

# Let's Go Colleton County

Reversing the Epidemic of Childhood Obesity Through  
Demonstration of a Community-Based Obesity  
Prevention Model that Works





## ***VISION***

*Healthy eating and active living are essential parts of the everyday culture in South Carolina where we live, work, learn, pray and play.*

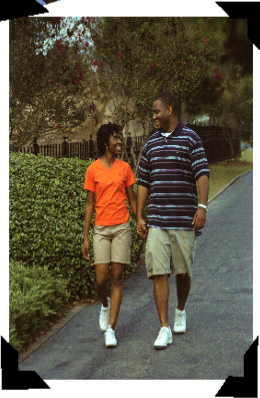
## ***MISSION***

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

**A Strategic Framework for Action**

# Moving South Carolina Towards a Healthy Weight:

*Promoting  
Healthy  
Lifestyles and  
Healthy  
Communities*



**A Strategic Framework for Action**

# Moving South Carolina Towards a Healthy Weight

*Supplement:  
Options  
For  
Action*



**Comprehensive  
Nutrition and  
Physical Activity  
Approaches to  
Address Obesity**





## 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

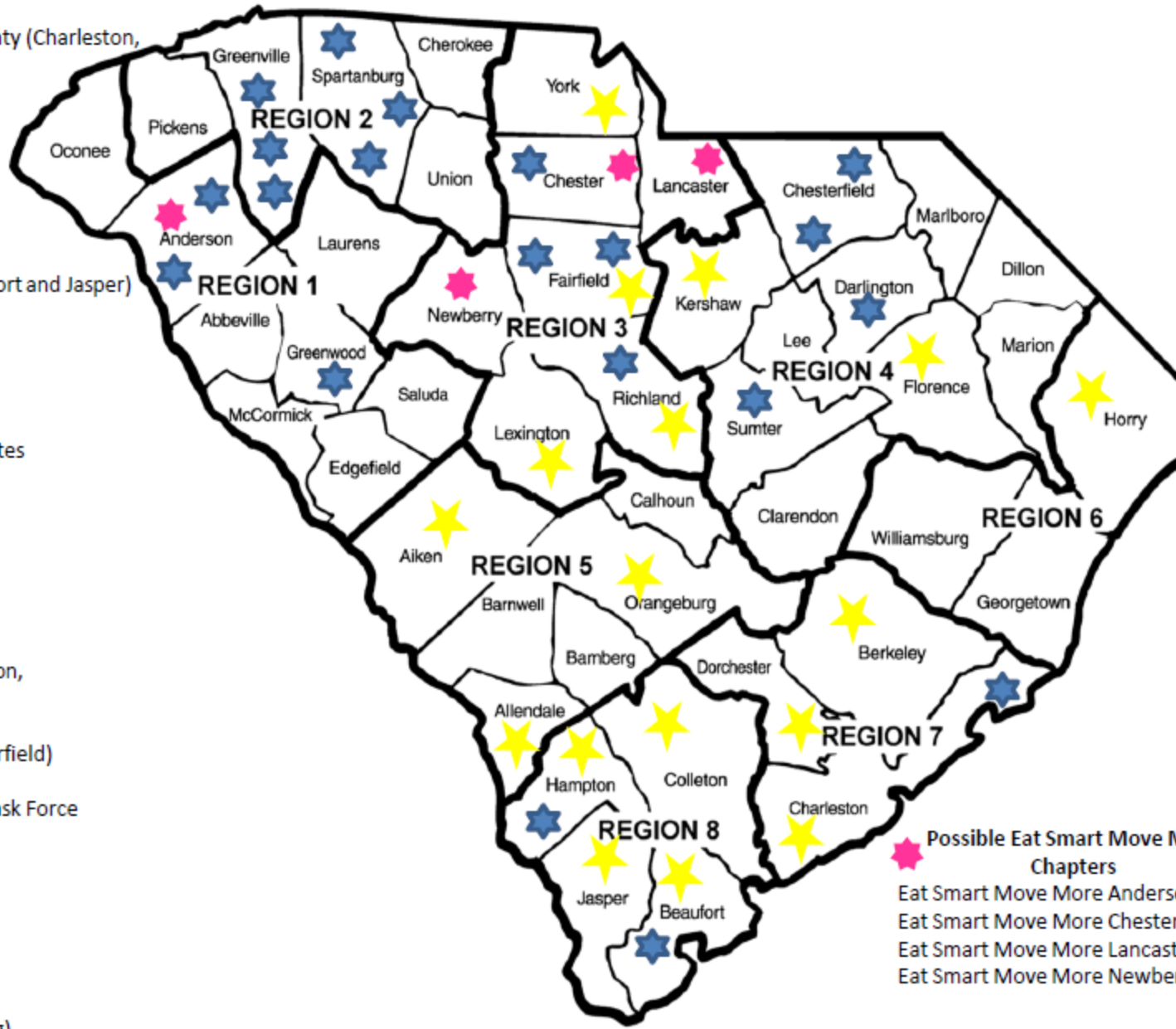
# SC Community Action

## Eat Smart Move More

- Eat Smart Move More Aiken County
- Eat Smart Move More Allendale County
- Eat Smart Move More Charleston- Tri County (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 Newber

# Healthy Community Project, 2009

1. Identify and support one community in South Carolina that is ready to undertake a multi-sector, comprehensive approach to address the risk factors of obesity through policies and projects.
2. Develop a comprehensive community action plan that provides citizens with increased access to affordable, healthy foods and opportunities to be physically active.
3. Utilize Options for Action which are Eat Smart, Move More SC's recommended strategies and activities to combat obesity. Using Options for Action assures that all initiatives are policy are environmentally driven and have evidence of success.



**BlueCross BlueShield  
of South Carolina  
Foundation**

