

# LiveWell!

greenville



*2013 Annual Report to the Community*



## LiveWell Greenville is on a mission to make Greenville County one of the healthiest places to live in the nation.

Thanks to our partners and grantees, as well as the residents of Greenville County, the outstanding achievements of our coalition have established a solid foundation to make the healthy choice the easy choice throughout our community.

We proudly begin this progress report by recognizing the many successes already achieved by the active partners of LiveWell Greenville since its inception in 2009. In this short time frame, LiveWell Greenville has expanded from a handful of community leaders to include more than 150 participating partners and eight successful workgroups. Our innovative and results-driven work has received both regional and national recognition and funding. These accomplishments are only the beginning of a bright and healthy future for our community through LiveWell Greenville.

While there is much to celebrate, we have only scratched the surface. The health status of adults and children in our community continues to be a great concern. On a number of health indicators, particularly those impacted by lifestyle choices, Greenville County residents still fare more poorly than the national average.

An individual's ability to achieve and maintain a healthy lifestyle is largely dependent on an environment that promotes access to healthy foods and physical activity. LiveWell Greenville supports schools, neighborhoods, businesses and other areas of our community by providing resources, raising awareness and improving environments to create a healthier community. Our coalition has become the primary vehicle through which partner organizations can effectively promote positive change. It takes a collaborative effort to successfully make a collective impact.

As we reflect on the extraordinary achievements experienced in our first four years, we are excited to see the long term influence LiveWell Greenville will have on our community over the years to come. Please join us on this sensational journey as we make Greenville County the healthiest place to live in the nation.

**Sally Wills**  
*Executive Director*

**Sean Dogan**  
*Chair, Leadership Team*

Handwritten signature of Sally Wills in black ink.

Handwritten signature of Sean Dogan in black ink.





FRONT ROW: Margaret Stephens - Director of Operations, At Worship Specialist; Brady Godfrey - Out of School Time Specialist; Sally Wills - Executive Director; Yvonne Reeder - Neighborhood Coordinator; Sarah Shockley - At School Specialist; Richard Osborne - At Work Specialist  
BACK ROW: DeAndra Reasonover-Winjobi - Out of School Time Specialist and At Mealtime Specialist; Lori Burney - Director of Development; Catherine Puckett - At School Specialist; Melissa Fair - For Fun Specialist; Alana Bell - Grants Administrator  
NOT PICTURED: Alicia Powers - Principal Investigator; Eleanor Dunlap - Lead Facilitator; Matthew Manley - Community Planning Consultant

# HISTORY



Piedmont Health Foundation launches Childhood Obesity Taskforce; Furman University, Greenville Health System and YMCA of Greenville partner to launch Activate Greenville, a healthy living program



2008



Youth Obesity Study commissioned by Piedmont Health Foundation and completed by Furman University

Healthy Kids Healthy Greenville launched to merge all policy, system and environmental change efforts to reverse childhood obesity; county-wide community action plan developed; leadership team convened



2009



Furman University and YMCA of Greenville partner to receive \$360,000 from Robert Wood Johnson Foundation Healthy Kids, Healthy Community grant; Greenville County Recreation District and City of Greenville Parks and Recreation receive \$30,000 from National Recreation and Parks Association ACHIEVE grant

LiveWell Greenville receives nearly \$2 million from the Community Transformation Grant for Small Communities from the Centers for Disease Control and Prevention



2011

**LiveWell!**

Healthy Kids, Healthy Greenville rebranded to LiveWell Greenville; community action plans by setting/workgroup developed; YMCA of Greenville committed to serve as the fiscal agent

2012



## January 2013 through December 2013

### 2013 Revenues

CTG Grant	\$685,466.15
Other Grants	\$100,461.00
Partner Contributions	\$105,000.00
Special Events	\$22,600.00
<b>Total Revenue</b>	<b>\$913,526.15</b>

### 2013 Expenses by Workgroup

Operations	\$202,584.01
Workplace	\$32,269.58
Worship	\$26,450.87
Out of School Time	\$129,128.42
Schools	\$187,660.09
Healthcare	\$6,109.52
Active Transportation	\$22,021.99
For Fun	\$18,586.93
Access to Healthy Foods	\$22,971.44
<b>Total Expenses by Workgroup</b>	<b>\$647,782.85</b>

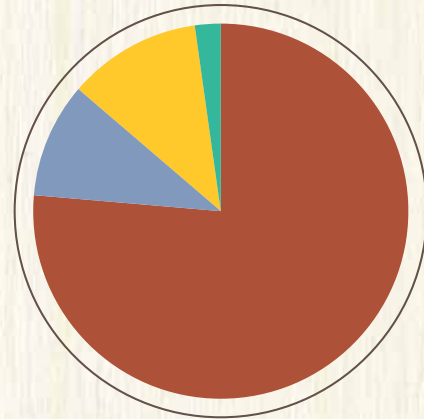
### 2013 Expenses

LiveWell Greenville	\$647,782.85
LiveWell Greenville Partners	\$236,489.00
<b>Total Expenses</b>	<b>\$884,271.85</b>

