

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.

2017 BOARD OF DIRECTORS

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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



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 ESMMSA 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.

Established the first ESMMSA chapter in the Lowcountry.

2010

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. *BlueCross BlueShield of South Carolina Foundation is an independent licensee of the Blue Cross and Blue Shield Association.*

2011

statewide **grant**

Received Healthy South Carolina Initiative (HSCI) grant from SCDHEC to fund healthy eating and active living strategies in rural counties, which ultimately increased access to healthy foods and physical activity for over 1.4 million South Carolinians.

ESMMSA 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 ESMMSA receiving 501(c)(3) status...

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.

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.

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.

our history

2015

let's go! **south carolina**

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

2017

community **partners**

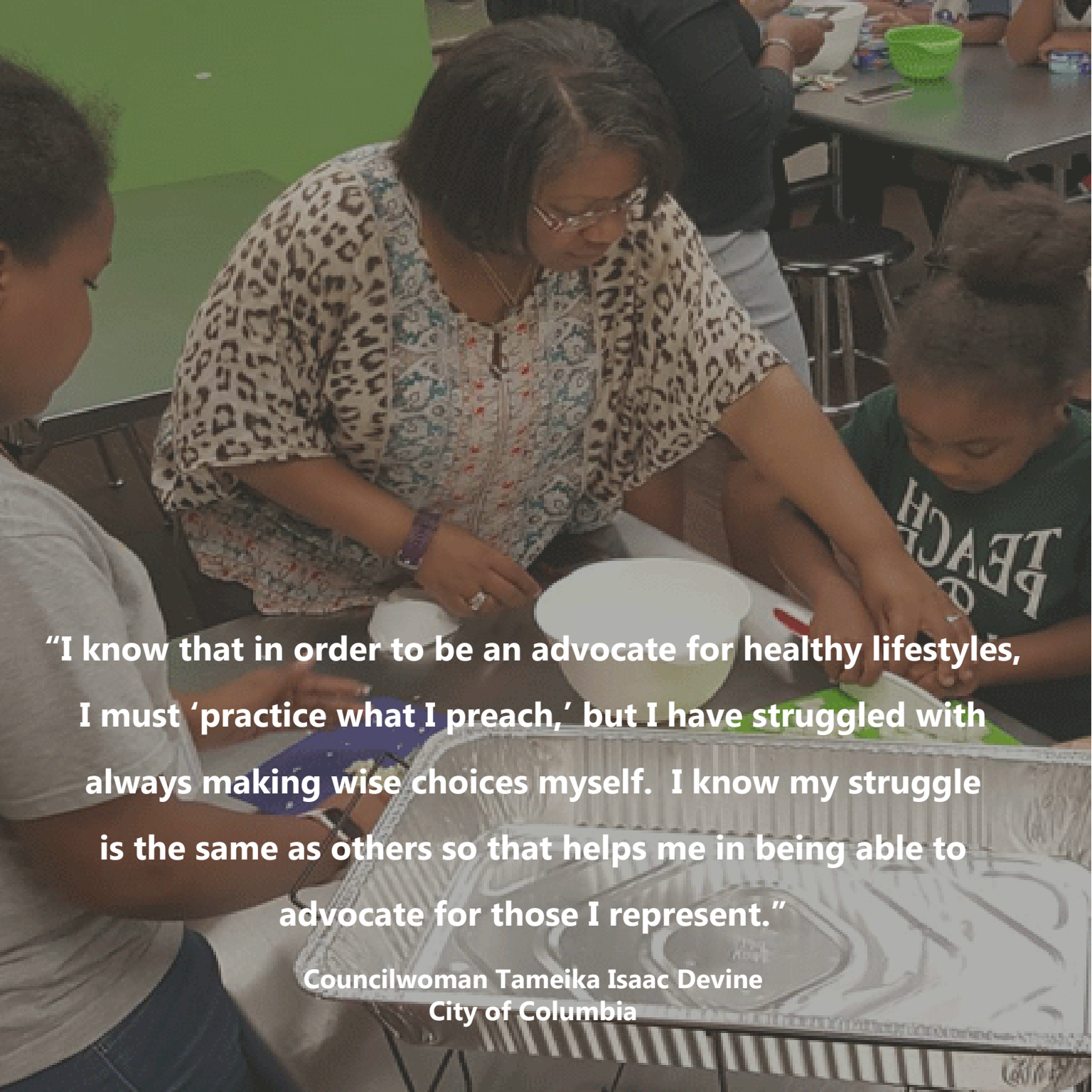
ESMMSC currently supports 26 ESMM chapters as well as several other community health coalitions, which reach 36 counties, covering 93% of the state's population.

