

2014

LiveWell!

greenville



2014 Annual Report to the Community

INTRODUCTION



On behalf of the community partners, funders and grantees who represent our coalition, the LiveWell Greenville team proudly presents our 2014 annual report which highlights the collective impact and collaborative efforts to establish Greenville County as one of the healthiest places to live in the nation.

Under the direction of Pastor Sean Dogan as chairperson, the LiveWell Greenville Leadership Team represented a strong base of advisors who provided unwavering support to the coalition and its individual workgroups. The coalition partners, via the YMCA of Greenville, completed the Community Transformation Grant for Small Communities and were awarded the Partnerships to Improve Community Health grant, both of which were funded by the Centers for Disease Control and Prevention. The projects associated with each of these grants effectively expanded the reach of LiveWell Greenville by increasing access to healthy foods and opportunities for physical activity throughout Greenville County.



While we continue to commend the many successes of our partners, we know we are just scratching the surface, and there is still much work to be done. Greenville County, as well as South Carolina as a whole, continues to fall behind the nation in adult and childhood obesity rates. We know that without lasting, sustainable changes to our community's landscape, we will struggle to make an impact on the health status of our citizens.

We look to 2015 with hope for fresh opportunities to promote and to encourage healthy eating and active living. We expect the LiveWell on the Menu initiative to explode with implementation in restaurants, stores and concession stands. The LiveWell Greenville mobile application will provide an easily accessible resource to locate access to healthy food and physical activity. We will celebrate our Third Annual Park Hop Event with even greater community interest and participation. The LiveWell At School, Out of School Time, At Work and At Worship workgroups will continue to create environments that promote healthy choices.

An individual's ability to achieve and maintain a healthy lifestyle is largely dependent upon an environment that promotes healthy eating and active living. Greenville's assets are many, but so are its barriers. In 2015, LiveWell Greenville will turn its energy toward the citizens with the fewest opportunities for healthy living: those living in food and play deserts. With your support, we will reach our full potential as a community that thrives and is one of the healthiest places to live in the nation.

Sally Wills
Executive Director

Sean Dogan
Chair, Leadership Team



FROM LEFT TO RIGHT FRONT ROW: Alicia Powers - Principal Investigator, Yvonne Reeder - Neighborhood Coordinator, Brady Godfrey - Out of School Time Specialist, Katherine Kransteuber - Grants Administrator, Jennifer Oladipo - At Mealtime Specialist, Shannon Cole - Grants Administrator, Kathy Kelly - Communications and Events Specialist SECOND ROW: Richard Osborne - Community Relations Specialist, Morgan Hughey - At Play Specialist, Catherine Puckett - At School Specialist, Sally Wills - Executive Director, Lori Burney - Development Director, Margaret Stephens - Managing Director
NOT PICTURED: Melissa Fair - Evaluation Coordinator



Lillie Hall, Pam Davis, Abby Russell, Elizabeth Edwards (Greenville County Chamber of Commerce), Sean Dogan (Chair, Long Branch Baptist Church), Erica McCleskey, Mike Teachey, Bob Mihalic (Greenville County), Debi Bush, Scott Park, Katie Howell Not Pictured: Greg Crowe, Richard Johnson (City of Travelers Rest), Mary Pat Minor, Larry Pugh (Nicholtown Neighborhood Association), Katy Smith (Piedmont Health Foundation), Robin Stelling

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LIVWELL GREENVILLE ADVISORY BOARD



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Dr. William Schmidt	Medical Director, Children's Hospital, Greenville Health System



FINANCIAL SUMMARY

January 2014 through December 2014

2014 Revenues

CTG Grant	\$1,270,338.00
Other Grants	\$101,746.00
Partner Contributions	\$192,000.00
Special Events	\$27,852.21
Total Revenue	\$1,591,936.21

