



**Strategic Framework
2018-2020**

Eat Smart Move More South Carolina is a statewide nonprofit organization that fosters collaboration at the state and local level to advance healthy eating, active living initiatives that will improve health outcomes in South Carolina.

Motto	<i>Making the healthy choice the easy choice</i>
Vision Statement	A South Carolina where healthy eating and active living are central to the everyday culture of where we live, learn, work, play and pray
Mission Statement	Advance community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian



Core Values	Equity	Sustainability	Leadership	Adaptability	Convening
	We believe that equitable access to healthy eating and active living options is imperative.	We believe that our work should be carried out in a way that ensures the viability of our organization and supports our community partners.	We believe in being champions and experts of best practices and promising initiatives that create healthier communities.	We are willing to question the status quo and move decisively and quickly to act upon new opportunities.	We believe that we are stronger together.
Internally: How we accomplish the core value	Strive to ensure that all of our strategies impact vulnerable populations such as minority, rural and low-income residents.	Establish strong financial stewardship and planning that enables organizational growth.	Invest in staff and Board professional development and value, and seek the input of other experts.	Support Board and staff to feel empowered to make decisions that will benefit our organization and community partners.	Board and staff understand that collaboration allows us to impact more people, achieve more, conserve resources, and increase credibility.
Externally: How we accomplish the core value	Promote initiatives and policies that address health equity through technical assistance, training and resources.	Work with community partners to build capacity through collaboration and identifying assets.	Support leadership from communities by challenging them to lead community transformation.	Work with community partners to pursue and respond to opportunities.	Build relationships across regions, sectors and levels to broaden the area of impact and build sustainability.



Mission Focused Goals	Goal 1 Advocacy	Goal 2 Community Action	Goal 3 Consumer Awareness	Goal 4 Youth Engagement
Goal Statement	Influence policies, systems and environmental change that support healthy eating active living for all residents.	Support and empower local coalitions to create sustainable change for healthy eating, active living options for all residents.	Inspire residents across the state with ideas, information and tools to live a healthy and active lifestyle.	Engage, educate and empower youth to become champions of change to create healthier communities.
Supporting Strategies	<p>Increase the number of local and state policies that are adopted and implemented to support healthy eating and active living</p> <p>Create awareness about policies, systems and environmental changes that impact health</p> <p>Educate and empower community partners to advocate for policies that support healthier environments</p> <p>Engage policy makers to create healthier environments</p>	<p>Increase the number of partners who implement recommended healthy eating and active living strategies</p> <p>Provide training, tools and technical assistance to community partners regarding coalition capacity and healthy eating, active living strategies</p> <p>Encourage the inclusion of diverse populations</p> <p>Serve as a convener and promote relationship building and sharing between local coalitions</p>	<p>Increase the number of South Carolina residents who have knowledge about local resources for healthy eating and active living</p> <p>Increase awareness of Let's Go! SC website with current and new community partners and individuals</p> <p>Promote Let's Go! SC as a platform to integrate health education and promotion efforts among current and new community partners</p>	<p>Increase the number of youth who have opportunities to develop skills to advocate for healthier communities</p> <p>Promote and ensure positive youth-adult relationships</p> <p>Evaluate and develop support systems for youth engagement</p> <p>Work with local partners to integrate youth engagement in their efforts to create healthier communities</p>



Mission Support Goals	Revenue	Evaluation	Partnerships	Marketing
<p>Goal Statement</p>	<p>Create a fund development plan to ensure revenue growth</p>	<p>Create an evaluative culture that fosters measurement / tracking of performance in support of organizational development and growth</p>	<p>Cultivate connections between organization and stakeholders who are invested in our mission and goals</p>	<p>Develop strategic communication to engage stakeholders and the public</p>
<p>Supporting Strategies</p>	<p>Create corporate sponsorship and partnership process</p> <p>Pursue new contract opportunities</p> <p>Identify grant opportunities</p> <p>Identify and pursue earned income opportunities</p> <p>Identify funding opportunities for local communities, as well as opportunities to partner</p>	<p>-Staff increase knowledge of and dissemination of evidence based strategies to key stakeholders</p> <p>Commit time and resources to document and measure the progress of Mission Focused Goals and strategies; communicate impact</p> <p>Design activities to allow for experimentation and innovation and monitor the impact / results / lessons learned</p> <p>Utilize data and lessons learned and apply to strengthen Mission Focused Goals</p>	<p>Partner with organizations and coalitions that are compatible and will enhance our mission</p> <p>Appeal to potential partners by highlighting key benefits of organization</p> <p>Work with corporations, businesses and associations to build alliances</p> <p>Diversify new partnerships who are committed to HEAL</p>	<p>Ensure marketing plan creates awareness of the organization and brand</p> <p>Drive engagement through social media</p> <p>Ensure marketing plan includes coalition partners and their success</p> <p>Evaluate the marketing strategies for impact and effectiveness</p>