



2018

ANNUAL REPORT



MAKING THE HEALTHY CHOICE,
THE EASY CHOICE



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Dear Friends,

Thank you for your tireless work to support the achievement of wellbeing for all in your community. Your efforts are appreciated, valued, and vital to the health of our population. Every successful organization has a set of core values that lay the foundation of who you are, what you do, and your future direction. Equity, sustainability, leadership, adaptability, service, connection, collaboration, and alignment with evidence are core values of Eat Smart Move More South Carolina (ESMMSC). I am proud of this organization's success, excited for the future, and honored by the privilege of serving as Board Chair.

It's through these core values that we help make the healthy choice the easy choice across South Carolina for those we touch in the communities we serve. The following successes exemplify how we put our core values into action by ensuring equal access, building capacity, leading through community transformation, advancing new opportunities, and developing and nourishing partnerships.

- Staff helped the cities of Charleston and Columbia and Spartanburg County adopt healthy food and beverage policies. Nearly two million residents and employees in these areas now have healthy food and beverage choices in vending machines and at events and meetings where food is served.
- We awarded over \$31,000 in Let's Go! 3.0 mini-grants to nine communities that will be used to move their healthy eating and active living strategies towards completion. Funding for this opportunity was made possible by the BlueCross BlueShield of South Carolina Foundation, an independent licensee of the Blue Cross Blue Shield Association.
- The HYPE Project reached new heights through a new partnership with the National 4-H program. Staff traveled to the National 4-H Conference and trained 120 youth and adults from 34 states and U.S. Territories on the HYPE curriculum. This new partnership will help shine a bright light on our youth engagement model and South Carolina.

While our core values navigate our direction, it's truly the dedication and work of our partners on all levels that fuel the healthy eating and active living movement. One person, one group, and one organization can create a spark, but we are strongest together. It takes all of us, each having a vital role, to make South Carolina a healthier place to live, learn, work, play, and pray.

Our deepest gratitude to those who are already actively involved in this work. If you find yourself interested but looking for meaningful ways to engage in improving access to healthy eating and active living resources, I urge you to consider giving your time, talents, and expertise to community coalitions. If you're unable to commit time, financial resources go a long way in supporting the strategic priorities that positively impact the lives of many people. Visit www.eatsmartmovemore.org to make a financial contribution, or to find a coalition near you. Have a healthy, active, and joyful year!

Best in health,

Jen Wright

Jen Wright, MPH
Chair, Board of Directors
Eat Smart Move More South Carolina



Vision

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

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

Take Action

Make a positive impact on the lives of South Carolinians by giving a tax deductible gift in support of the healthy eating and active living movement!

What We Do

ESMMSC is a 501(c)(3) non-profit that works with community partners to create healthy eating and active living options where we live, learn, work, pray, and play. Since 2007, we've been helping communities implement evidence-based strategies through a sustainable approach that modifies the environment to make healthy choices practical and available to all community members.

Focus Areas

Advocacy

Advocate for state and local policy changes necessary to support individuals in the adoption of lifelong healthy habits.

Community Action

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

Youth Engagement

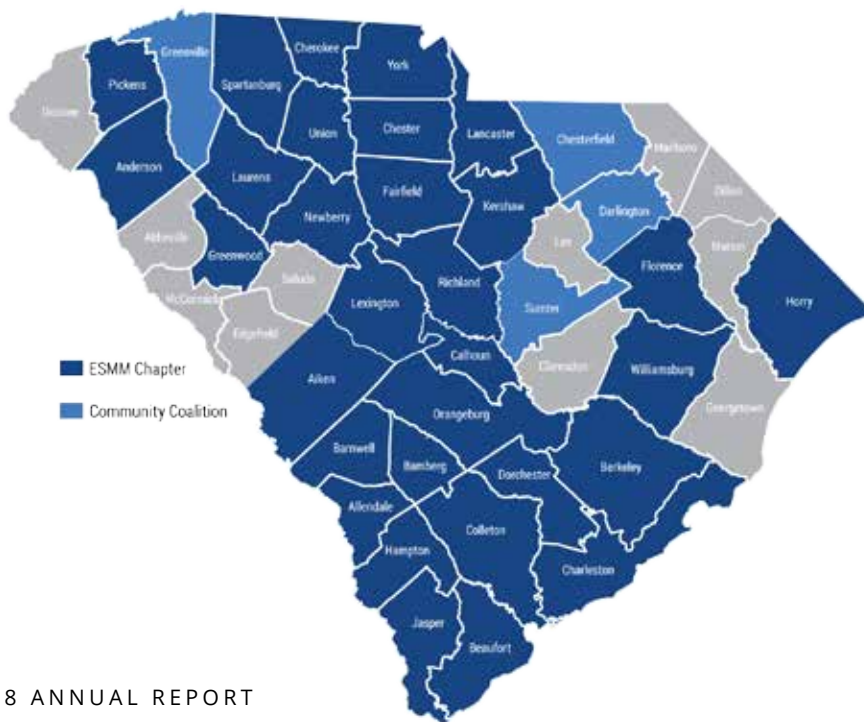
Engage, educate, and empower youth to become champions of change to create healthier communities.