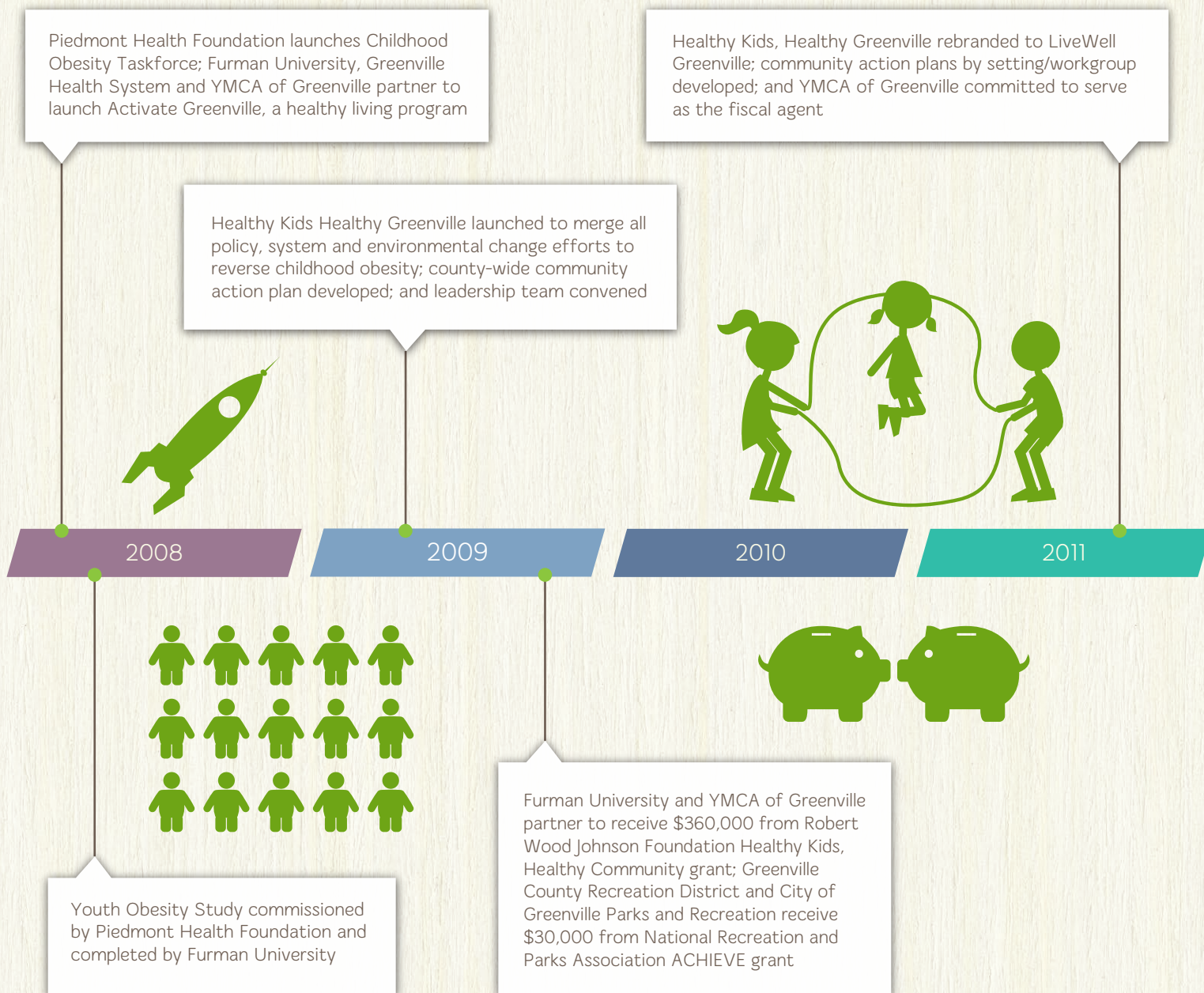
2014 Expenses

LiveWell Greenville	\$532,124.00
Community Partners	\$773,353.00
Total Expenses	\$1,305,477.00

2014 Net Assets

Total Revenue	\$1,591,936.21
Total Expenses	\$1,305,477.00
Total Net Assets	\$286,459.21

HISTORY





LiveWell!

The YMCA of Greenville is awarded \$1.4 million from the Partnerships to Improve Community Health initiative of the Centers of Disease Control and Prevention (CDC) to support healthy eating and active living opportunities via LiveWell Greenville and many partners.



2012

LiveWell Greenville launches the At Work and At Worship workgroups



2013

The Center for Disease Control and Prevention awards LiveWell Greenville nearly \$2 million through the Community Transformation Grant

2014





LiveWell Greenville is a network of organizations partnering to ensure access to healthy eating and active living for every Greenville County resident.