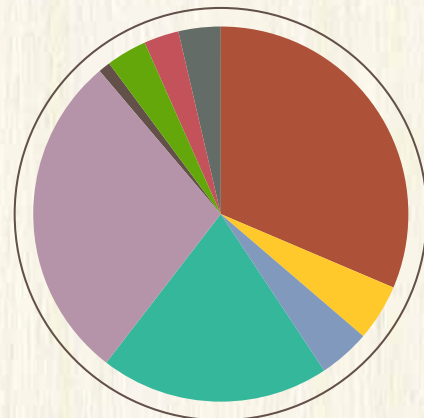
### 2013 Net Assets

Total Revenue	\$913,526.15
Total Expenses	\$884,271.85
<b>Net Assets</b>	<b>\$29,254.30</b>

### REVENUES



### EXPENSES BY WORKGROUP





## LIVEWELL GREENVILLE LEADERSHIP TEAM

Abby Russell	Rosenfeld Einstein
Bob Mihalic	County of Greenville
Debi Bush	Greenville County Schools Trustee
Elizabeth Edwards	Greenville Chamber of Commerce
Erica McCleskey	BOOST/United Way of Greenville
Greg Crowe	Bon Secours St. Francis Health System
Katie Howell	Daniel-Mickel Foundation
Katy Smith	Piedmont Health Foundation
Larry Pugh	Nicholtown Neighborhood Association
Lillie Hall	DHEC/Greenville County Health Department
Mary Pat Minor	YMCA of Greenville
Mike Teachey	Greenville County Parks and Recreation
Pam Davis	City of Greenville
Richard Johnson	City of Travelers Rest
Robin Stelling	Greenville Hospital System
Scott Park	County of Greenville Planning Commission
Sean Dogan	Long Branch Baptist Church



## LIVEWELL GREENVILLE ADVISORY BOARD

Ben Haskew	President, Greenville Chamber
Burke Royster	Superintendent, Greenville County School District
Carol Reeves	Executive Director, Greenville Family Partnership
Chandra Dillard	SC House of Representatives & Director of Community Relations, Furman University
Debi Bush	Chair, LiveWell Greenville Leadership Team & Trustee, Greenville County Schools
Dr. William Schmidt	Medical Director, Children's Hospital, Greenville Health System
Erica McCleskey	Director, Building Opportunities for Out Of School Time (BOOST)
Gene Smith	Executive Director, Greenville County Parks, Recreation and Tourism
Howard Einstein	President, Rosenfeld Einstein
Jil Littlejohn	Greenville City Council & President, Urban League of the Upstate
Joe Kernell	County Administrator, County of Greenville
John Castile	City Manager, City of Greenville
Katy Smith	Executive Director, Piedmont Health Foundation
Mark Nantz	CEO, Bon Secours St. Francis Health System
Matt Petrofes	Health Director, Region 2 SC Department of Health and Environmental Control
Mike Fair	South Carolina Senate
Rick Danner	Mayor, City of Greer
Russell Stall	Executive Director, Greenville Forward
Scot Baddley	President, YMCA of Greenville
Susi Smith	Executive Director, Communities in Schools
Ted Hendry	President, United Way of Greenville
Tony Kouskolekas	President, Pelham Medical Center

Making the healthy  
choice the easy choice



## LiveWell Greenville is a coalition of more than 150 multi-sectorial representatives working to make the healthy choice the easy choice in Greenville County, SC.

With support from national funders and a strong commitment from local and state governments, businesses, health care, education, public health, parks and recreation, philanthropy and grassroots citizens, LWG already has made strides in its mission to create and maintain a healthy community through the promotion and support of policies, systems and environments that make the healthy choice the easy choice.

LiveWell Greenville's broad key stakeholder support; an unwavering focus on implementing policy, system, and environmental improvements; and commitment to driving decisions based on local and national data has led to impressive success in improving access to healthy foods and physical activity opportunities. Under the legal and fiscal auspices of the YMCA of Greenville, LWG has grown into a robust coalition with 8 workgroups.



Livewell At School



Livewell Out of School



Livewell At Work



Livewell At Worship



Livewell At the Doctor



Livewell Around Town



Livewell At Mealttime



Livewell For Fun



LiveWell Greenville supports schools to ensure fresh healthy food is served in cafeterias, fewer unhealthy food options are available, and that children engage in more physical activity.