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.

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...

A photograph of Councilwoman Tameika Isaac Devine, a woman with short dark hair and glasses wearing a leopard print top, leaning over a table to assist two young children. The children are focused on a task, possibly a craft or food preparation, with various bowls and materials on the table. The background shows other people at tables in a community setting.

“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.”

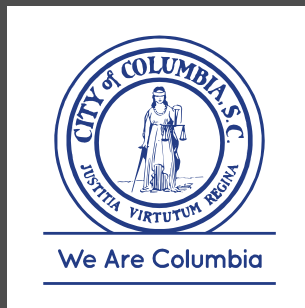
**Councilwoman Tameika Isaac Devine
City of Columbia**

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.

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



Taste Tests Encourage Healthy Policy Changes

In collaboration with the American Heart Association, Working Well, and the SC Commission for the Blind, ESMMS 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.

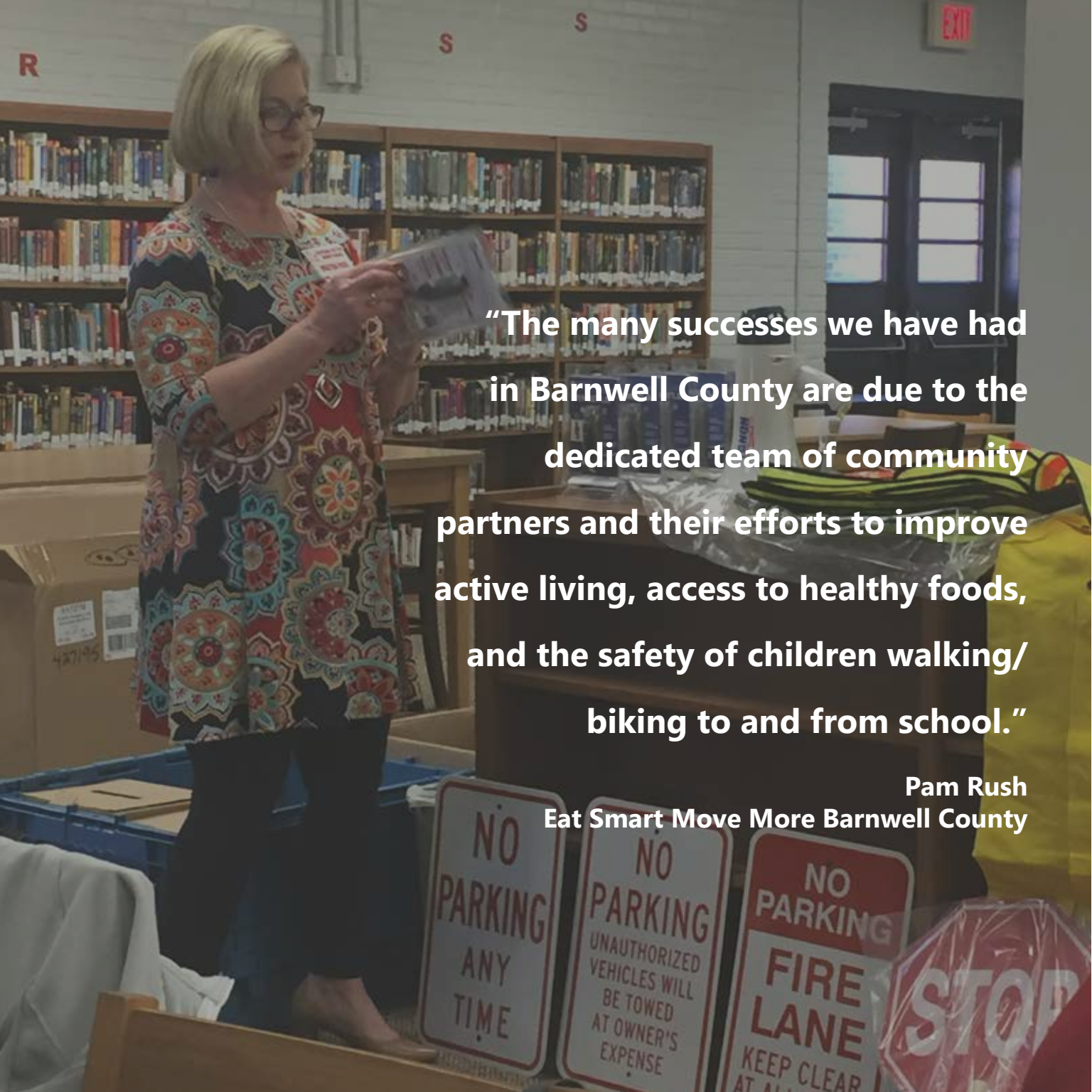


COLUMBIA'S IMPACT:
133K COLUMBIA RESIDENTS
2,300 CITY EMPLOYEES
65+ VENDING MACHINES

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



- 2011**: Received Save the Children grant, kick-starting Complete Streets, Farm to School & Healthy Foods in School campaigns
- 2012**: Testified and successfully encouraged the Joint Citizens and Legislative Committee on Children to make childhood obesity a priority
