Health in all Policies

Connecting the Dots
Greenville County, South Carolina
Greenville, SC

- Population of over 451,000
- 70% white, 18% African American, 8% Hispanic, 4% other
- 60% of adults and 41% of children are overweight or obese
- 48.3% do not meet CDC recommendation for physical activity (40% physically inactive)

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South Carolina

• Population of over 4,625,000
• 65% white, 30% African American, 5% other
• Other than GSA metropolitan area, Columbia, Myrtle Beach and Charleston, state is mostly rural
• Home of the “corridor of shame” – Interstate 95
• SC – 5th highest obesity rate for adults in the nation; 13th highest for children
Vision:
Greenville County is a place where the healthy choice is the easy choice for all.

Mission:
LiveWell is a local collaborative that exists to help create and maintain a healthy community through the promotion and support of policies, systems and environments that make the healthy choice the easy choice.
Snapshot

Piedmont Health Foundation convener of loose coalition - 2007

Local childhood obesity study (41% overweight/obese) – released in 2008

Cross-sectoral commitment to a Leadership Team (ACHIEVE grant) - 2009

Convergence of efforts with common vision – Healthy Kids Healthy Greenville - 2009
Leadership Team

Debi Bush - Greenville County Schools Trustee
Pam Davis - City of Greenville
Eleanor Dunlap - YMCA of Greenville
Lillie Hall - Greenville County Health Department
Hank Hyatt - Greenville Chamber of Commerce
Erika McCleskey - BOOST/United Way
Bob Mihalic - County of Greenville
Alicia Powers - Furman University

Yvonne Reeder - Nicholtown Neighborhood Association
Katy Smith - Piedmont Health Foundation
Robin Stelling - Greenville Hospital System
Mike Teachey - Greenville County Recreation District
Tiffany Wedmore - Greenville County Planning Commission
Maxim Williams - Bon Secours St. Francis Health System
Looking Back

RWJ grant awarded in 2009

Broad-scale planning retreat – March 2010

• Use of framework – MAPPS

• Invited more partners to the table, facilitate broader ownership and buy-in

• Created a focused community action plan

• Used tools and templates, engaged facilitative leaders for work groups

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Elements of Success

- Greenville County Schools
- PTAs
- CHOOSY Kids
- Safe Routes to School
- CATCH
- Food and Nutrition Services
Elements of Success

- Color Me Healthy
- Existing programs and partners
- First Steps
- After School Alliance
- Greenville County Child Care Association

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Elements of Success

- Mobile Markets
- Grocery Stores
- Community Gardens
- Farmer’s Markets
- Fruits and veggies at convenient stores

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Elements of Success

Physical Activity

- Activate
- Social groups and clubs
- Private facilities and programs
- TRAC Funding
- GCRD and municipal rec facilities and programs

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Elements of Success

Health Care

- MD Protocols and Standards
- Community-based Nursing
- Mobile Med Unit from BSSF
- Patient Ed. at Free Medical Clinic
- Healthy Lifestyles Clinic at GHS

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Elements of Success

Viola Street, Haynie-Sirrine, Nicholtown

Parks, sidewalks, housing

Community Centers

Congregations

Networks, Social Clubs

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How do we connect the dots to create a healthy community?
Creating a healthy community with a Community Action Plan
Target for Change

Geographic Scale

Population Scale

Entire Population
Multiple Sectors
Single Sector
Individual

Source: ACHIEVE (Action Communities for Health, Innovation and Environmental Change)
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Looking Back