Consumer Awareness

Inspire residents with ideas, information, and tools to live a healthy and active lifestyle.

Reach

We support 26 ESMM chapters and many other health coalitions, which reach 36 counties, covering 93% of the state's population.



93%

OF THE STATE'S
POPULATION
IS IMPACTED BY ESMMSC'S
WORK



\$31,000

GRANTS AWARDED TO
COMMUNITIES



1,901,550

PEOPLE EXPOSED TO
HEALTHY CHOICES IN
VENDING MACHINES



117

YOUTH MAKING HEALTHY
CHANGES IN THEIR
COMMUNITIES



19,800

PEOPLE SEEKING HEALTHY
LIFESTYLE CHANGE VIA
LETSGOSC.ORG AND
SOCIAL MEDIA

- Jan Park
Employee Wellness Manager
City of Charleston

Advocacy

Healthy Food and Beverage Policies Adopted

ESMMSC partnered with Voices for Healthy Kids to encourage municipalities to adopt a Healthy Food and Beverage Policy, making it easier for employees and visitors to choose healthy food and beverage options in vending machines. The policy also supports the American Heart Association's Healthy Workplace Guidelines and other nationally-recognized standards, allowing healthy choices during events and meetings that provide food.

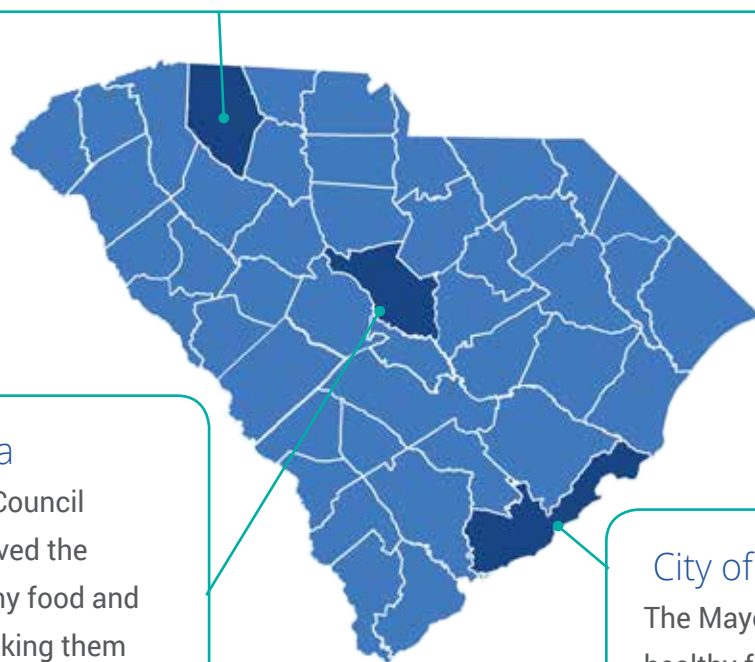
3 POLICIES WERE PASSED
DURING THE CAMPAIGN

1,901,550 EMPLOYEES & RESIDENTS
HAVE HEALTHY CHOICES

County of Spartanburg

The County of Spartanburg became the first county in the state to adopt a healthy food and beverage policy for vending machines, which was approved by the County Administrator.

308,350 EMPLOYEES & RESIDENTS HAVE
ACCESS TO HEALTHY CHOICES



City of Columbia

The Columbia City Council unanimously approved the adoption of a healthy food and beverage policy, making them the first municipality in the state.

818,450

EMPLOYEES & RESIDENTS HAVE
ACCESS TO HEALTHY CHOICES

City of Charleston

The Mayor of Charleston signed a healthy food and beverage policy for city-owned vending machines.