**KEY PARTNERS:** *Culinary Institute of the Carolinas  
Furman University - Greenville County Schools  
Greenville County Schools Food and Nutrition  
Services - Greenville Health System  
Piedmont Health Foundation - PTAs - District 1 PTA  
Safe Routes to School - Upstate Forever*

schools throughout Greenville County participated in **2013 International Walk to School Day** by holding walk TO school events or walk AT school events, a 61% increase in participation from 2012. **Nine schools** participated for the first time.

- Fountain Inn Elementary celebrated with a Park and Walk event that concluded with a ribbon-cutting ceremony to unveil the newly constructed walking and bicycling improvements received from a South Carolina Department of Transportation Safe Route To School grant.

## Successes

- LiveWell Greenville launched the first **LiveWell Greenville Healthy Schools Designation** in January 2013. The application requires the school to evaluate their school wellness environment using a holistic approach, including assessing the school wellness team, foods and beverages served and sold outside the cafeteria, physical activity and administration, faculty and staff wellness.
- **Sixteen schools** received the designation as well as a **\$250 award** to support their wellness efforts.
- **Four schools** received a \*Top Award and an additional **\$1000**.
- Funding for the LiveWell Greenville Healthy Schools Designation was made available by the Community Transformation Grant for Small Communities through the Centers for Disease Control and Prevention.
- **Twenty-nine** public and private elementary and middle







## Livewell At School Award Winners:

Augusta Circle Elementary School  
 \*Bethel Elementary School  
 Blythe Academy of Languages  
 Brook Glenn Elementary School  
 Einstein Academy  
 Fork Shoals Elementary School  
 Grove Elementary School  
 \*Hughes Academy of Science and Technology  
 \*Legacy Charter School  
 Mitchell Road Elementary School  
 Montessori School of Greenville  
 Oakview Elementary School  
 Sara Collins Elementary School  
 Simpsonville Elementary School  
 \*Sterling School  
 Summit Drive Elementary School

### Partner Spotlight: Furman University

Furman University partnered with Greenville County Schools to train physical education teachers in standardized protocol to **measure height and weight of 16,000** 3rd-5th grade youth. Gender- and age-specific body mass index (BMI) percentiles were used to define overweight (85th  $\leq$  BMI < 95th percentile) and obesity (BMI  $\geq$  95th percentile). Data were merged with student socio-demographic factors (sex, race/ethnicity, lunch status, and grade level). Funding for this effort was made available by Piedmont Health Foundation and the Community Transformation Grant for Small Communities from the Centers for Disease Control and Prevention.



### Partner Spotlight: Greenville County Schools Food and Nutrition Services

Beginning with a successful pilot in 2010-2011, and expanding annually, Greenville County Schools transformed school breakfast and lunch menus. Cafeteria staff have been trained to move from a prepared, highly processed menu to a scratch made meal, higher in fiber, lower in sodium and fat, and including locally sourced fresh produce. By December 2013, these menus were integrated in **all 51 elementary schools.**

### WHAT'S NEXT?

- LiveWell Greenville Healthy School Designation continues annually
- Assistance in adoption of new USDA competitive foods criteria
- Culinary Creations expansion to middle and high schools
- Youth Obesity Study expansion to middle and high schools



## LiveWell Greenville supports after school and child care providers in making healthy choices the easy choices for children and families served by center programs.

*KEY PARTNERS: Building Opportunities in Out of School Time (BOOST) - Greenville County Parks Recreation and Tourism - Child Care Resource and Referral System - United Way of Greenville County Communities in Schools - Greenville Family Partnership - First Steps - Safe Kids - Project Host City of Greenville - Clemson University Greenville Health System - City of Greer*

### Successes

- **LiveWell Greenville Out of School Time initiative** provides technical assistance to out of school time providers to create healthy environments by engaging in more physical activity and providing healthier foods.
- **Thirty-six out of school time providers** are working to set goals, develop action plans, implement policy and environmental change and evaluate outcomes aimed at supporting healthy environmental and policy changes related to healthy eating and active living.
- Clemson University facilitates completion of a self-assessment, on-site policy and environmental audit and pedometer study prior to initiation of action plan and each year after onset initiation of action plan to determine outcomes.

