>
<td>28,726</td>
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<tr>
<td>SC Obesity Summit</td>
<td>42,962</td>
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**Total Income**  $1,074,968

### Expenses

#### Program Services

- Advocacy $136,554.14
- Community Action $714,739.94
- Youth Engagement $85,250.32
- Administrative $105,410.24

**Total Expenses**  $1,041,954.64
Our Mission

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

Our Vision

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

Our Funders