776,750

EMPLOYEES & RESIDENTS HAVE
ACCESS TO HEALTHY CHOICES

"I had no idea that there was a community organization in Orangeburg that gave away free local vegetables. I thoroughly enjoyed talking with the staff, and I went home with FRESH veggies from the produce day. I also volunteered to assist at the next produce day to help give back and support Growing COB."

- Bruce Brown
Community Garden Customer
Growing Calhoun Orangeburg Bamberg



Community Action

New Let's Go! 3.0 Gets Funded

The BlueCross BlueShield of South Carolina Foundation, an independent licensee of the Blue Cross and Blue Shield Association, awarded ESMMSC \$800,000 over a three-year period to help increase the capacity of community coalitions to identify and address barriers to healthy eating and active living. Part of the award will be used to fund small-scale projects that will help communities with their healthy eating and active living initiatives.

\$800,000

COMMUNITY ACTION
WORK OVER THREE
YEARS

2018

2019

2020

Community Mini-Grants: Round One Awards

ESMMSC approved \$31,295 in mini-grants to nine community coalitions seeking to provide residents with access to local healthy options. These awards were part of the first of five Let's Go! 3.0 grant cycles, and are due to end April 2019.

42 APPLICATIONS
RECEIVED

19 NEW ORGANIZATIONS
REACHED

9 APPLICATIONS
APPROVED

\$31,295

MINI-GRANTS AWARDED



Healthy Eating Strategies

*Community Gardens, Farmers' Market
Way-Finding Signage*



Active Living Strategies

*Walking Track Improvements, Disc
Golf Course, Open Community Use,
Water Station at a Trail*

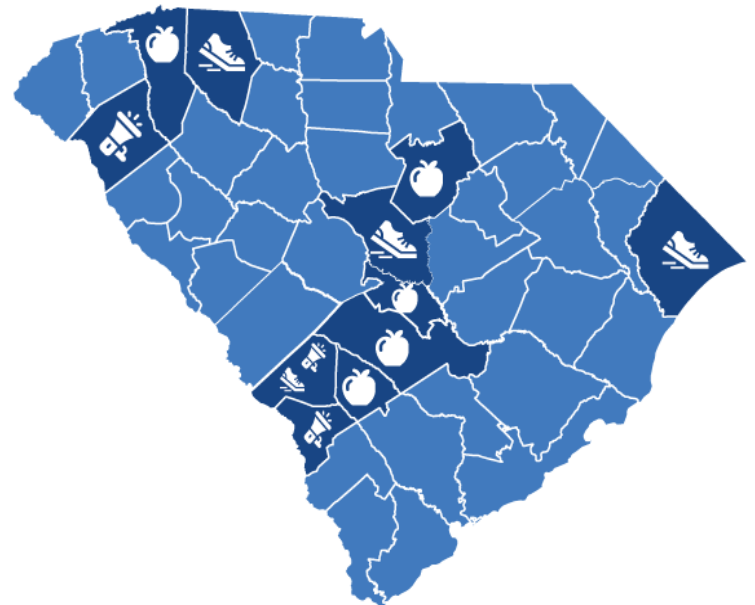


Youth Engagement Strategies

*Safe Walking Path, Open Community
Use, School Playground Clean-Up,
Disability Inclusion at the Park*