- The LiveWell Greenville Out of School Time Toolkit serves as a valuable resource for developing a healthier environment for the children, staff and parents at Out of School Time centers.
- LiveWell Greenville hosts **Quarterly Out of School Time Networking Sessions** in conjunction with BOOST's Networking events, to provide resources and access to local experts regarding healthy eating and active living in the out of school time setting and to foster peer-to-peer mentoring and networking. Almost 150 local Out of School Time wellness champions representing more than 15 Out of School Time centers attended these sessions.
- LiveWell Greenville launched the first **LiveWell Greenville Healthy Out of School Time Designation in 2013**. The application requires the out of school time center to evaluate their wellness environment using a holistic approach, including essential questions driven by evidence-based criteria that allow programs of all sizes to be recognized. **Twenty out of school time centers** received the designation as well as a **\$250 award** to support their wellness efforts. **Three out of school time centers** received a \*Top Award and an additional **\$1000**.

All LiveWell Greenville Out of School Time successes were funded in part by the Robert Wood Johnson Foundation Healthy Kids, Healthy Greenville grant and the Community Transformation Grant for Small Communities through the Centers for Disease Control and Prevention.



## LiveWell Out of School Award Winners

YMCA Of Greenville at Caine Halter\*  
 Duncan Chapel After School  
 Sara Collins After School  
 Judson Community Center  
 Eastside Program Center  
 Sterling Torch Program Center  
 Adams Mill Program center  
 Communities In Schools at Duncan Chapel \*  
 Woodmont Middle  
 Sue Cleveland Elementary  
 Monaview Elementary  
 Chandler Creek Elementary  
 City of Greenville at David Hellams Community Center\*  
 West Greenville Community Center  
 Nicholtown Community Center  
 Bobby Pearse Community Center  
 Neighborhood Focus After School  
 Salvation Army KROC Boys and Girls Club  
 St. Anthony of Padua Catholic After School Program  
 Big Blue Marble Academy  
 Pleasant Valley Connection  
 West End Community Development Center Summer  
 Enrichment Program  
 Greenville County Parks, Recreation and Tourism  
 Department at Brutontown Community Center

### Partner Spotlight: Momentum Bike Clubs

A community initiative of the Institute on Family and Neighborhood Life at Clemson University, Momentum Bike Clubs (MBC) provides mentoring support to youth who have multiple risk factors: persistent poverty, parental incarceration, and/or instability in home life. MBC's mission is to utilize the benefits of cycling in a group context to help young people overcome significant challenges so that they excel in school and identify their talents.

Through LiveWell partnerships and grants, three bike clubs launched in 2013 in addition to two existing bike clubs: Sterling (2010), Nicholtown (2012), Berea Middle School (2013), Lakeview Middle School (2013), and Challenge Team, which introduces youth to road biking. Currently, MBC serves 70 youth. MBC youth and mentors traveled in excess of 3000 miles and spent over 2000 hours together in 2013.



### WHAT'S NEXT?

- LiveWell Greenville Out of School Time Initiative expansion to early childhood program
- LiveWell Greenville Out of School Time Initiative outcomes follow-up continues annually
- LiveWell Greenville Healthy Out of School Time Designation continues annually
- LiveWell Out of School Time Networking Sessions continue quarterly



LiveWell Greenville supports employers with tools and information and provides links to resources that can help employees live well at work.

**KEY PARTNERS:** *Rosenfeld Einstein  
Bon Secours St. Francis Health System  
Clemson University - Greenville Health System  
Michelin - ScanSource, Inc.  
South Carolina Hospital Association  
Spartanburg Regional Health System*



**Gold Level Awardee**  
Greenville Health System



**Silver Level Awardees**  
ScanSource, Inc.  
Hartness International  
Elliott Davis  
Southern Weaving



**Bronze Level Awardees**  
Bon Secours St. Francis Health System  
City of Greenville  
Canal Insurance Co.



## Successes

- LiveWell Greenville hosted the first annual **LiveWell Healthy Workplace Expo and Awards Luncheon** in 2013 with more than 200 local workplace wellness champions attending. Companies were recognized for having a comprehensive wellness strategy that includes upper management support, a committee that monitors effectiveness, screenings that identify areas for improvement and a variety of initiatives that promote health and well-being.
- LiveWell Greenville presented Healthy Workplace Awards to eight workplaces that are leaders in supporting employee health and cultivating healthier work environments.

