

2017 IMPACT REPORT

YEARLY HIGHLIGHTS AND IMPACT FROM EAT SMART MOVE MORE SC

Since 2007, Eat Smart Move More South Carolina (ESMMSC) has received \$6.4 million from state and national funding sources, and reinvested those funds into South Carolina's communities as implementation grants, mini-grants, technical assistance, and training opportunities.

ADVOCACY

HEALTHY FOOD & BEVERAGE POLICY

Ensures 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.



Worked with the City of Columbia, which became **THE FIRST SC MUNICIPALITY** to adopt a healthy food and beverage policy

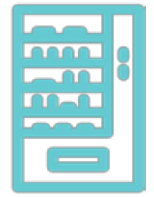
Columbia's policy **INCREASES ACCESS** to healthy food and beverage options for...



133,000
RESIDENTS



2,300
EMPLOYEES



65+

Vending machines will have healthy food and beverage options

TASTE TESTING

Helps vending machine vendors choose healthy items to sell

125+

Government employees & vendors participated in taste tests, in partnership with the American Heart Association, the SC Commission for the Blind, and Working Well, to provide feedback on preferred healthy vending items

COMMUNITY ACTION

LET'S GO! SOUTH CAROLINA

Six counties in South Carolina spent the past three years making their communities healthier. Leaders implemented healthy eating and active living strategies in multiple sectors to increase access to healthy foods and physical activity.

6

COMMUNITIES:
Anderson, Barnwell, Hampton, Kershaw, Laurens, and York

\$1.3
MILLION

Leveraged by communities through grants, donations, and matching funds



36,327

Students have access to healthier school environments



24,736

SNAP recipients have access to fresh produce at farmers' markets



11

Schools and neighborhoods created safer walking conditions as a result of assessments

10

Policies were adopted that support HEAL in various settings (Open Community Use, Complete Streets, Healthy Meetings, etc.)

TECHNICAL ASSISTANCE

Eat Smart Move More SC provides technical assistance by providing training and resources to ESMM chapters and community coalitions focused on increasing access to healthy foods and physical activity.

93%
OF SC POPULATION

Through partnerships and working with ESMM chapters and community coalitions, **ESMMSC IMPACTS 93% OF THE STATE'S POPULATION.**



26

ESMM chapters reaching 31 counties across SC.

WELCOME PICKENS COUNTY!

8 WEBINARS
487 PARTICIPANTS

COLLABORATED WITH PARTNERS to provide webinars on Race Equity and Inclusion, Coalition Leader Toolbox, Nutrition Assistance Program and Farmers' Markets, and Local Food Policy Councils



DEVELOPED HEAL RESOURCES for ESMM chapters and community coalitions: Coalition Leader Toolbox and Options for Action Booklet

YOUTH ENGAGEMENT

THE HYPE PROJECT

The Healthy Young People Empowerment (HYPE) Project is a curriculum-based program that teaches middle and high school students across the state how to make healthy changes happen in their communities by working with community leaders to advocate for sustainable change.

16 HYPE TEAMS
11 COUNTIES
198 PARTICIPANTS



■ HYPE Teams since 2012
■ Current HYPE Teams

HYPE Teams focus on healthy eating and active living strategies in their communities, such as park improvements, walking assessments, and healthy food choices at concessions stands.

56.25%
ACTIVE LIVING
6.25%
UNDECIDED

18.75%
HEALTHY EATING
18.75%
BOTH



The York County HYPE Team partnered with Lowe's Home Improvement to beautify Blue Eagle Academy's outdoor recreation area, **IMPACTING 100 STUDENTS.**



The Kershaw County HYPE Team purchased blenders to help concessions stands provide **HEALTHY BEVERAGE OPTIONS.**



The Florence HYPE Team **INCREASED ACCESS TO SOUTH PARK** by working with the City of Florence to install way-finding signage.