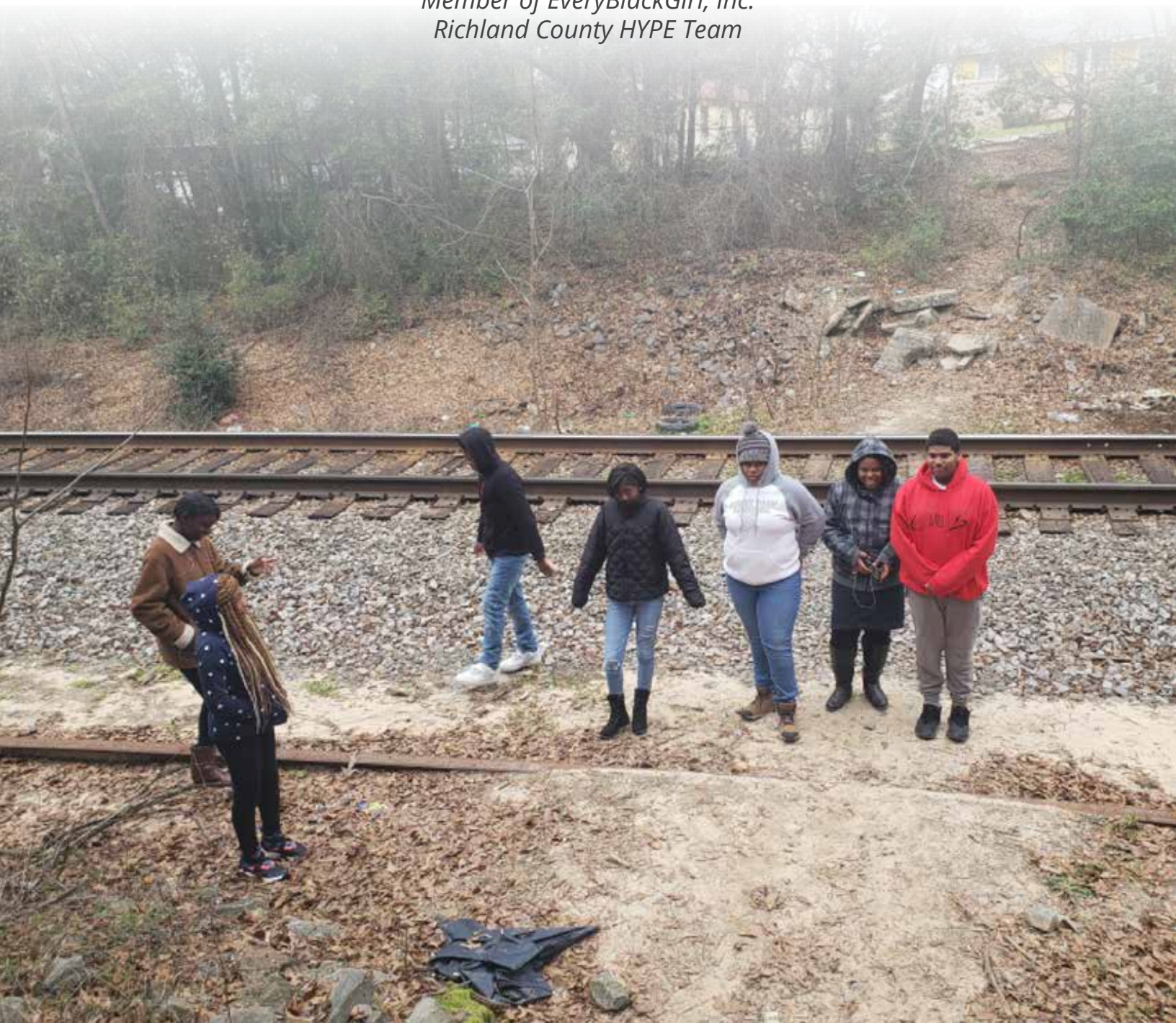
Grants in all 4 Regions of South Carolina

Grantees represent geographically diverse locations around the state. All are in the process of implementing healthy eating and/or active living projects.



“EveryBlackGirl’s Hype Project was a learning experience. It was fun and different. It was important to me because we are making a difference at such a young age. We were also opening the door for future opportunities. For me, I learned that no matter what your age is, you can make a difference.”