**HEALTHY  
WORKPLACE EXPO**





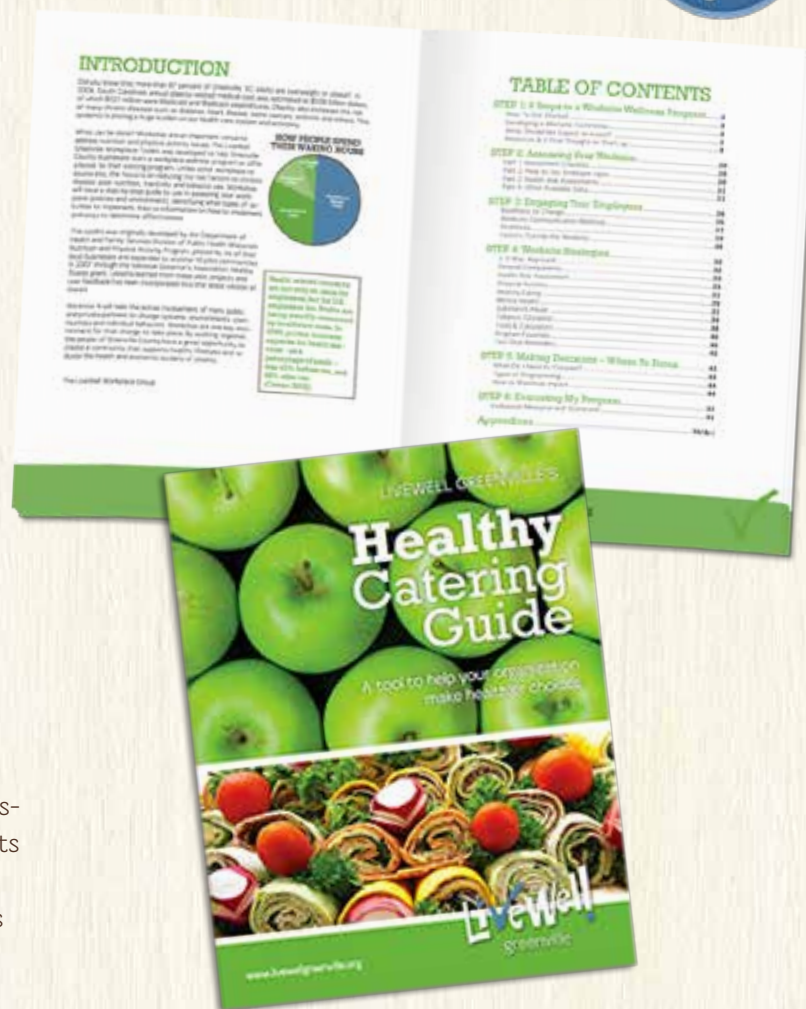
## AT WORK TOOLKIT

The LiveWell At Work Toolkit provides a step-by-step instruction in developing a workplace wellness initiative. Topics covered include assessing workplace policies and environments, identifying types of activities to implement, engaging employees, implementing strategies and determining effectiveness. This resource is available on our website at [livewellgreenville.org](http://livewellgreenville.org).

## HEALTHY CATERING GUIDE

The LiveWell Greenville Healthy Catering Guide makes choosing healthier food and beverage options for workplace events and meetings easy. The free guide is full of healthy snack and meal options from local restaurants in the upstate. This resource is available on our website.

LiveWell Greenville hosts quarterly At Work roundtable sessions to foster peer-to-peer mentoring and provide access to local experts regarding workplace wellness. Topics in 2013 included effectively communicating wellness, healthy workforce culture, physical activity in the workplace and Weight of the Nation – workplace screening. Almost 150 local workplace wellness champions attended these sessions.



## WHAT'S NEXT?

- LiveWell Greenville Healthy Workplace Designation continues annually
- LiveWell At Work roundtable sessions continue quarterly
- Monthly publication of articles in the Upstate Business Journal

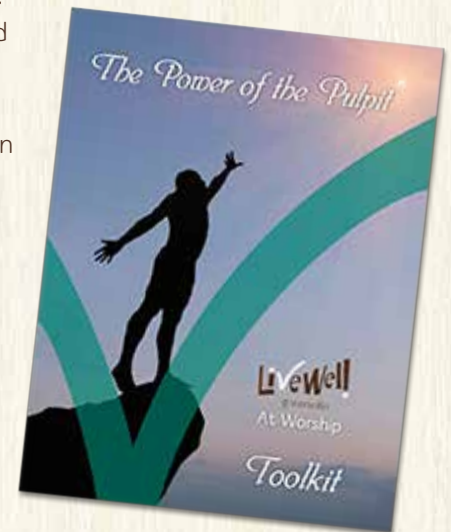


## LiveWell Greenville supports communities of faith as they work to create healthier worship environments.

**KEY PARTNERS:** *Pastors and staff  
Church Associations  
Bon Secours St. Francis Health System  
USC Upstate - Greenville Health System  
Parish Nurses - Furman University - Hispanic Alliance  
Department of Health and Environment Control*