- 2014**: Received first Voices for Healthy Kids grant focusing on the Healthy Students Act and competitive foods in school
- 2016**: Hosted first Lobby Day at the State House & advocated for Healthy Food in Schools Bill, which was signed into law by Governor Nicki Haley

A woman with short blonde hair and glasses, wearing a vibrant, multi-colored patterned dress, stands in a room filled with bookshelves. She is holding and reading a document. The room appears to be a library or a school office, with rows of books on shelves in the background. In the foreground, there are several traffic signs, including 'NO PARKING ANY TIME', 'NO PARKING UNAUTHORIZED VEHICLES WILL BE TOWED AT OWNER'S EXPENSE', 'NO PARKING FIRE LANE KEEP CLEAR AT ALL TIMES', and a red octagonal 'STOP' sign. An 'EXIT' sign is visible above a door in the background.

“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

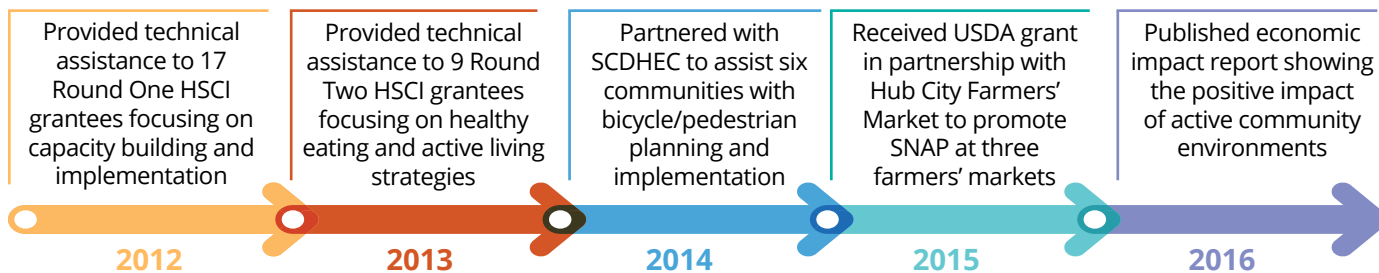
Let's Go! SC Initiative Shows Positive Results


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.





“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.

2,365

STUDENTS AT 3 SCHOOLS IN LAURENS DISTRICT 55 HAVE SAFER PASSAGES TO SCHOOL DUE TO THE HYPE TEAM’S ADVOCACY EFFORTS





APPROXIMATELY

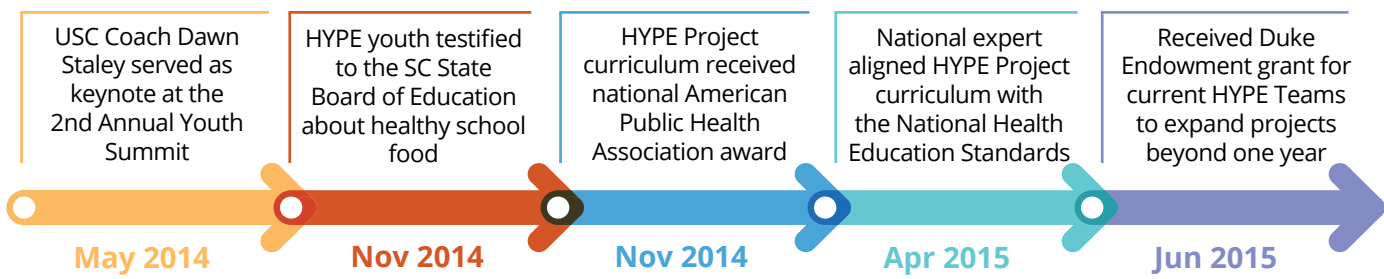
70

INDIVIDUALS RECEIVED FREE PRODUCE FROM THE LAURENS COMMUNITY GARDEN



198

TOTAL HYPE YOUTH PARTICIPANTS ON 16 TEAMS REPRESENTING 11 COUNTIES





“This is one of the best conferences on this subject nationally.”