- Angel, age 14
Member of EveryBlackGirl, Inc.
Richland County HYPE Team



Youth Engagement

New HYPE Project National Partnership

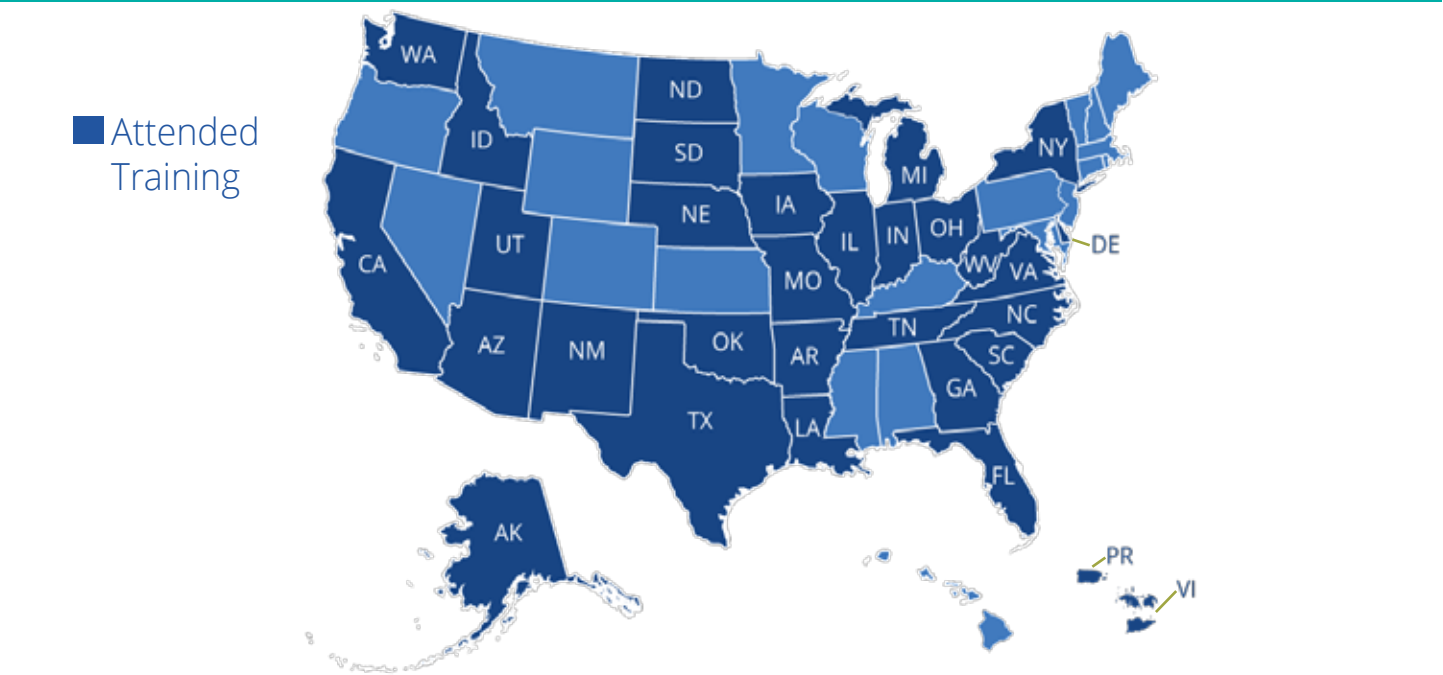
The HYPE Project caught the attention of the National 4-H Council and was incorporated into their annual conference in Chevy Chase, Maryland. More than 120 4-H youth and adult leaders from 32 states and U.S. territories spent two days learning about health disparities, community access, and policy, systems, and environmental change.

120+

YOUTH & ADULT LEADERS ATTENDED

32

STATES & U.S. TERRITORIES WERE REPRESENTED



Richland County Youth Focus on Safe Walking

The Richland County HYPE Team, under EveryBlackGirl, Inc., identified an unsafe and well-traveled path connecting three schools and two neighborhoods. Youth worked with school administrators and residents to coordinate a neighborhood clean-up day and made the area cleaner and more appealing. The HYPE Team continues to focus on making the area safer for students and residents who use the path to access school, the grocery store, Drew Wellness Center, and friends.

POPULATION IMPACT

Edgewood Neighborhood.....2,118

Belvedere Neighborhood.....1,679

W.A. Perry Middle School.....352

Watkins-Nance Elementary School.....359

C.A. Johnson High School.....391

4,899

STUDENTS & RESIDENTS HAVE SAFER WALKING CONDITIONS TO SCHOOL AND SURROUNDING AREAS



"I enjoyed interacting with other youth and being able to see what other HYPE projects are taking place throughout South Carolina."

"The Summit was motivational, and the DJ was great!"

"I liked interacting with and meeting new people, and the dancing. That was fun!"

- Youth Attendees of the Youth Summit



"I gained a lot of information I needed and plan to use ASAP to help me in my day to day work."

"The Summit allows for great networking and sharing of ideas from stakeholders across the state. There's always something to learn."

- Attendees of the Leadership Summit for Healthy Communities

Training & Development

Youth Summit: Teens Stand and Deliver

More than 150 teenagers and adults from across South Carolina attended the 6th Annual Youth Summit on July 27 at The Meeting Place Church in Columbia to learn about youth-led policy changes, advocacy, and leadership skills. The Summit featured Leading to Change, a nationally-recognized team building and engagement training agency, and six breakout sessions.