### Successes

- A 5-step **LiveWell Greenville At Worship Toolkit** provides a user-friendly roadmap for communities of faith to create a healthier worship environment to best support congregation members in leading a healthy lifestyle. This resource is available on our website.
  - Funding for this effort was made available by the Robert Wood Johnson Healthy Kids, Healthy Greenville grant.
  - **LiveWell Greenville at Worship Initiative** provides technical assistance to communities of faith interested in implementing the five steps in the LiveWell Greenville At Worship Toolkit.
  - **Seven communities of faith** are working to set goals and develop action plans aimed at supporting healthy environmental and policy change as well as increasing the knowledge attitudes and behaviors that demonstrate commitment to healthy eating and active living.
- A year-long study to be conducted by Furman University will evaluate changes in congregation member health beliefs and practices following the 1 year initiative.
  - LiveWell Greenville hosts **Quarterly At Worship Workshops** to raise awareness, foster peer-to-peer mentoring and provide access to resources and local experts regarding healthy eating and active living in communities of faith. Quarterly workshops for 2013 included discussions regarding healthy eating and physical activity in communities of faith along with introductions to the LiveWell Greenville At Worship Toolkit. Almost 100 local communities of faith wellness champions attended these sessions.
  - LiveWell Greenville hosted the second annual **Faith, Fellowship and Fitness Conference** in 2013 with **77 individuals in attendance representing 20 communities of faith.** Keynote was presented Wade Norwood from Rochester, New York, and Pastor Sean Dogan led discussion focused on creating a culture of health within a community of faith. Five breakout sessions offered deeper insight into specific topics.





## LiveWell at Worship Communities

Allen Temple AME  
Community Mission Baptist  
Israel CME  
Lutheran Church of Our Savior  
Nicholtown Missionary Baptist  
Shady Grove Baptist  
Springfield Baptist

### Partner Spotlight: Long Branch Baptist Church

Long Branch Baptist Church, a large, predominately African American congregation, partnered with LiveWell Greenville in 2011 for technical assistance in creating a healthier environment within their congregation. After a successful year-long initiative, two specific strengths were recognized as imperative for a sustainable healthy faith community:

**importance of the leadership leading by words and deeds and the necessity of passion and desire on the part of the congregant to effect change in all areas of their lives.**



## WHAT'S NEXT?

- LiveWell At Worship Initiative expansion to four more communities of faith
- LiveWell Greenville continues to support the communities of faith in implementing the toolkit
- LiveWell At Worship Study expansion to include evaluation of institutional level health and wellness policies, practices and initiatives
- LiveWell At Worship quarterly workshops continue



## LiveWell Greenville supports health care providers with tools to better prevent and treat obesity and lifestyle-related chronic disease in the primary care setting.

**KEY PARTNERS:** *Greenville Health System  
Bon Secours St. Francis Health System  
Spartanburg Regional Health System  
Piedmont Health Foundation  
Department of Health and Environment Control  
Greenville County Medical Society*

- LiveWell Greenville At The Doctor hosted multiple trainings on Motivational Interviewing (MI) for practitioners in Greenville County. A Dine and Learn MI training provided more than 100 providers with training regarding motivational interviewing, a technique that has been successful in eliciting patient behavior change.

### Successes

- The **LiveWell at the Doctor Pediatrician Toolkit** provides standardized body mass index (BMI) screening practices, practitioner training in motivational interviewing and educational resources to assist pediatricians in addressing lifestyle changes to decrease obesity and other diseases in their patients.
- An assessment of physician perceptions regarding the toolkit indicated 67% of pediatricians using the toolkit to guide patient counseling found most of the toolkit materials to be very helpful or extremely helpful in communicating healthy living options to their patients. 97% reported the toolkit improved the quality of BMI discussions.
- Educational resources included in the LiveWell at the Doctor Pediatrician Toolkit, available for download at [livewellgreenville.org](http://livewellgreenville.org)



### WHAT'S NEXT?

- Motivational interviewing training Part II coming soon





## LiveWell Greenville supports transportation and public transit agencies with tools to develop a more complete system that fosters healthy living.

*KEY PARTNERS: Bike Walk Greenville  
Upstate Forever - Greenville County  
City of Greenville - City of Greer - City of Mauldin  
City of Travelers Rest - City of Simpsonville  
City of Fountain Inn*

- By working closely with school staff, parents, students, and community stakeholders, Upstate Forever provided customized strategies for improving safety, encouraging walking and bicycling, and reducing congestion.
- LiveWell Greenville also partnered with Upstate Forever to apply for and receive a Safe Routes to School grant from State Farm. The amount of nearly **\$40,000** assisted Sterling Schools in implementing portions of its newly developed travel plan. The funding improved infrastructure and way-finding signage as well as supported service-learning projects with students.

