2017 Annual Report

Celebrating a Decade of Change
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 FOCUS
Advocacy
Influence policies, systems and environmental change that support healthy eating and active living for all residents.

Community Action
Support and empower local coalitions to create sustainable change for healthy eating and active living options for all residents.

Youth Engagement
Engage, educate and empower youth to become champions of change to create healthier communities.

Consumer Awareness
Inspire residents across the state with ideas, information and tools to live a healthy and active lifestyle.
MESSAGE FROM THE CHAIRMAN

As our ten-year anniversary comes to a close, I am proud of the many accomplishments and contributions made by Eat Smart Move More South Carolina (ESMMSC) during this time. In these ten years, ESMMSC has helped advance healthy eating and active living policies and practices throughout South Carolina. These initiatives make it easier for everyone to eat healthy foods and be physically active. By creating healthier communities, we can help reduce obesity and chronic diseases.

Today, our organization has over 3,200 partners including state and local government, foundations, universities, organizations, schools, and churches. Our partnership also includes 26 ESMMSC chapters and more than a dozen local coalitions, that have successfully implemented changes, impacting 93% of our state’s population. By providing training, technical assistance, and resources, ESMMSC is helping to advance this change. Since 2007, ESMMSC has reinvested $6.4 million into South Carolina through training, technical assistance, and support, as well as implementation and mini-grants.

The commitment of our local partners is not only inspiring, yet impressive, especially since they mostly represent volunteer-led coalitions. Their efforts have led to more farmers' markets accepting SNAP, school districts supporting open use policies, comprehensive local and county plans that include a public health focus, and new trail systems connecting local parks and neighborhoods. This year we recognized several of these individuals through our Community Leaders Campaign, with special recognition during our annual summit.

Ten years ago, many partners shared a vision of supporting and advancing healthy eating and active living initiatives in multiple sectors. From this vision, ESMMSC was created. Now, as I reflect back to the early days as a founding member and juxtapose to where we are now, I am so proud of this journey. There have been many individuals and organizations who were willing to work hard for the betterment of South Carolina and her communities, making the ‘healthy choice the easy choice.’ In this journey, we have become true partners: we have celebrated together, we have stretched for greater progress together, we have learned from struggles together, and we have strategically moved forward together. Most importantly, we have persevered together. For all who have been involved in this journey, I thank you. I applaud our ‘stick-to-it’ nature during the fun and during the not-so-fun times. As you read about key points of accomplishment in this report, let us all be proud of these achievements and let this fuel our optimism, excitement, and engagement about the impact that our work together will have in reducing obesity and chronic diseases in the next ten years.

Erika Kirby, Chairman
ESMMSC Board of Directors
Began implementing the South Carolina State Obesity Plan, in partnership with the South Carolina Department of Health and Environmental Control (SCDHEC).

Amy Splittgerber became the first official ESMMSC employee, taking on the role of Executive Director.

Established the first ESMMSC chapter in the Lowcountry.

Received BlueCross and BlueShield of South Carolina Foundation grant to work on Let's Go! Colleton County, a multi-sectoral approach to community health improvement. 

ESMMSC was created with the merger of two coalitions: South Carolina Coalition for Promoting Physical Activity and South Carolina Coalition for Obesity Prevention Efforts. This merger, in 2007, resulted in ESMMSC receiving 501(c)(3) status...
2007

New Beginning

Began implementing the South Carolina State Obesity Plan, in partnership with the South Carolina Department of Health and Environmental Control (SCDHEC).

2008

First Admin

Amy Splittgerber became the first official ESMMSC employee, taking on the role of Executive Director.

2009

Community Resource

Collaborated with SCDHEC’s Division of Nutrition, Physical Activity, and Obesity to develop and launch Options for Action, an online database of healthy eating and active living tools and resources that provides guidance to communities.

2010

Established the first ESMMSC chapter in the Lowcountry.

2011

Community Grant

Received BlueCross and BlueShield of South Carolina Foundation grant to work on Let’s Go! Colleton County, a multi-sectoral approach to community health improvement.

2012

Youth Engagement

Collaborated with University of South Carolina Arnold School of Public Health and SCDHEC to develop The Healthy Young People Empowerment (HYPE) Project curriculum.

Piloted The HYPE Project in Fairfield, Richland, and Pickens counties through the HSCI Grant.