Our Purpose

Greenville County has one of the highest obesity rates in the nation with 66% of adults and 41% of youth being overweight or obese. It is difficult to maintain a healthy lifestyle when the surrounding environment does not promote healthy habits. Without providing adequate access to healthy eating and active living, the overall health of our community will continue to decline.

Hosted by the YMCA of Greenville as our legal and fiscal agent, LiveWell Greenville has become the primary vehicle through which partner organizations can successfully promote positive change. Our coalition supports schools, neighborhoods, businesses and other areas of our community through resources, collaboration and evaluation to promote healthy eating and active living.



Our Vision

To establish Greenville County as the healthiest place to live in the nation.



Livewell At Mealttime



Livewell At Play



Livewell At School



Livewell Out of School



The mission of LiveWell Greenville is to make the healthy choice the easy choice by creating and maintaining a community that supports healthy eating and active living.

Our Values

Sustainable Impact – LiveWell Greenville supports policies, systems and environments (PSEs) to positively influence large sectors of the community and to ensure that initiatives which promote healthy eating and active living are long-term and self-sustaining.

Collaboration – LiveWell Greenville supports collaboration of multiple sectors, partners and organizations to share expertise, perspectives and resources to promote healthy eating and active living.

Engagement – LiveWell Greenville actively engages all sectors of the community by (1) creating open, two-way dialogue 2) fostering interaction among stakeholders and 3) providing resources and opportunities to residents, organizations, businesses and leaders.

Empowerment – LiveWell Greenville encourages organizations, citizens and target populations to be promoters, influencers and beneficiaries who promote healthy eating and active living through education and communication.



Livewell At Work



Livewell At Worship



Livewell At the Doctor



Livewell Around Town



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

KEY PARTNERS: *Babaziki Mediterranean Grill - Gardening for Good - Mill Village Farms - Loaves & 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 - Ten at the Top - Black Bird Specialties - Table 301 - Papa John's Pizza - Spinx*



Successes

During 2014, LiveWell at Mealttime worked to alleviate shortages in healthy food choices in targeted communities. In 2013, LiveWell Greenville partner Furman University released a study identifying areas in Greenville County with fewer options for healthy, affordable and culturally acceptable foods. These disparate areas are known as **food deserts**. LiveWell Greenville, in partnership with Good to Go and Gardening for Good, received funding from the Centers for Disease Control and Prevention's Partnerships to Improve Community Health grant to bring fresh foods to Greenville's food desert communities. Good to Go will establish new mobile market stops and Gardening for Good will establish community gardens in areas where fresh produce is not readily available.

- With funding from the Graham Foundation and in partnership with Greenville County, Ten at the Top, the Feed and Seed and LiveWell Greenville, partners throughout the region developed a concept and action plan for an **Upstate Regional Food Council**. The diverse representatives of the council are working to investigate and overcome the barriers to building a sustainable local food system.
- LiveWell on Menu** continued to grow in 2014. Early partners, Greenville County Waterparks served by Rhino Concessions and Papa John's, continued to promote LiveWell items on their menus. With funding from the Partnerships to Improve Community Health grant, LiveWell Greenville partners are reaching out to restaurants, concession vendors, and stores to continue to label healthy options throughout Greenville County. The LiveWell Greenville approved options include whole, fresh, low sodium, low sugar and low fat foods.





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 identification. 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 Mealttime workgroup and housed within Greenville Forward, serves as the facilitator for Greenville County's community garden network. Gardening for Good provides support to **80 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?

- Expansion of LiveWell on the menu to Babziki's, Table 301, Magnolia Café at Pelham Medical Center, local convenience stores and concession vendors.
- LiveWell Greenville deployment of a mobile app to locate LiveWell on the Menu options throughout the county
- LiveWell Greenville establishment of at least 5 new community gardens and 3 mobile market stops in food desert communities.