BlueCross BlueShield of South Carolina Foundation and its Parent, BlueCross BlueShield of South Carolina, are Independent Licensees of the Blue Cross and Blue Shield Association.



# Community Application Process

- **Community Support**
- **Demographics**
- **Coalition work**



# Assessment and Planning Phase

## The community assessment included:

- key informant interviews
- a community survey
- GIS mapping of community assets and barriers for promoting healthy eating and active living, and
- The Rural Active Living Assessment

## Strategic Planning

- We conducted a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis to identify internal and external factors that may impact short and long-term success, and to guide solutions for mitigating barriers the stakeholders may face in implementing the plan.



# Comprehensive Community Action Plan Implementation Plan Funded!

## Four Settings

1. Worksites
2. Faith-Based
3. Community-at-Large
4. Schools & Childcare



Colleton  
Medical Center

Life is a gift. Live it well.®



# Worksites

## Policy & Environmental Changes to Support:



- **Healthy Food Environments at Work**
- **Breastfeeding-Friendly Workplaces**
- **Employee/Staff Wellness Programming**

# Faith-Based



- Utilize the Faithful Families Eating Smart & Moving More curriculum from North Carolina
- Award mini-grants to help create or enhance health ministries and policy and environmental changes

# Community-at-Large

- **Marked Walking Routes throughout town**
- **Walterboro Farmers' Market**
- **Complete Streets**



# Schools

- Take 10!
- Re-Think Your Drink
- Joint Use Agreements
- School Gardens
- School Wellness Teams
- Healthy Food Options at School
- Safe Routes to School
- Before/After School Walking/Running Clubs
- School Wellness Conference
- CATCH district wide
- Middle School Programming



# Child Care

## ESMMSC Grow Healthy Toolkit

- NAP SACC
- Color Me Healthy
- School Gardens
- School Events
- Staff Wellness
- Technical Assistance