CAP plans complete – fall 2010

Branding and website completed – December 2010

LiveWell Greenville launched – January 2011

2007 – 2011 = 3 years of ground-work!
BI-LO Charities  Bon Secours St. Francis Health System  BOOST  City of Greenville  City of Greenville, Parks and Recreation  Clemson University Institute for Neighborhood and Family Life  Communities in Schools  County of Greenville  DHEC  District 1 PTA  Earth Fare  Eastside Pediatrics  Eat Smart, Move More SC  Fox Carolina  Furman University  Greenlink  Greenville Chamber of Commerce  Greenville County Child Care Network  Greenville County First Steps  Greenville County Health Department  Greenville County Medical Society  Greenville County Planning Commission  Greenville County Recreation District  Greenville County Schools  Greenville Forward  Greenville Hospital System  Greenville Tech Culinary Arts  Junior League of Greenville  Loaves and Fishes  New Horizon Family Health Services  Nicholtown Community Association  Piedmont Health Care Foundation  SC Business Coalition on Health  Sterling Community Center  Sterling Neighborhood Association  United Way of Greenville County  Upstate Hunger Coalition  WYFF  YMCA of Greenville  Zest Quest
At School

At Work

Around Town

Before and After School

At the Doctor

At Mealtime

For Fun
LiveWell Greenville Video

available at www.livewellgreenville.org
Connecting the Dots –
All policy is health policy

- Congregations
- Community Gardens
- Neighborhoods
- Community Centers
- Networks, Social Clubs
- Parks, sidewalks, bike lanes
Nicholtown Video
available at www.livewellgreenville.org
LiveWell Greenville

- Schools
- Businesses
- Churches
- Child Care Providers
- Food Service
- Health Care Professionals
- Recreation Providers
- City/County Govt.

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City of Greenville Video

http://www.youtube.com/watch?v=d9-3nX-vF_E&feature=youtu.be
Connecting the Dots – other examples

**CATCH** – school, after school, at the doctor

**After School** – individual centers, multi-site providers, county network, state alliance, DSS

**Around Town** – school siting, active transportation infrastructure, policy alignment
Fundamentals for LiveWell Greenville

- Leadership and Engagement
- Operational Model
- Partnership and Ownership
- Branding and Communications
- Funding
- Connections – local, state and national
Leadership and Engagement

• Cross-sector involvement – find the right people (*CEO & grass-roots level*)
• Sales pitch – why?
• Clearly defined roles, expectations and training
• Trust and confidence
Connections – local, state, national

- Leadership Team - local connections
- Partners involved at state level
  
  \((SCPRT, ESMMS, SCDHEC, SC Dept. of Ed, etc.)\)
- Support national efforts
  
  \((NRPA, SOPHE, Y-USA, Healthier Future, etc.)\)
VISION
Healthy eating and active living are essential parts of the everyday culture in South Carolina where we live, learn, work, pray and play.

MISSION
The mission of Eat Smart, Move More SC is to lead a unified movement to make the healthy choice the easy choice.
4 Priority Areas

Advocacy – Champion and advance local and statewide legislation, policy and funding that enhance healthy eating and active living

Communication – Create public awareness of healthy eating and active living

Training – Strengthen and sustain the capacity and infrastructure to address healthy eating and active living

Supporting Local Action – Guide and support the use of best and promising practices to address healthy eating and active living
SC Community Action

Eat Smart Move More
Eat Smart Move More Aiken County
Eat Smart Move More Allendale County
Eat Smart Move More Charleston-Tricounty (Charleston, Berkeley, and Dorchester)
Eat Smart Move More Colleton County
Eat Smart Move More Fairfield County
Eat Smart Move More Florence County
Eat Smart Move More Hampton County
Eat Smart Move More Horry County
Eat Smart Move More Kershaw County
Eat Smart Move More Lexington County
Eat Smart Move More Lowcountry (Beaufort and Jasper)
Eat Smart Move More Orangeburg County
Eat Smart Move More Richland County
Eat Smart Move More York County

