



IMPACT REPORT '19

MISSION

We advance community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian where we live, learn, work, play and pray.

Our work impacts **94%** of the state's population in **37** counties by collaborating with local Eat Smart Move More chapters and community coalitions. Staff members have a presence on each of these coalitions and provide expertise and guidance on capacity building, strategic planning, implementation, and evaluation.

ADVOCACY • COMMUNITY ACTION • YOUTH ENGAGEMENT • CONSUMER AWARENESS

ADVOCACY: HEALTHY BUCKS

Healthy Bucks incentivizes fruits and vegetables purchases for SNAP participants at farmers markets and food co-ops. SNAP incentives can support South Carolina's economy and health efforts.

713,977

SOUTH CAROLINIANS WILL BENEFIT FROM A STRENGTHENED HEALTHY BUCKS



\$2.7M

POTENTIAL ECONOMIC IMPACT OF HEALTHY BUCKS

356

FARMERS MARKETS AND ROADSIDE STANDS IN SOUTH CAROLINA



ONLY 27

FARMERS MARKETS AND ROADSIDE STANDS PARTICIPATE IN HEALTHY BUCKS



1,060

SOUTH CAROLINIANS SIGNED THE PETITION IN SUPPORT OF HEALTHY BUCKS

"Since I found out about [Healthy Bucks], I've gone from being 300 pounds to 175 pounds, and I've been able to come off of ten prescription medications."

Sarah Vandeveld
Spartanburg



COMMUNITY ACTION: LET'S GO MINI-GRANTS

Let'sGo! 3.0 is a mini-grant program that funds multiple communities' small-scale projects and helps catapult their healthy eating and active living initiatives.

\$61,714

FUNDS DISTRIBUTED TO **19** COMMUNITIES IN SC



\$80,699+

FUNDS LEVERAGED BY **19** COMMUNITIES



3,707

BREAKFASTS SERVED TO LEXINGTON COUNTY HIGH SCHOOL STUDENTS DURING FUNDING PERIOD



200

STUDENTS IN CHEROKEE COUNTY USE THE COMPLETED WALKING TRACK BEFORE SCHOOL



157

STUDENTS IN NEWBERRY COUNTY HAVE ACCESS TO NEW PERMANENT PLAYGROUND EQUIPMENT

"Since Grassy Pond is in a rural area, most people can't actually walk to school. Having the track allowed us to give each grade 30 minutes of time to walk with their friends [on Walk to School Day]."

Josh Arthur
Grassy Pond
Elementary School
Cherokee County



YOUTH ENGAGEMENT: THE HYPE PROJECT

The Healthy Young People Empowerment (HYPE) Project is a curriculum-based program focused on teaching youth leadership and advocacy skills for making policy, systems, and environmental changes.



\$7,500

FUNDS DISTRIBUTED TO **13** AME CHURCHES IN SC



34

POLICIES WERE ADOPTED BY ALL **13** AME CHURCHES



3,317

BAMBERG RESIDENTS HAVE ACCESS TO NEW EQUIPMENT AT THE LOCAL PARK



200

BAMBERG JOB CORPS STUDENTS HAVE HEALTHY CAFETERIA MEALS DUE TO THE CAMPUS GARDEN



10

SALUDA COUNTY YOUTH CONDUCTED A PHOTOVOICE PROJECT TO IDENTIFY THEIR COMMUNITY PROJECT

"I think [The HYPE Project] has a big impact. When we first heard about it, we really didn't know what it was. It really helped us grow."

Amari Rogers, 16
Pine Grove AME
Church
Columbia



EDUCATION & TECHNICAL ASSISTANCE

OUR WORK IMPACTS

13 State-Level Coalitions
37 Counties
54 Community Coalitions
270 Municipalities
4.8M South Carolinians



Staff members provide learning opportunities and technical assistance to youth, community coalitions, and partners to help build their skills and move their community work forward.

248 PUBLIC HEALTH ADVOCATES ATTENDED THE LEADERSHIP SUMMIT FOR HEALTHY COMMUNITIES

160 YOUTH, ADULT ADVISORS, AND PARTNERS ATTENDED THE YOUTH SUMMIT TO LEARN ABOUT YOUTH ENGAGEMENT

1,537+ TECHNICAL ASSISTANCE SESSIONS WERE PROVIDED TO:
• 80 LET’S GO! 3.0 MINI-GRANT APPLICANTS
• 54 COMMUNITY COALITIONS
• 18 HYPE TEAMS
• 10 HEALTHY PEOPLE HEALTHY CAROLINAS COALITIONS
• 13 STATE-LEVEL COALITIONS

32 TRAININGS WERE PROVIDED TO PARTNERS AND COMMUNITY LEADERS ON THE FOLLOWING TOPICS:
• ADVOCACY & LEGISLATIVE POLICY
• COMMUNITY GARDEN ADVOCACY
• COMPLETE STREETS
• EVALUATION
• FAITH, ACTIVITY, AND NUTRITION
• HEALTH EQUITY
• RACE EQUITY
• THE HYPE PROJECT

FUND DEVELOPMENT



\$5,593 RAISED BY STAFF DURING MIDLANDS GIVES

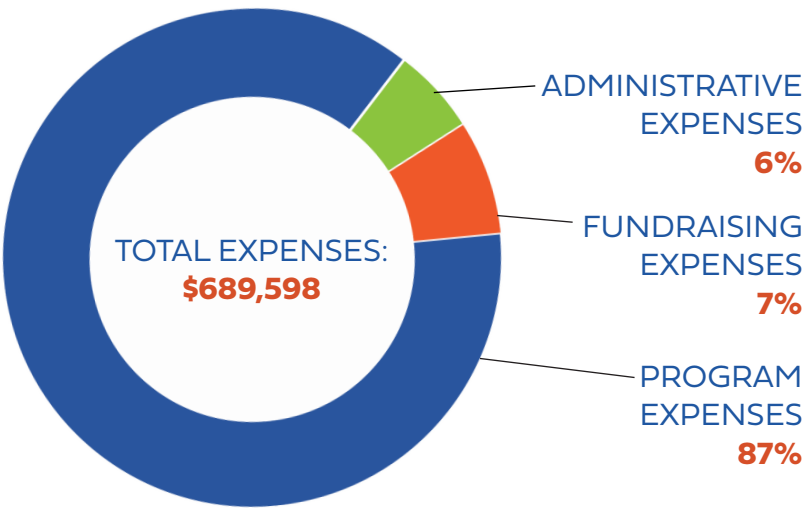
16,786 SOCIAL MEDIA REACH DURING THE CAMPAIGN



Leadership Summit for Healthy Communities Sponsors



FINANCIALS



Our Funders



HOW WILL YOU HELP?



DONATE TODAY

Your donation will help fund community projects that increase access to safe places for physical activity and healthy food.
Donate online at www.eatsmartmovemore.org or call us at 803-667-9810.

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