# Project Logic Model

	Context	Inputs: Activities and targets	Implementation	Organizational outcomes	Individual behavior outcomes	Health Outcomes
Chain of Events Logic Model	<p>3 Middle Schools</p> <p>6 Elementary Schools</p> <p>Bells</p> <p>Colleton County School District</p> <p>Colleton Preparatory Academy</p> <p>City of Waterboro</p> <p>Colleton County</p> <p>Project coordination provided by Eat Smart Move More Colleton County</p>	<p><i>Instruction</i></p> <p>Providing [what grade level] elementary school teachers with CATCH training, materials, &amp;TA; Take 10 Training and materials; and Re-Think your Drink Toolkits will facilitate the development of skills and confidence among teachers to carry out model programs and encouraging school environment and policy change by providing schools with Model Wellness Policy, funds for school walking/running clubs, and School Wellness conference; facilitating the development of school gardens and Safe Routes to School; and working with school food services to improve meal and snack options</p> <p><i>School Environment</i></p>	will result in the implementation of model programs and policies supportive of healthy lifestyles in the school setting	<p>which will result in school environments that promotes &amp; supports physical activity &amp; healthy eating by providing:</p> <p>1) more opportunities for physical activity during and after the school day;</p> <p>2) opportunities for healthful eating at school;</p> <p>3) strengthening social support &amp; adult modeling of physical activity and healthful eating; and</p> <p>4) developing, strengthening, and/or enforcing policies which</p>	will result in increased physical activity and improved dietary practices in school age youth	Will result in appropriate BMI
Measurement Component/Purpose	Contextual information related to community environment, school climate, and school district leadership, and Eat Smart Move More Colleton County partnerships	<p><u>Process: Dose delivered and received:</u></p> <p>1) Documentation of training, distribution of materials, conference, and technical assistance;</p> <p>2) Training evaluation</p>	<p><u>Process: Fidelity &amp; completeness and student response</u></p> <p>Assess model program and policy implementation</p>	<p><u>Outcome: Organizational change</u></p> <p>Assess school policies and practices related to the availability of PA opportunities, availability of F&amp;V for snacks &amp; meals, and Wellness Policies</p>	<p><u>Outcome: Individual behavior change</u></p> <p>Increased PA and F/V consumption</p>	BMI
Time frame	Once per year in Spring semester	Documentation takes place as activities happen; training evaluation takes place at end of training sessions	End of each semester	Once per year in Spring semester	Beyond scope of this evaluation, but included to show step in connection to BMI	Once per year
Data sources	ESMM Staff and coalition members, school district administrators, school staff	ESMM Staff providing services document activities; teachers, school staff, and school administrators complete training evaluation forms	Teachers, staff, school food service and school administrators; Students	School administrator	Beyond scope of this evaluation, but included to show step in connection to BMI	Students
Measures	Online school climate surveys for school administrators and staff, social network analysis surveys for ESMM staff and coalition members	Documentation of training activities; materials distribution staff records	Structured interviews and/or a survey to assess implementation with key targets; short survey or focus groups with students	Telephone interview	Beyond scope of this evaluation, but included to show step in connection to BMI	Height/Weight collected by school/DHEC

# Three Focus Areas





let's go!

# MONTHLY FOCUS SCHEDULE

March 2011	Let's Go Kick Off Event!
April 2011	Let's Go Biking!
May 2011	Let's Go for a Walk!
June 2011	Let's Go to the Farmers' Market!
July 2011	Let's Go to the Grocery Store!
August 2011	Let's Go H2O!
September 2011	Let's Go Dancing!
October 2011	Let's Go to the Park!
November 2011	Let's Go Cook a Healthy Meal!
December 2011	Let's Go Take 10!
January 2012	Let's Go Grab a Healthy Snack!
February 2012	Let's Go Out to Eat!
March 2012	Let's Go Plant a Garden!