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: *City of Fountain Inn Parks and Recreation - City of Greenville Parks and Recreation City of Greer Parks and Recreation City of Mauldin Parks and Recreation City of Simpsonville Parks and Recreation City of Traveler's Rest - Greenville County Parks, Recreation, and Tourism - Paris Mountain State Park Greenville Drive - Kidding Around Greenville Safe Kids Upstate - Spinx - GameMaster The Children's Museum of the Upstate Cunningham Recreation - University of South Carolina Arnold School of Public Health*

Successes

- USC Arnold School of Public Health, with funding from Piedmont Health Foundation and the University of South Carolina, conducted the **Parks, Environmental Justice and Childhood Obesity Study**. The study coordinated a countywide park audit utilizing more than 100 local youth to investigate the quality of parks and recreation opportunities available to residents of Greenville County. Data were shared with local agencies to prioritize future projects and investments.
- LiveWell Greenville, as a recipient of the Center for Disease Control and Prevention's Partnerships to Improve Community Health grant, developed an action plan

to increase the quality and accessibility of local park to those residents with the fewest recreation opportunities, known as Park Deserts. The At Play workgroup will play a key role in this grant by implementing several initiatives that support active living through our parks, recreation, and trails systems in Greenville County.

- The University of South Carolina Arnold School of Public Health, with funding from Blue Cross and Blue Shield Foundation of South Carolina, partnered with LiveWell Greenville and Greenville Dreams to conduct the Greenville Healthy Neighborhoods Project. This study utilized community leader input via focus groups and surveys to investigate the role that neighborhood design plays on the health of its residents.
- LiveWell Greenville At Play and seven parks and recreation partners launched the 2nd annual **Park Hop**, a summer-long scavenger hunt that encourages youth and families to visit and explore up to 19 park and recreation locations in Greenville. Using their Park Passport, participants are able to identify and answer clues in each of the 19 locations. At the end of the summer, clues are submitted for a chance to win adventure themed prizes.





A Park Hop Kick Off Celebration, sponsored by Greenville Health System Children's Advocacy and held at Conestee park, featured activities from each of the park and recreation agencies, Greenville Drive's Reedy Rip'it, an on-site scavenger hunt, music, snacks, and fun prize giveaways. With approximately 400 participants, this day marked a fun celebration of active living and highlighted the wonderful parks and recreation agencies of Greenville County.

The Park Hop Closing Celebration, sponsored by Cunningham Recreation, at Greer City Park celebrated and recognized Park Hop participants with a picnic; activities and vendors; and highly anticipated prize drawings.

The Park Hop evaluation, completed in conjunction with the University of South Carolina's Arnold School of Public Health's Built Environment and Community Health (BEACH) Lab, demonstrated several key outcomes:

- 946 families registered for Park Hop; 595 individuals downloaded the mobile application; 286 individuals visited at least 15 parks; and there were 1079 individual park visits using mobile app by 203 individuals with average of 5.32 visits per person
- While in parks, an average of 106.18 minutes were spent on the last visit and 93.34 of those minutes were spent engaging in physical activity.
- Over 90% of families reported that their children enjoyed participating in Park Hop, would participate again next year, and would recommend to a friend. The vast majority of families reported that their children enjoyed parks in Greenville, parks are safe, and rated parks good to excellent.



WHAT'S NEXT?

- 3rd Annual Park Hop in 2015 with a new app partnership through iOngreenville.
- Mobi-Rec and Play Street Expansion will take place through a partnership with the City of Greenville to provide recreation opportunities in play desert communities.
- Increasing support for Park Heroes, a program that matches volunteers with local parks and equipment for an organized day of park beautification.
- Increasing the amount of play space identification to locate more play areas in Greenville County.
- Parks Improvement Plan will be put into place to add more resources to local parks.



LiveWell Greenville supports schools in learning environments that encourage healthy eating and active living for all school age children in Greenville County.

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
- United Way of Greenville County - Upstate Forever*

Successes

In 2014, many of LiveWell Greenville's successes in schools were made possible through the **Community Transformation Grant**, awarded by the Centers for Disease Control and Prevention. LiveWell Greenville partners were able to offer technical assistance to all schools in Greenville County to increase physical activity opportunities and support good nutrition in school environments.