160 YOUTH AND ADULT
ATTENDEES

13 COUNTIES
REPRESENTED

6 BREAKOUT
SESSIONS

5 SPEAKERS

Leadership Summit Lands in Spartanburg

For the first time, the Leadership Summit for Healthy Communities was held in Spartanburg, SC, on October 29 and 30 for more than 200 healthy eating and active living specialists and community coalition members in the Carolinas. Keynote speakers included: Fran Butterfoss, President of Coalitions Work; Dr. Darryl Owings, Superintendent of Spartanburg School District Six; and Christina Cody, South Carolina’s first Robert Wood Johnson Foundation Culture of Health Leader.

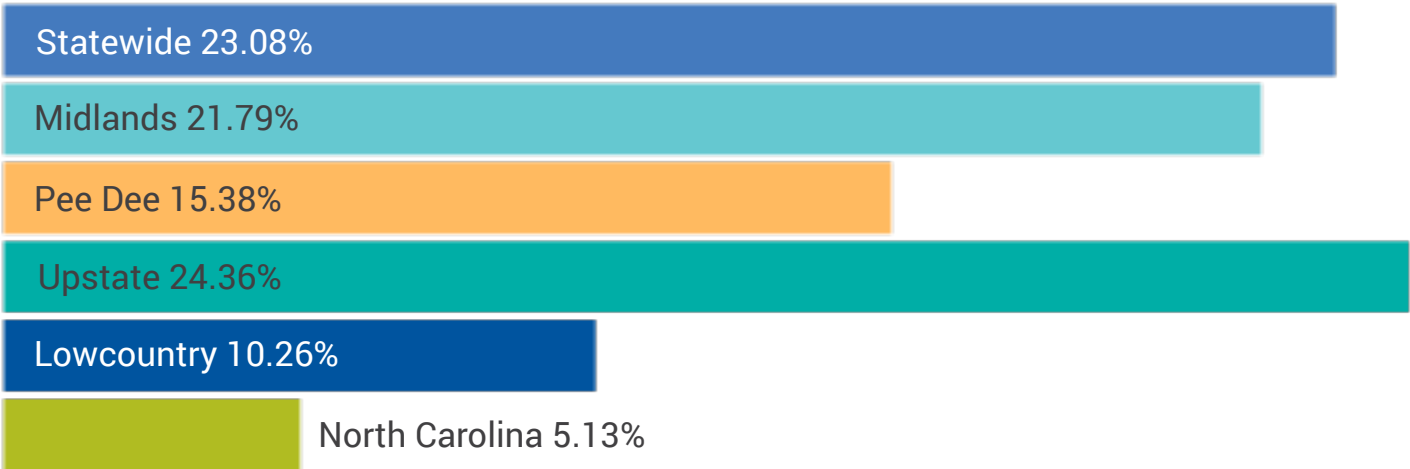


228 ATTENDEES

43 SPEAKERS

24 PRE-CONFERENCE &
BREAKOUT SESSIONS

Leadership Summit Attendees by Region



Consumer Awareness

Letsgosc.org Receives International Award

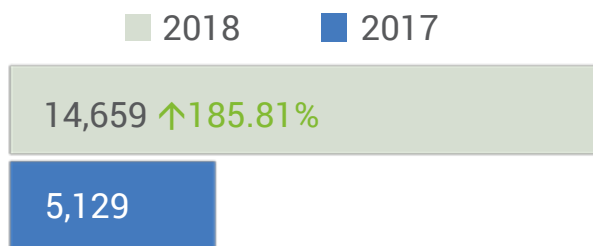
The Letsgosc.org website, in collaboration with Splash Omnimedia, was awarded the Communicator Award of Distinction for Outstanding Website Design. The Communicator Awards is the leading international awards program honoring creative excellence and is widely recognized as one of the largest awards of its kind in the world.



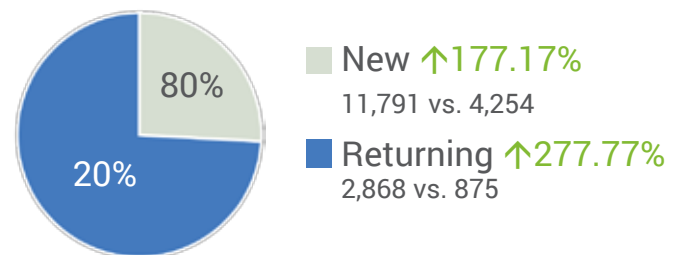
More Consumers Turning to Letsgosc.org

Letsgosc.org is becoming the reputable source for all things healthy eating and active living in South Carolina. In 2018, the website and social media platforms experienced a jump in reach and engagement due to increased marketing efforts, proving that South Carolinians and out-of-state visitors are interested in leading healthy lifestyles.