# Leader's Kick Off

- Luncheon: November, 2010
- 75 community leaders in attendance
- “Jump in” cards to engage
- Mayor Chip Johnson of Hernando, MS provided keynote
- Let's Go water bottles. One to keep and two to give away
- Community parades



# Community Billboard



# Let's Go! EXPO

Saturday, March 5th

Colleton Center

*494 Hampton Street*



[letsgosc.org](http://letsgosc.org)

# Newspaper Ads

Giveaways,  
Prizes & Fun  
Activities for  
the Whole  
Family



## Let's Go! EXPO

Saturday, March 5, 2011 • Colleton Center  
494 Hampton Street • Walterboro

### MORNING

- Let's Go Walk for Fun!  
Registration 8 am • Walk Begins 9 am  
Walterboro City Parking Lot

### MID-MORNING & AFTERNOON

*Events begin at 10 am*

- Eat Right Food Fight Cook-Off
- Practical Tips About Eating Smart and Moving More
- SC ETV's Smart Cat to Perform
- Vegetable Gardening Basics
- And, Lots More!

To register for the WALK FOR FUN or  
the COOK-OFF, visit

[letsgosc.org](http://letsgosc.org)

PARTICIPATE  
IN 5 OR MORE  
ACTIVITIES TO  
RECEIVE A  
FREE  
T-SHIRT!

It's  
All  
FREE!

For more information, contact Melissa Buckner  
at 843-549-2595, ext. 128 or [melissa@eatSMARTmoveMOREsc.org](mailto:melissa@eatSMARTmoveMOREsc.org).



**SATURDAY, MARCH 5, 2011**

**COLLETON CENTER**  
(Old Hampton Street Elementary)

**494 HAMPTON STREET,  
WALTERBORO**

## **Let's Go! Fun Walk**

**8:00AM Fun Walk Registration**

**9:00AM Fun Walk Begins**

**Walterboro City Parking Lot**

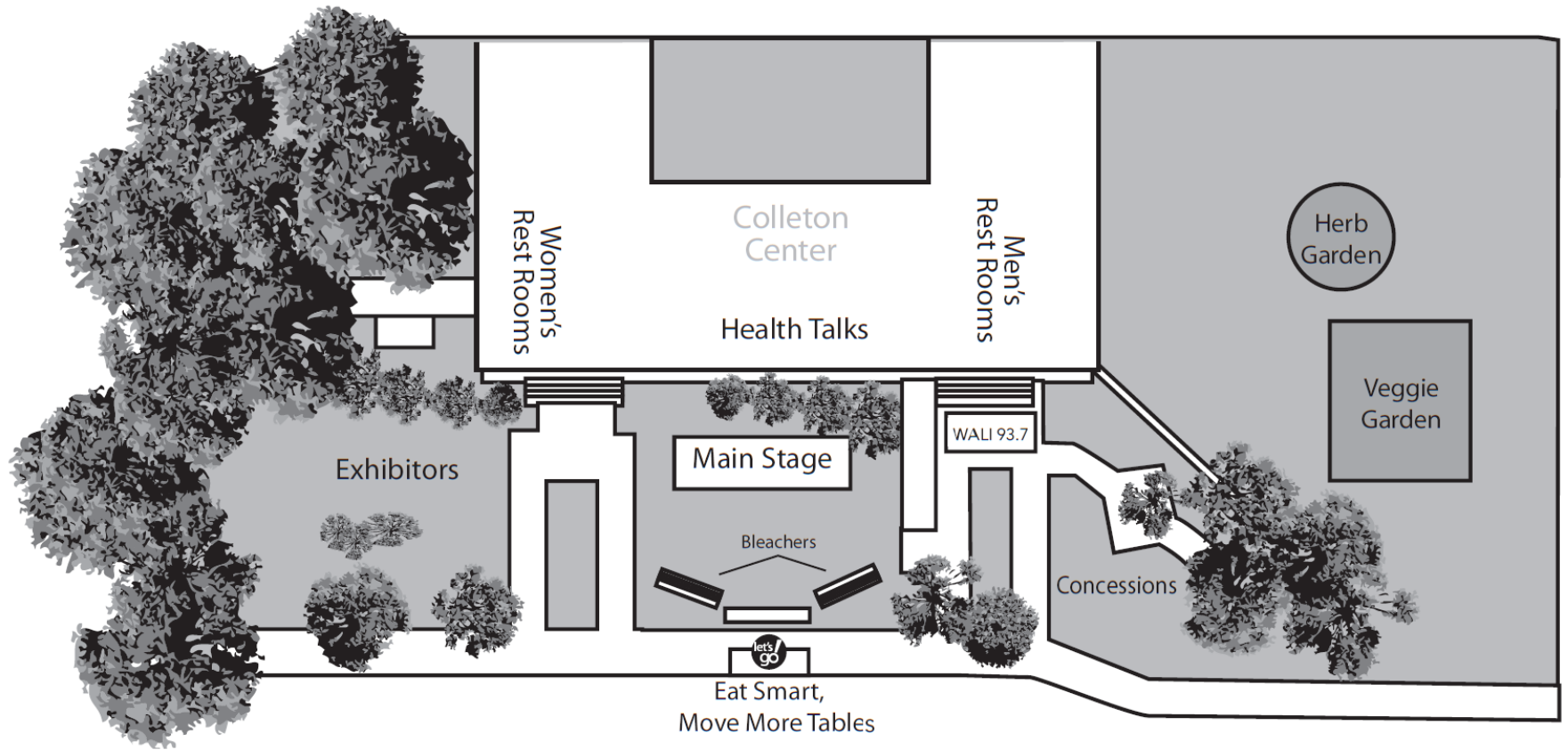
Fitness Showcases – outdoors at Colleton Center  
Health Talks – inside Colleton Center  
Gardening – Colleton Center Garden