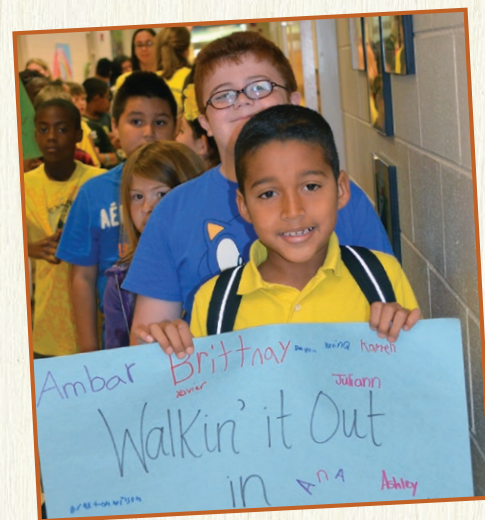
- **Culinary Creations** expanded into all 20 middle schools, bringing healthier scratch made lunches to children in Greenville County Schools.
- During the 2013-2014 and 2014-2015 school years, all 85 Greenville County schools completed the **School Health Index**. Schools utilized the assessment to evaluate their strengths and weaknesses and set at least one goal for physical activity and one goal for nutrition.
- LiveWell Greenville awarded **\$13,575 in mini-grants to eleven schools** to assist with healthy fundraising and activities. Funds assisted PTAs and Administration in

meeting or exceeding the USDA "Smart Snacks in Schools" guidelines, which are built upon best practices for creating healthier school environments for students.

- Safe Routes to School made huge impacts with 32

schools participating in the **National Walk to School Day**, 4 schools participating in the **National Bike to School Day**, and 29 participating in the **SC Walk to School Day**. A total of 13 schools in Greenville County have developed and deployed travel plans to further encourage walking or biking to school.

- **Thirty-one schools received the LiveWell Schools Designation.** The award recognizes schools with a strong wellness environment and a holistic approach. Schools assess their school wellness team, foods and beverages served and sold outside the cafeteria, physical activity and administration, faculty and staff wellness. Winning schools received the designation, a window cling and banner to display at their school as well as a \$250 award to support their wellness efforts. Four schools received a Top Award and an additional \$1000 to support their wellness efforts.





- All 71 elementary and middle schools received **CATCH classroom level curriculum** and activity toolkits. The CATCH curriculum uses games and play to get children active, keep heart rates elevated throughout playtime and encourage fun without competition.
- Each Greenville County high school received the **SPARK curriculum for physical education**. High School Physical Education instructors received training on utilizing the SPARK curriculum to maximize the time students spend in moderate to vigorous physical activity.

WHAT'S NEXT?

- The LiveWell School Award continues to grow annually
- Culinary Creations expansion into High School
- Technical assistance to schools with the greatest needs
- focus on wellness for school staff and administration



Livewell At School Award Winners:

Elementary School Award Winners 2014:

Augusta Circle Elementary School
 A.J. Whittenberg School of Engineering
 Bethel Elementary School
 Blythe Academy of Languages
 Brook Glenn Elementary School
 Buena Vista Elementary School
 Crestview Elementary School
 Fork Shoals School
 Gateway Elementary School
 Greenbrier Elementary School
 Grove Elementary School
 Mitchell Road Elementary

Monarch Elementary School

Oakview Elementary

Paris Elementary School

Plain Elementary

Sara Collins Elementary

**Simpsonville Elementary School at Morton Place

Skyland Elementary School

Summit Drive Elementary School

Taylors Elementary School

Thomas E. Kerns Elementary

Tigerville Elementary School

Welcome Elementary

** denotes top award winners

Middle School Award Winners 2014:

Riverside Middle School

**Sterling School

High School Award Winner in 2014:

**Carolina High School and Academy

Private/Charter Award Winners in 2014:

Einstein Academy

Five Oaks Academy

Montessori School of Greenville

**Legacy Charter School



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 - Greenville Health System - City of Greer - YMCA of Greenville - Greenville County Schools - Clemson University - Furman University*

Successes

- The Out of School Time initiative was **expanded from 37 out of school time sites to 49 sites** working with LiveWell Greenville to create healthier after school and summer programs.
- **Out of School Time Toolkit** was revised to include best practices for healthy afterschool and summer care providers. The toolkit featured sample wellness policies related to physical activity, nutrition and tobacco to be incorporated into standards of practice.

- LiveWell Greenville conducted six **Coordinated Approach To Child Health trainings** to give providers tools to make games and playtime more active, less competitive and more inclusive for longer durations.
- The Out of School time specialist **trained 5 peer mentors** to serve as liaisons with their fellow LiveWell Out of School Time providers. These mentors encouraged their peers to continue to set guidelines for best practices for good health in the OST setting; coached and observed their peers and provided timely feedback for making additional changes.
- The Out of School time Initiative formed a **strategic partnership with BOOST**, an initiative of the United Way of Greenville County, that helps out of school providers improve their resources for success. LiveWell Out of School Time and Boost joined together for networking and learning events. Three networking events were held with an average attendance of 150 attendees.