### *Partner Spotlight: Upstate Forever*

Through partnering with LiveWell Greenville and its funding from the Community Transformation Grant for Small Communities from the Centers for Disease Control and Prevention, Upstate Forever developed Safe Routes to School Action Plans at **eight Greenville County elementary schools.**

### Safe Route Schools

Augusta Circle Elementary School  
Bryson Elementary School  
Cherrydale Elementary School  
Duncan Chapel Elementary School  
East North Street Academy  
Legacy Charter School  
Monaview Elementary School  
Welcome Elementary School



### *Partner Spotlight: Bike Walk Greenville*

Bike Walk Greenville is a local organization that is bringing a voice to Greenville County residents who have sidewalk and bike lane concerns. Bike Walk Greenville is partnering with county planners to develop the first pedestrian and bicycle master plan for Greenville County. The Bike Walk Greenville website, [www.bikewalk.org](http://www.bikewalk.org), features an interactive mapping tool for Greenville County residents to use to identify areas of concern and make sure their voices are heard in the development of the pedestrian and bicycle master plan.





## LiveWell Greenville facilitates and supports local efforts to improve access to healthy foods where people live, work, learn, worship and play.

**KEY PARTNERS:** *Gardening for Good  
Mill Village Farms - Loaves and Fishes  
Greenville County - Greenville County Schools  
Clemson University - Furman University  
Greenville Health System  
Bon Secours St. Francis Health System  
Rhino Concessions - Greenville Forward  
Greenville Organic Foods Organization  
Slow Food Upstate - Junior League of Greenville  
Ten at the Top - Black Bird Specialty  
Table 301 - Papa John's - Spinx*

### Successes

- The LiveWell Greenville At Mealttime workgroup is working with several local businesses and restaurants to increase awareness of healthy menu options, through **LiveWell Greenville menu labels**. LiveWell Greenville options include whole, fresh, low sodium, low sugar and low fat foods. LiveWell Greenville options are available at Greenville County Parks, Recreation and Tourism water parks and served by Rhino Concessions.
- Findings from a study conducted by Furman University demonstrated that purchase of healthy choice options increased from 5% to 10% after the LiveWell Greenville

options were labeled on park menus. Initial funding for this effort and its evaluation was provided by Piedmont Health Foundation.

- The LiveWell Greenville At Mealttime workgroup collaborated to complete a local food policy scan to assist and encourage local governing bodies as they consider policies that increase access, production and distribution of healthy, affordable foods. A team of local partners performed a review of existing ordinances and codes for the State of South Carolina, Greenville County and Greenville County's six municipalities. A database of policies and a policy summary related to home gardens, community gardens, urban farming and farmer's markets is available at [livewellgreenville.org](http://livewellgreenville.org). Funding for this effort was provided by Robert Wood Johnson Foundation Healthy Kids, Healthy Greenville grant.
- LiveWell Greenville and Perfect Delivery, local Papa John's franchise, partnered to develop the first LiveWell Pizza: an eight-inch pizza on whole wheat crust, with low fat mozzarella, lower sodium pizza sauce and tones of fresh vegetable toppings. Certificates for the LiveWell Pizza were given for perfect attendance in many Greenville County Schools. For now, the LiveWell Pizza is available only for a two-week period after perfect attendance certificates are distributed. However, both LiveWell and papa John's hope that the LiveWell Pizza will become a permanent feature if local consumers embrace the healthy choice.





### Partner Spotlight: Furman University

In 2013, Furman University partnered with LiveWell Greenville utilizing funding from Piedmont Health Foundation, The Duke Endowment and Robert Wood Johnson Foundation Healthy Kids, Healthy Greenville to complete a study determining the prevalence of food deserts in Greenville County, or areas that lack access to affordable, nutritious, culturally appropriate foods. The study was conducted by completing a Nutrition Environment Measures Survey (NEMS) during a site visit of food establishments in the County. This study provides a more precise view of food deserts by using food availability, pricing and quality to determine location of food deserts rather than using location as the only proxy for food desert location. A map depicting food desert locations is forthcoming.



### Partner Spotlight: Gardening for Good

Gardening for Good, an initiative birthed out of the LiveWell Greenville At Mealtime workgroup and housed within Greenville Forward, serves as the facilitator for Greenville County's community garden network. Gardening for Good provides support to **66 gardens** in Greenville through community events, educational seminars and annual conferences. A community garden resource center also is available at: <http://www.ggardeningforgood.com/resources/>.

Gardening for Good also hosts a centrally located tool bank providing tools to Gardening for Good members for projects.

### Partner Spotlight: Good to Go

Good to Go, Greenville's first mobile produce market, launched in 2013. Mill Village Farm and Loaves and Fishes partnered to launch the mobile produce market to enable community residents in the **Greater Sullivan and West Greenville communities** to purchase farm fresh foods at their local area churches, community centers and businesses. The mobile market season ran from June until October.