<b>TIME</b>	<b>EVENTS (from 10AM - 2PM) at the Colleton Center</b>	
10:00 - 10:15 AM	Welcome Remarks	Welcome to Let's Go Expo! Opening Prayer What is Eat Smart Move More SC/Colleton County What is Let's Go! What to Expect Today Introduction of Emcees
10:15 - 10:40 AM	Fitness Showcase Health Talk	Lowcountry Gymnastics Living Well with Diabetes — Jeanette Jordan, RD, MS, CDE
10:55 - 11:20 AM	Fitness Showcase Health Talk Gardening	Gospel Aerobics Know Your Health Numbers — Carrie Whipper, Heart & Soul Prog. Coord. Our Garden Story — Colleton Middle School
11:30 - 11:55 AM	Fitness Showcase Health Talk	Learn Zumba! Prevent & Treat High Blood Pressure — Dr. Luis R. Vega, MD
11:30 - 1:00 PM	Healthy Lunch!	Concessions Area
12:05 - 12:20 PM	Fitness Showcase	LCAA Head Start
12:30 - 12:50 PM	Special Appearance	SC ETV's Smart Cat Performance
1:00 - 1:30 PM	Fitness Showcase Health Talk Gardening	Learn how to Shag — the Basics Healthy, Happy Natural Health Care — Dr. John W. Gallagher, D.C. Vegetable Gardening Basics — Clemson Ext. Master Gardeners
1:30 - 1:50 PM	Fitness Showcase Health Talk	Colleton Co. Jumpers (Double Dutch) How Eating Smart & Moving More Worked for Me — Keitha Vaughn
1:50 - 2:00 PM	Closing Remarks	Thank you for attending!
All Day		Be sure to visit all of our exhibitor tables at the Expo!

**\* \* \* PARTICIPATE IN 5 OR MORE ACTIVITIES TO RECEIVE A FREE T-SHIRT! \* \* \***

**letsgosc.org**

# Event Layout



let's  
go!