2013

Fresh Foods

Advocated for the Fresh on the Campus Act of 2013, also known as SC Farm to School, which was passed by the State Legislature.

2014

Healthy Bucks

Partnered with University of South Carolina to promote the Double Bucks Proviso. Also known as Healthy Bucks, the proviso allows SNAP customers to double their benefits at participating farmers’ markets.

2015

Let’s Go! South Carolina

Received BlueCross BlueShield of South Carolina Foundation grant to expand Let’s Go! Colleton County into six counties.

2016

School Food

Successfully advocated for the Healthy Foods in School bill, which was signed into law by Governor Haley and impacted all public school meals.

2017

Community Partners

ESMMSC currently supports 26 ESMM chapters as well as several other community health coalitions, which reach 36 counties, covering 93% of the state’s population.

ESMMSC will continue to advance community health improvement, by supporting communities through training, technical assistance, and resources. Our expertise in guiding advocacy efforts, community action, and youth engagement on behalf of all South Carolinians will remain our strength for years to come...
“I know that in order to be an advocate for healthy lifestyles, I must ‘practice what I preach,’ but I have struggled with always making wise choices myself. I know my struggle is the same as others so that helps me in being able to advocate for those I represent.”

Councilwoman Tameika Isaac Devine
City of Columbia
ADVOCACY

Healthy Food and Beverage Policy in Columbia

Columbia City Council unanimously approved a policy to ensure healthier food and beverage options are available during meetings and events, and in vending machines in parks, recreation centers, office buildings, and other public places.

Taste Tests Encourage Healthy Policy Changes

In collaboration with the American Heart Association, Working Well, and the SC Commission for the Blind, ESMMSC hosted three healthy taste tests to advocate for healthy vending options and policies at state and local government offices. Participants rated each food and beverage product available at the taste tests.

COLUMBIA: FIRST MUNICIPALITY IN SOUTH CAROLINA TO ADOPT A HEALTHY FOOD AND BEVERAGE POLICY

125+ GOVERNMENT EMPLOYEES AND VENDORS PARTICIPATED IN TASTE TESTS AND PROVIDED FEEDBACK ON PREFERRED HEALTHY VENDING ITEMS

133K COLUMBIA RESIDENTS

2,300 CITY EMPLOYEES

65+ VENDING MACHINES

COLUMBIA’S IMPACT:

- Testified and successfully encouraged the Joint Citizens and Legislative Committee on Children to make childhood obesity a priority
- Received Save the Children grant, kick-starting Complete Streets, Farm to School & Healthy Foods in School campaigns
- Received first Voices for Healthy Kids grant focusing on the Healthy Students Act and competitive foods in school
- Hosted first Lobby Day at the State House & advocated for Healthy Food in Schools Bill, which was signed into law by Governor Nicki Haley
“The many successes we have had in Barnwell County are due to the dedicated team of community partners and their efforts to improve active living, access to healthy foods, and the safety of children walking/biking to and from school.”

Pam Rush
Eat Smart Move More Barnwell County
COMMUNITY ACTION

Let’s Go! SC Initiative Shows Positive Results
Six communities participated in the Let’s Go! South Carolina Initiative, funded by the BlueCross BlueShield of South Carolina Foundation, an independent licensee of the Blue Cross and Blue Shield Association. They implemented healthy eating and active living strategies across multiple sectors to increase access to healthy foods and physical activity.

Upstate County Joins ESMM Chapter Network
ESMM Pickens County, formerly known as Pickens County Health Coalition, became the newest ESMM chapter after their strategic planning process identified healthy eating and active living as an area of primary focus. ESMM Pickens County is the 26th ESMMSC chapter, increasing ESMMSC’s reach to 93% of South Carolina’s population.

Provided technical assistance to 17 Round One HSCI grantees focusing on capacity building and implementation
Provided technical assistance to 9 Round Two HSCI grantees focusing on healthy eating and active living strategies
Partnered with SCDHEC to assist six communities with bicycle/pedestrian planning and implementation
Received USDA grant in partnership with Hub City Farmers’ Market to promote SNAP at three farmers’ markets
Published economic impact report showing the positive impact of active community environments
"We’re no longer waiting around to get involved. Our emphasis is changing peoples’ mindsets from ‘let someone else do it’ to ‘what's going to happen if we don’t do it?’”