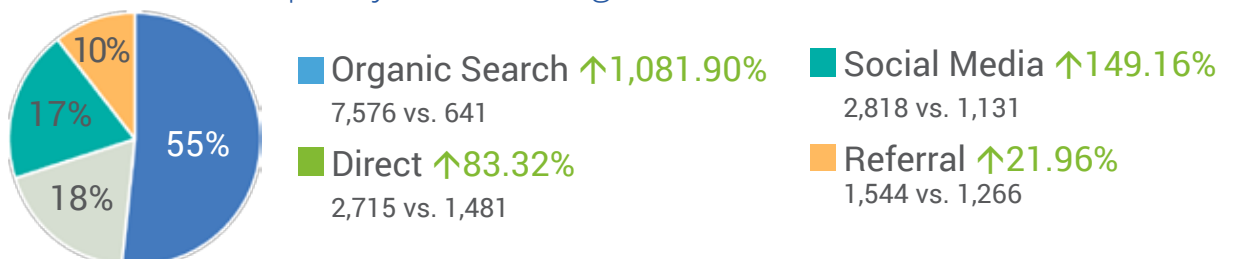
Total Number of Visitors



New & Returning Visitors



Top Ways of Reaching the Website



Social Media Activity (2018 vs. 2017)

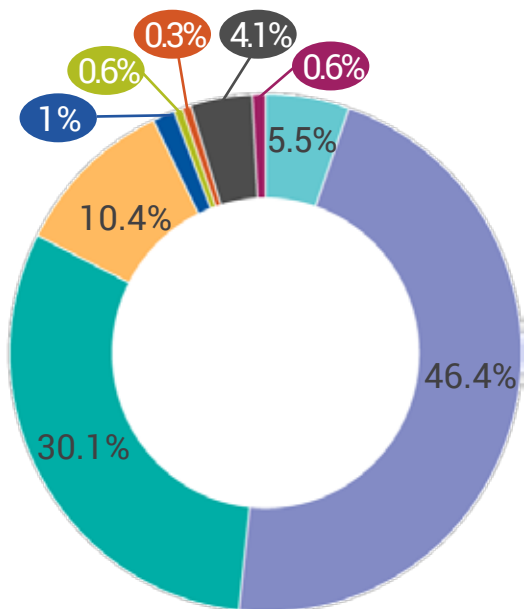
	Fans	Posts	Engagement	Impressions
	4,614 ↑13.9%	268 ↑17%	29.2k ↑332%	860k ↑115%
	1,456 ↑2%	61 ↑100%	1,401 ↑100%	37.5k ↑21.6%
	994 ↑2.5%	204 ↑26%	1,250 ↑640%	61.3k ↑589%

Financials

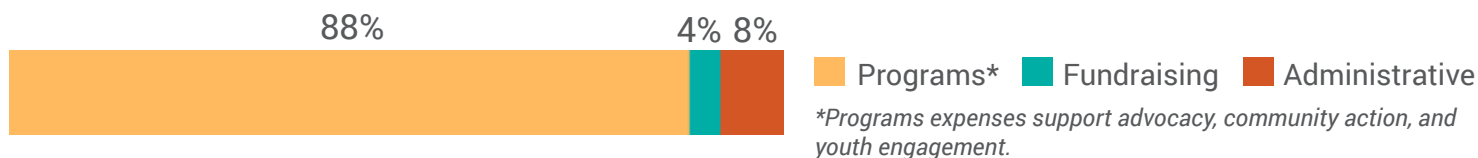
State of activity for the year ending December 31, 2018.

2018 Income

SCDHEC	\$437,285
BlueCross BlueShield of SC Foundation	\$288,347
Voices for Healthy Kids	\$ 98,412
Sponsorships	\$ 52,015
Contracts	\$ 38,776
USC Disability Grant	\$ 14,080
Individual Giving	\$ 5,395
National 4H	\$ 5,346
USDA Grant	\$ 2,938
	\$942,594



2018 Expenses



2018 Funders



Take Action

Make a positive impact on the lives of South Carolinians by giving a tax deductible gift in support of the healthy eating and active living movement! Visit www.eatsmartmovemoreesc.org and give today.





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