WHAT'S NEXT?

- LiveWell Greenville Out of School Time initiatives:
 - Adding 5 new sites
 - Expanding to include early child care providers
 - Expanding our reach to more providers
 - Developing a sustainability plan for providers



LiveWell Healthy Out of School Award Winners

Gold Winners

Pleasant Valley Connection
YMCA of Greenville – Caine Halter
City of Greenville – Bobby Pearse Community Center
Carolina Ballet Theatre

Silver Winners

Greenville County Parks, Recreation and
Tourism Department – Brutontown Community Center
Big Blue Marble Academy
Communities in Schools at Duncan Chapel
Greenbrier Elementary Extended Day Program
Communities in Schools at Sue Cleveland Elementary
Communities in Schools at Monaview Elementary
City of Greenville – David Hellams Community Center
YMCA of Greenville – Adams Mills Program Center
West End Community Development Center
YMCA of Greenville – Sterling Torch
YMCA of Greenville – Eastside
City of Greenville – Nicholtown Community Center
YMCA of Greenville – Duncan Chapel After School
City of Greenville – West Greenville Community

Summit Drive Elementary Extended Day Program
Grove Elementary School Smart Center
Communities in Schools at Woodmont Middle School
YouthBase
YMCA of Greenville – Judson Community Center
Legacy Charter Elementary Lions College Club
Salvation Army KROC Boys and Girls Club
Neighborhood Focus After School
Long Branch Baptist Church Summer Youth
Enrichment Camp
Bethel Elementary Extended Day Program
Greenville County Parks, Recreation and Tourism
Department – Freetown Community Center
Y Camp Greenville

Bronze Winners

Fork Shoals Extended Day Program
Greenville County Parks, Recreation and Tourism
Department – Slater Marietta Elementary
Montessori School of Greenville Stay Late Program
St. Anthony of Padua Catholic After School Program
Mitchell Road Extended Day Program

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 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 - Furman University
Greenville Health System - Pelham Medical Center/
Spartanburg Regional Health System
ScanSource, Inc. - South Carolina Hospital
Association*

Successes

- LiveWell Greenville hosted more than 200 local workplace wellness champions at its second annual **LiveWell Healthy Workplace Conference**. The conference featured local leaders who shared strategies for enhancing workplace wellness practices and programs.
- The 2014 LiveWell Workplace Wellness Award was presented to 12 local leaders with comprehensive workplace wellness efforts with includes: upper management support, a history of success for more than 2 years, a representative and active wellness committee, and a variety of data driven activities to meet the needs of employees.
- LiveWell at Work hosted **three roundtable learning opportunities** for more than 150 human resource employees and upper management at local companies.



Gold Level Awardee

Greenville Health System
Michelin
ScanSource
Southern Weaving



Silver Level Awardees

The Blood Connection
Bon Secours St. Francis Health System
Drive Automotive
Elliott Davis
General Electric
Rosenfeld-Einstein
YMCA



Bronze Level Awardees

Hartness International





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

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

Successes

- LiveWell at Worship added **2 new faith communities**, bringing the total to 10. Each has been assessed, set goals and developed action plans aimed at supporting environmental and policy changes as well as increasing the knowledge, attitudes, and behaviors that demonstrate commitment to healthy eating and active living.
- 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.
- LiveWell at Worship continued to offer technical assistance and support to communities of faith via **3 Quarterly Workshops** serving more than 150 community members; providing the free **LiveWell at Worship Toolkit**, and mentoring wellness champions.

WHAT'S NEXT?