Community Groups
Nutrition Education and Exercise for Diabetes Stabilization (Allendale)
DocLink (Anderson)
Anderson Complete the Streets
Chester Community Coalition
Low Country Diabetes Initiative (Beaufort)
North Charleston Achieve Grant
Chesterfield County Coordinating Council
Pioneering Healthier Community (Darlington, Chesterfield)
Fairfield Community Coordinating Council
Upper Midlands Rural Health Network (Fairfield)
Healthy Kids Healthy Greenville
Greenville Forward Health and Wellness Task Force
LiveWell Greenville
Healthy Greenwood Neighborhoods
Estil Action Oriented Council (Hampton)
LiveWell Blythewood (Richland)
YMCA Achieve (Richland)
Partners for Active Living (Spartanburg)
Hub City Farmers’ Market (Spartanburg)
Childhood Obesity Task Force (Spartanburg)

Possible Eat Smart Move More Chapters
Eat Smart Move More Anderson
Eat Smart Move More Chester
Eat Smart Move More Lancaster
Eat Smart Move More Newberry

REGION 1
REGION 2
REGION 3
REGION 4
REGION 5
REGION 6
REGION 7
REGION 8
Options for Action

Getting Started
Select your desired setting by clicking the [+] sign. Each tab within the setting contains a unique set of Goals, Objectives, and Tools to guide your obesity prevention efforts.

<table>
<thead>
<tr>
<th>Setting</th>
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<tbody>
<tr>
<td>Child Care/Preschool</td>
<td>[+]</td>
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<tr>
<td>Community</td>
<td>[+]</td>
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<tr>
<td>Faith</td>
<td>[+]</td>
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<tr>
<td>Health Care</td>
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<td>School</td>
<td>[+]</td>
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<tr>
<td>Worksite</td>
<td>[+]</td>
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</tbody>
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Through implementation of the SC Obesity State Plan, ESMMSC is working to make the healthy choice the easy choice where we live, learn, work, pray, and play. The SC Obesity State Plan is organized by settings where we spend most of our time and that influence the choices we make regarding healthy eating and active living. These settings include:

- Child Care/Preschool
- Community
- Faith
- Health Care
- School
- Worksite

Options for Action (OFA) is the how-to guide for implementing the SC Obesity State Plan on the local level. The Goals and Objectives contained in OFA utilize policy, environmental, and systems change strategies to address healthy eating, active living, and obesity prevention. OFA also provides setting specific Tools for planning and implementing best and promising practices. Through implementation of OFA, more and more partners across the state are becoming champions for the SC Obesity State Plan.

Guidance Documents

- OFA Goals and Objectives
- OFA Goals for Milestone 2
- Eat Smart, Move More Action Plan Template
- Eat Smart, Move More Action Plan Template Instructions
- ESMM Community Priority Checklist
- Community Assessment Matrix
- Capacity Building using Options for Action
- Using Options for Action to Guide and/or Frame Implementation Activities
A few examples from more rural communities

• Walterboro –

• Kershaw County –
  – Bike routes, bike racks (partnership with SCDOT to install Share the Road signs)
  – Upgrades to Scott Park (lighting and grading)

• Fountain Inn –
  – Farmer’s Market
  – Greenway
Building Stronger Connections

- CDC
- NRPA, Y-USA, SOPHE - ACHIEVE
- Robert Wood Johnson Foundation
- Partnership for a Healthier Future
- Community Commons
How do you connect the dots to create a healthy community?
Eleanor Dunlap
Lead Facilitator
edunlap@livewellgreenville.org
(864) 230-6127
Additional slides
Operational Model

- Non-profit vs. coalition
- Coalition host & MOA
- Staffing – mixed model – recruit the expertise needed
- Governance – “articles of collaboration”
- Internal communications
Partners share the vision and commit to playing a role in the CAP
• Individuals and organizations
• Commit funding, in-kind or labor
• Open engagement process
• LiveWell is support – not “umbrella”
• Credit where credit is due – recognize who is in the driver’s seat
Branding and Communications

- Positive branding – engaging and vibrant
- Call to Action
- Speaks to all sectors and the public
- Coalition positioning
- Thorough analysis of messaging
- Engage the insiders

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Funding

• Local partners leverage funding
• Pool of funding to launch coalition
• Mixed funding model – in-kind, grants, sponsorships
• Sustainable sources
• Grants to LiveWell vs. grant to partners