Attendee of the Leadership Summit for Healthy Communities

PROFESSIONAL DEVELOPMENT

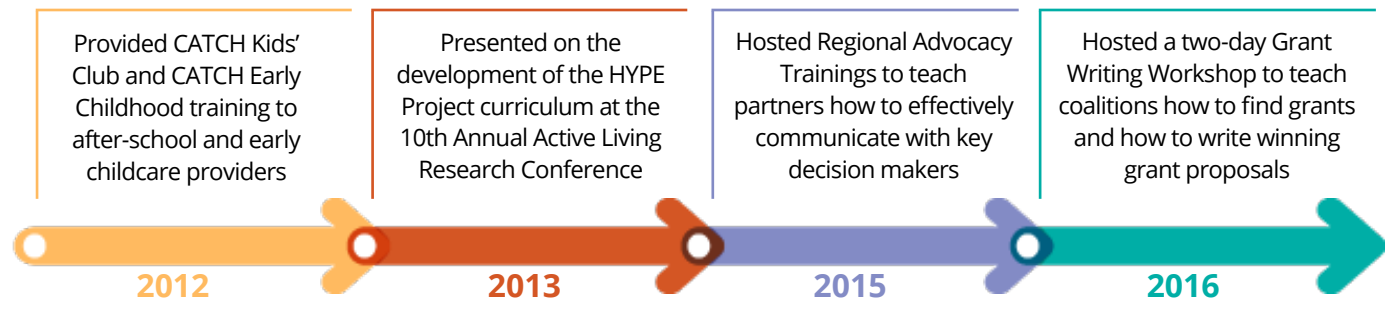
Leadership Summit Re-branded

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

ESMMS 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.

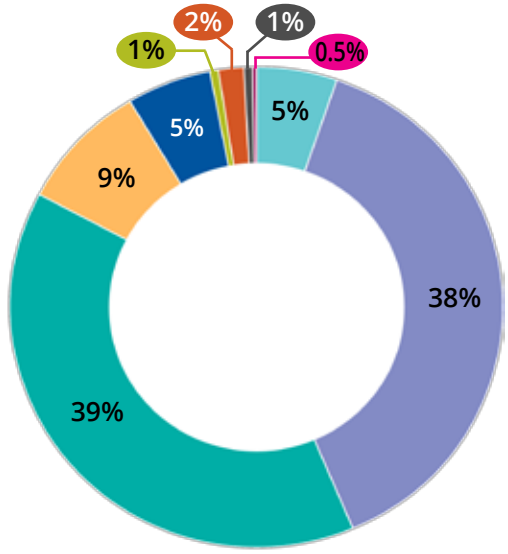


At ESMMS, we take pride in our reputation as a reliable and resourceful partner in healthy eating and active living change. In addition to our community-level commitment, we share common goals with many state-level partners and play an active role in the development and implementation of key community health improvement plans.

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

FINANCIAL

State of Activity for the Year Ending December 31, 2017

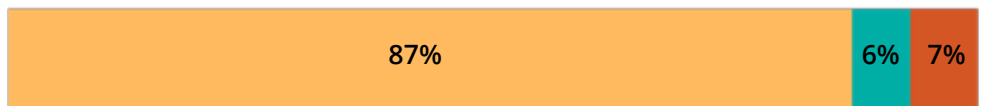


2017 Income Sources

Sponsorships	\$66,614
SCDHEC	\$477,960
BlueCross BlueShield of SC Foundation	\$489,998
Voices for Healthy Kids	\$108,872
USDA Grant	\$67,500
USC Disability Grant	\$9,119
Duke Endowment Grant	\$18,753
Individual Giving	\$7,901
Contracts	\$1,549

\$1,248,266

2017 Expenses



Programs* Fundraising Administrative

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

FUNDERS



EAT SMART MOVE MORE SOUTH CAROLINA

2711 MIDDLEBURG DRIVE, SUITE 301 | COLUMBIA, SC 29204

WWW.ESMMSC.ORG | LETSGOSC.ORG | 803.667-9810