BIKING



eat smart  
move more



COLLETON COUNTY

[letsgosc.org](http://letsgosc.org)



## Let's Go Bike the Swamp!

Every Saturday, 10AM  
Great Swamp Sanctuary

Starting Saturday, April 2nd, take part in a community bicycle ride of the Great Swamp Sanctuary. This is open to everyone – so bring your family and friends and enjoy a peaceful ride amid the beautiful scenery.

## Let's Go Bike Rodeo!

Saturday, April 23rd at 10AM  
Walterboro Walmart Parking Lot

You're invited to a Bike Rodeo! Children attending the rodeo will be able to participate in fun events, including a Safety Check, a Helmet Inspection and exciting Zig-Zag bike courses.

Please bring your child's bike to participate! Don't have a bike? No problem, we'll have a limited amount of bikes on hand for children to use. Plus, children participating in the Bike Rodeo will receive a free safety helmet and a Let's Go safety light!

We'll have fun giveaways for everyone and a drawing for a free bike (must be present to win).



## Jump In with Let's Go at the Rice Festival!

Let's Go! will be at the Rice Festival on Friday, April 29th and Saturday, April 30th and we're inviting you and your family to Jump In and be a part of this fun celebration.

### Children's Parade – Friday, April 29th

Interested in your child riding his/her bike in the Children's Parade? If so, please call Melissa Buckner at 843-549-2595, ext. 128 or e-mail [Melissa@EatSmartMoveMoreSC.org](mailto:Melissa@EatSmartMoveMoreSC.org).

### Rice Festival Main Parade – Saturday, April 30th

Come Walk with the Mayor!

Join the Let's Go team as we walk with Mayor Bill Young. If you're interested in walking in the parade, please call Melissa Buckner at 843-549-2595, ext. 128 or e-mail [Melissa@EatSmartMoveMoreSC.org](mailto:Melissa@EatSmartMoveMoreSC.org).

### Let's Go Booth – Saturday, April 30th

Stop by our Let's Go! Booth during the Rice Festival, where we'll have free giveaways and details about our Let's Go Get Fit Challenge starting May 1st!

Let's Go! encourages you to support the  
Downtown Walterboro Criterium  
Wednesday, May 4th, 4 – 9:30PM  
For more information, call 843.549.9595



For more information, contact Melissa Buckner at 843.549.2595, EXT 128 or [melissa@eatsmartmovemore.org](mailto:melissa@eatsmartmovemore.org)



Let's Go! is a movement sponsored by Eat Smart Move More Colleton County to provide more options to eat healthy and get active. Let's Go! will include everyone — at school, at work, places of worship and in the community. *Let's Go! Eat Smart and Move More Colleton County!*

# COMMUNITY BIKE RIDE



**BIKE THE SWAMP**  
**This Saturday 8:30am**





MAY



[letsgosc.org](http://letsgosc.org)

## Jump In! Jump Off!

Saturdays, May 7th, 21st & 28th

Community Walks at Colleton Medical Center

501 Robertson Boulevard, Walterboro

8:45 am - Pre-Walk Stretching

9:00 am - Walk Begins

Starts in front of Ambulatory Surgery Center (next to Fit Life)

May is Eat Smart, Move More Colleton County's Let's Go Walking Month. To celebrate, we are having three-mile community walks around Colleton Medical Center on three Saturdays in May. People are encouraged to "jump in" and walk the entire three miles each Saturday or to walk as much as they can and "jump off." Every little bit helps!

We'll have free pedometers and a drawing for a gift certificate to Jus' Sports. For more information, contact Melissa Buckner at 843-549-2595, ext. 128 or [Melissa@EatSmartMoveMoreSC.org](mailto:Melissa@EatSmartMoveMoreSC.org).



### Let's Go Get Fit!

is a community-wide challenge for everyone in Colleton County to live a healthier lifestyle. As part of our Let's Go! Campaign, we're inviting you to make a commitment to eating smart and moving more by joining our challenge.

Register online now at [www.letsgosc.org](http://www.letsgosc.org).