Calvin Whitmire
Laurens County HYPE Team
YOUTH ENGAGEMENT

Laurens HYPE Team Using Skills to Extend Reach

Building on their safe passages to school success and in partnership with community members, the Laurens County HYPE Team has been using their skills and connections to improve a neighborhood ball field, build community gardens, and beautify their community. These projects have led to increased access to healthy foods and safe places to be physically active.

HYPE Project Reaches Midwest

Staff traveled to Kansas City, Missouri, to teach The HYPE Project curriculum implementation to representatives from Children’s Mercy Hospital’s Center for Healthy Lifestyles & Nutrition in Kansas City and the University of Arkansas Division of Agriculture’s Cooperative Extension. The Missouri and Arkansas organizations will use the curriculum to teach youth how to make healthy changes.
“This is one of the best conferences on this subject nationally.”

Attendee of the Leadership Summit for Healthy Communities
Leadership Summit Re-branded

The newly re-branded Leadership Summit for Healthy Communities expanded from a one-day to a two-day event, and featured two keynote speakers -- Nick Macchione, director for San Diego County Health and Human Services Agency and Katrina Spigner, CEO of Re-Source Solutions.

Nominated by their peers, 24 community leaders were recognized at the Leadership Summit for their exceptional work on healthy eating and active living initiatives.

Staff Present at National Conferences

ESMMSC staff were invited to present at the American Public Health Association’s annual conference and at the Southern Obesity Summit on the Let's Go! South Carolina Initiative and increasing equity in healthy food access through SNAP at the farmer’s market.
At ESMMSC, we take pride in our reputation as a reliable and resourceful partner in healthy eating and active living change. In addition to our community-level commitment, we share common goals with many state-level partners and play an active role in the development and implementation of key community health improvement plans.

Alliance for a Healthier Generation
Alliance for a Healthier South Carolina
Alzheimer’s Association South Carolina Chapter
American Heart Association
American Diabetes Association
County Health Rankings State Team
Culinary Partners
Food Access Task Force
Health + Planning Advisory Committee
Healthy Out of School Time Coalition
Healthy People Healthy Carolinas
Liveable Communities Alliance
MUSC Boeing Center for Children’s Wellness
Palmetto Cycling Coalition
Race, Equity & Inclusion Collaborative
SCale Down (SC Obesity State Plan)
Southeastern United Dairy Industry Association
South Carolina Alliance for Health, Physical Education, Recreation and Dance
South Carolina Alliance of YMCAs
South Carolina Community Loan Fund
South Carolina Association of Community Economic Development
South Carolina Association of School Nurses
South Carolina Department of Agriculture
South Carolina Department of Education
South Carolina Department of Health & Environmental Control
South Carolina Department of Social Services
South Carolina Diabetes Advisory Council
South Carolina Food Policy Council
South Carolina Governor’s Council on Physical Fitness
South Carolina Hospital Association
South Carolina Institute of Medicine and Public Health
South Carolina Medical Association Childhood Obesity Taskforce
South Carolina Office of Rural Health
South Carolina Recreation & Parks Association
South Carolina Safe Routes to School
SC School Nutrition Association
University of South Carolina Arnold School of Public Health
South Carolina Center for Research in Nutrition and Health Disparities
Department of Exercise Science
Prevention Research Center
South Carolina Disability Project
FINANCIAL

State of Activity for the Year Ending December 31, 2017

2017 Income Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sponsorships</td>
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<tr>
<td>SCDHEC</td>
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<tr>
<td>BlueCross BlueShield of SC Foundation</td>
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<td>Voices for Healthy Kids</td>
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<tr>
<td>USDA Grant</td>
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<tr>
<td>USC Disability Grant</td>
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<td>Duke Endowment Grant</td>
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<td>Individual Giving</td>
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<td>Contracts</td>
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<td><strong>Total</strong></td>
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2017 Expenses

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<tr>
<th>Category</th>
<th>Percentage</th>
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<td>Programs*</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td>Administrative</td>
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</tbody>
</table>

*Programs expenses support advocacy, community action, and youth engagement.

FUNDERS

South Carolina Foundation

Voices for Healthy Kids

USDA

University of South Carolina

Mary Black Foundation

James Wood Duke

The Duke Endowment