- LiveWell At Worship Initiative expansion up to five more communities of faith
- LiveWell At Worship Study expansion to include evaluation of institutional level health and wellness policies, practices and initiatives
- LiveWell At Worship quarterly workshops and annual Faith, Fellowship, and Fitness Conference continue
- Create criteria for an award for "Healthy Worship Community" to recognize best health practices in worship settings

LiveWell At Worship Communities

Allen Temple AME
Cedar Grove Baptist
Community Mission Baptist
Israel Metropolitan CME
Lincoln Street Missionary Baptist
Long Branch Baptist Church
Lutheran Church of Our Saviour
Nicholtown Missionary Baptist "The Love Center"
Shady Grove Baptist
Springfield Baptist



At School: The Greenville Health System School Health Division



In partnership with LiveWell Greenville and funding from the Community Transformation Grant for Small Communities from the Centers for Disease Control and Prevention, the School Health Division within Children's Advocacy of the Greenville Children's Hospital developed and implemented a bicycle safety program for elementary students. Three fully stocked bike trailers travel to schools and community centers around the County, providing the resources and equipment needed to teach students bike riding skills and safety. Each trailer is equipped with 25 youth and adult bikes. The trailer also provides cones, helmets, obstacles for a safety course and other necessary equipment. The trailer is available for use by 4th and 5th grade students in Greenville County schools and youth age 9-11 years in Greenville County out-of-school time community centers. This program has impacted over 2500 children in our community in 2014.



At School: Greenville County School District Food and Nutrition Services



Greenville County Schools Food and Nutrition Services (FANS) continues to spread the reach of its Culinary Creations initiative. With Community Transformation Grant funding, FANS implemented its innovative program in all 20 middle schools, for a total of 71 schools, now serving scratch made meals that are higher in fiber and lower in fat and sodium. Culinary Creations has been held up as a model for other schools across the state of South Carolina. Culinary Creations has reached more than 53,000 students, staff and administration.





Out of School: Building Opportunities in Out of School Time (BOOST) Continuous Quality Initiative



BOOST, an initiative of the United Way of Greenville, utilized national best practices to develop a standard for high quality afterschool and summer care known as the BOOST Continuous Quality Initiative. Formed on the premise that only high quality afterschool and summer care promotes students' intellectual, emotional and social health, the BOOST Continuous Quality Initiative is shepherding some of Greenville's best afterschool and summer care providers. In partnership with the Hollingsworth Foundation and LiveWell Greenville, BOOST launched this initiative with 9 local providers with a goal of reaching 20 by 2015. Both BOOST and LiveWell Greenville are working to integrate the LiveWell Greenville best practices for health and wellness into the BOOST Continuous Quality Initiative standards.



At Worship: Furman University



Furman University has been conducting an evaluation of LiveWell At Worship utilizing a community-based participatory research framework to support faith communities in policy and environmental changes aimed at helping members achieve a healthier lifestyle.

Between August of 2013 and June of 2015, seven congregations (590 respondents) will have completed a 1-year congregation-led health promotion intervention. Preliminary analyses with a sample of 173 respondents from two congregations found significant changes ($p < 0.05$) in nutrition and physical activity behaviors and reported health conditions. Specifically, respondents reported increased motivation for exercise and regular participation in physical activity (dance class, gym and home exercise), decreased regular offerings of fried foods, chips, baked goods, sweets and sodas at church events, and decreased diagnosis of high blood pressure.



Financial support from our partners is designated for the operational and workgroup expenses of LiveWell Greenville to ensure the long-term success of our coalition.

By covering these expenses, any grant funding we receive may be used directly 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 hope that you will consider the partnership amount indicated in this proposal; however, a donation in any amount will be greatly appreciated.



2014 LiveWell Greenville Investors

BCBS of SC Foundation
Centers for Disease Control
and Prevention
City of Fountain Inn
City of Greenville
City of Greer
City of Mauldin
County of Greenville
Cunningham Recreation

Daniel Mickel Foundation
Drum Creative
Greenville County Parks, Recreation
and Tourism
Greenville Health System
Marvin's Produce
National Parks and Recreation
Association
Perfect Delivery

Piedmont Health Foundation
Robert W. Johnson Foundation
Spinx Company
Sports Club
The Greenville News
Upstate Business Journal
Upstate Parent
YMCA of Greenville

Making the healthy
choice the easy choice

INVESTMENT OPPORTUNITIES



Contribution Levels

Sustaining Partners: Community organizations 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 and/or investors 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.

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.

JOIN US

To join **LiveWell Greenville** as a community investor, please contact:

Lori Burney, Director of Development at **864.437.6718** or **lburney@livewellgreenville.org**.

CONTACT US



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Making the healthy
choice the easy choice!