For more information, contact Melissa Buckner at 843.549.2595, EXT 128 or [melissa@eatsmartmovemore.org](mailto:melissa@eatsmartmovemore.org)



Let's Go! is a movement sponsored by Eat Smart Move More Colleton County to provide more options to eat healthy and get active. Let's Go! will include everyone — at school, at work, places of worship and in the community. *Let's Go! Eat Smart and Move More Colleton County!*

## Let's Go Walk with the Mayor!

Saturday, May 14th at 9:00 am

Great Swamp Sanctuary

Begins at the entrance of DeTreville Street (near the cemetery).

Join Mayor Bill Young for a fun and enjoyable walk in the Great Swamp Sanctuary. This is open to everyone – so we encourage you to bring your family and friends and enjoy a peaceful walk amid the beautiful scenery.

## Walk Weekend

Friday, May 20th

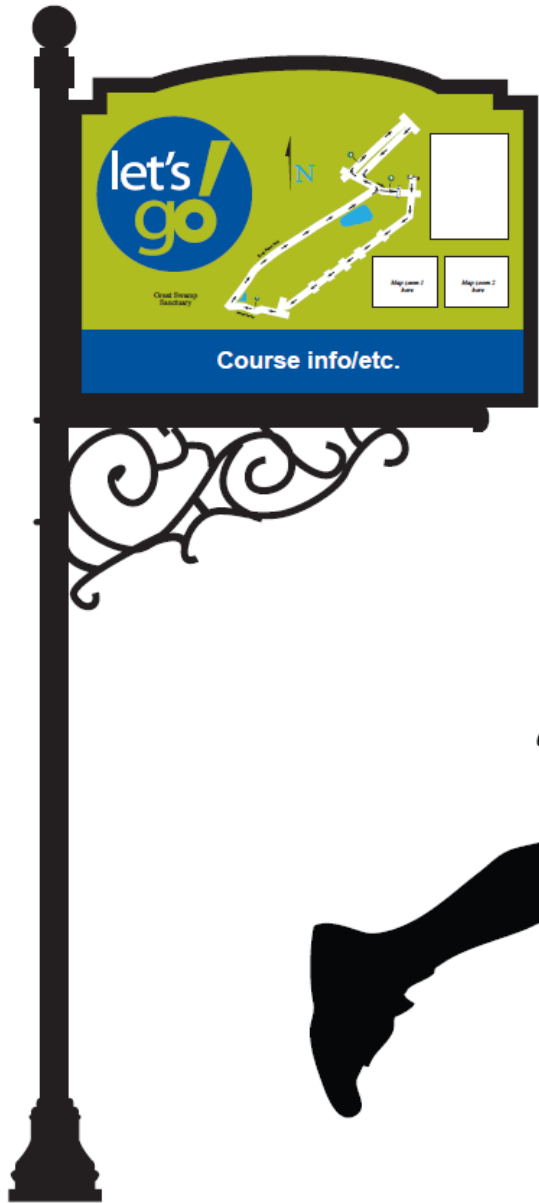
Schools throughout Colleton County will have walk events. To sign up your school, contact Melissa, 843-549-2595, ext. 128 or e-mail [Melissa@EatSmartMoveMoreSC.org](mailto:Melissa@EatSmartMoveMoreSC.org).

Saturday, May 21st

Join us for the Jump-in / Jump-off Colleton Medical Center Walk

Sunday, May 22nd

Churches and community groups throughout Colleton County are invited to be part of the Let's Go movement and have a local walk! Churches and groups that register will receive recognition in the media and get a certificate of participation. To register, contact Melissa, 843-549-2595, ext. 128 or e-mail [Melissa@EatSmartMoveMoreSC.org](mailto:Melissa@EatSmartMoveMoreSC.org).