## WHAT'S NEXT?

- LiveWell Greenville menu labeling initiative expansion to Table 301 restaurants, Spinx convenience stores and Bon Secours St. Francis gift shop.
- LiveWell Greenville support for development of upstate regional food hub and food policy council
- LiveWell Greenville promotion of edible parks



LiveWell Greenville supports the growth and maintenance of our public parks and trails systems in order to increase accessibility to safe, convenient places to be active.

**KEY PARTNERS:** *Greenville County  
City of Greenville - City of Greer - City of Mauldin  
City of Travelers Rest - City of Simpsonville  
City of Fountain Inn - Spinx - Paris Mountain State Park  
University of South Carolina Arnold School of Public Health  
GameMaster - The Greenville Drive*

### Successes

- During the summer of 2013, LiveWell Greenville in collaboration with numerous community parks and recreation partners launched **Greenville County Park Hop**. This county wide scavenger hunt encouraged families and children to visit 17 parks within Greenville County. With the help of a Park Passport, participants identified and answered clues that were submitted online for the chance to win fun adventure theme prizes. A closing celebration was held at Conestee Park, where more than **300 participants** and family members celebrated with a brief scavenger hunt and award ceremony.
- The Built Environment And Community Health (BEACH) Laboratory in the Department of Health Promotion, Education and Behavior at the Arnold School of Public Health at the University of South Carolina leads evaluation efforts of Greenville County Park Hop.





## LiveWell Greenville offers a LiveWell Near You

**Park Locator** which is available at various locations throughout Greenville. A digital version also is available at [www.livewellgreenville.org](http://www.livewellgreenville.org). This valuable resource has a map that includes public parks, recreation centers and school facilities where you can be active as well as farmer's markets, Community Supported Agriculture (CSA) drop off points, pick your own produce farms and other places to access healthy food.

LiveWell Greenville also offers a **LiveWell Near You Map** that navigates you through the abundant safe, convenient options for active living and healthy eating in and near Greenville. It lists over a hundred places where people of all ages and interests can be physically active and purchase fresh, local produce. And from parks to playgrounds, walking tracks to trails, lakes to pools and produce markets to community supported agriculture (CSA), and much more, LiveWell Greenville's LiveWell near you map has living well in Greenville covered. The 2013 map comes in English and Spanish versions. You can find these maps all around town, including doctor's offices, park locations, at community events and at Greenville resource centers.



## WHAT'S NEXT?

- Greenville County Park Hop continues annually
- Online and print versions of revised LiveWell Near You Park Locator coming soon



## ***Become a Community Partner!***

Financial support from our community partners helps to ensure the long-term success and sustainability of LiveWell Greenville. Your generous contribution is used to increase access to healthy food and physical activity throughout our community and to establish Greenville County as one of the healthiest counties in the nation. We proudly ask that you become a community partner with LiveWell Greenville, and a donation in any amount is greatly appreciated.

## **Corporate Partnerships**

***Sustaining Partners:*** Community and business leaders who recognize the direct impact that community health has on the economic growth and development of Greenville County; as major investors, these partners support LiveWell Greenville to ensure the long-term sustainability and success of the coalition.

***Strategic Partners:*** Community organizations with business objectives that are similar to LiveWell Greenville who join the coalition in a collaborative effort to leverage resources, skills, and knowledge in order to improve the overall health of Greenville County residents; a strategic partner plays an active role in LiveWell Greenville and contributes a significant investment to make a collective impact on the community.

***Supporting Partners:*** Local business owners who join the coalition because they see value in the success of LiveWell Greenville and choose to become involved to support ongoing efforts to improve community health; supporting partners are results-driven and recognize the importance of research and evaluation as a key component to determine the direction of the coalition.

***Contributing Partners:*** Local business owners who join the coalition because they are passionate about giving back to the community; contributing partners see value in aligning themselves with LiveWell Greenville and seek to invest as an advocate and believer in the importance of our mission.



## JOIN US

### Individual Donations

**Investors:** Individuals, couples or families who join LiveWell Greenville because they recognize the value in making the healthy choice the easy choice in Greenville County; Investors contribute through donations, volunteering and/or advocacy.

### Special Events

LiveWell Greenville hosts several events which provide coalition partners the opportunity to become involved in improving access to healthy foods and physical activity. We welcome interested businesses, organizations and individuals to support LiveWell Greenville as sponsors, vendors, speakers, panel members, volunteers, and/or participants. An event prospectus is available upon request.

To join LiveWell Greenville as a community partner, please fill out the enclosed pledge commitment form and return it at your earliest convenience. For more information, please contact Lori Burney, Director of Development, at 864.437.6718 or [lburney@livewellgreenville.org](mailto:lburney@livewellgreenville.org).

## CONTACT US

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Making the healthy  
choice the easy choice!