# Great Swamp Sanctuary 5KM

*Flora & Fauna etc. collage could go here*

**Locations of Key Points**

- 1. In the area of the main road
- 2. In the area of the main road
- 3. In the area of the main road
- 4. In the area of the main road
- 5. In the area of the main road

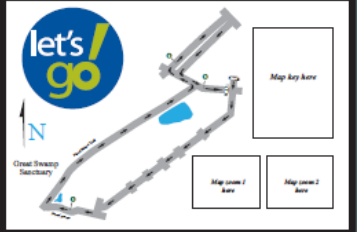
**Map area 1**

**Map area 2**

**Map key here**

**Map area 1 here**

**Map area 2 here**



let's go

Great Swamp Sanctuary



MILE

# 1

let's go

**Eat Smart!**

**Saturday, August 13th**

**11AM – 2PM**

**Walmart in Walterboro**



**Walmart** 

**eat smart**  
**move more**  
COLLETON COUNTY 

**letsgosc.org**

# Let's Go to the Grocery Store!

**Eat Smart!**

**Saturday, August 13th, 11AM – 2PM • Walmart in Walterboro**

With school starting back soon, eating smart is key to ensuring kids get the best education possible.

Join us for this fun-filled event at Walmart, where you'll learn how the entire family can Eat Smart!

- **Cooking Demonstrations With Chef Kevin Murphy**  
Enjoy samples of healthy meals and after-school snacks!
- **Walmart Grocery Store Tours**  
Tours will be held at 11:15AM, 12:15PM, 1:15PM.
- **Kids Activities**
- **Healthy Recipes**
- **Free Giveaways & Drawings!**  
Drawings will be at Noon, 1PM and 2PM. Must be present to win.

**Walmart** 

**Colleton**  
Medical Center  
Life is a gift. Live it well.®

**eat smart**  
**move more**  
COLLETON COUNTY 

For more information,  
contact Melissa Buckner at  
843.549.2595, EXT 128 or  
[melissa@eatsmartmovemore.org](mailto:melissa@eatsmartmovemore.org)

Let's Go! is a movement sponsored by Eat Smart Move More Colleton County to provide more options to eat healthy and get active. Let's Go! will include everyone — at school, at work, places of worship and in the community. *Let's Go! Eat Smart and Move More Colleton County!*









# You're Invited!

Let's Go Faith Luncheon & Workshop!

Thursday, April 7th

11AM – 1PM

Colleton County Memorial Library  
600 Hampton Street  
Walterboro, SC

As a faith leader and/or a health champion in Colleton County, you're invited to a workshop to help plan the faith activities for the **Let's Go** Healthy Community Project. We will also talk about grant opportunities for your faith organization.

11:00	Eat Smart, Move More Colleton County	Marilyn Peters
11:15	Let's Go Colleton County	Melissa Buckner
11:30	Connecting Faith & Health	David Hall
12:00	Lunch	
12:30	Projects and Programs for Sustainable Change	Options for Action
12:50	Jump In!	Melissa Buckner

# Current and Future....

Let's Go H2O!

Let's Go Cook a  
Healthy Meal

Let's Go to the  
Farmers Market!

Let's Go  
Out to Eat!

# Back to Basics!

- CATCH implementation throughout the district – focusing on CATCH in the cafeteria
- Complete Streets resolution passed!
- Safe Routes to School
- Worksite – Work Healthy America tool – NC Prevention Partners
- Faith mini grants and training on Faithful Families Eating Smart and Moving More
- Walking routes finally established!
- SNAP at the Farmer's Market

# Planning ahead for year 3

- Middle School physical activity magnet
- Preliminary discussions in piloting a Medicare program to reimburse pediatricians on counseling for overweight/obese youth
- Joint use agreement with district and recreation center
-

**Amy Splittgerber, Executive Director**

**[Amy@eatsmartmovemoresc.org](mailto:Amy@eatsmartmovemoresc.org)**



**Melissa Buckner, Director**

**[melissa@eatsmartmovemoresc.org](mailto:melissa@eatsmartmovemoresc.org)**

