



## LiveWell Greenville

In 2010, the **YMCA of Greenville and Piedmont Health Foundation** made the bold decision to partner with other local leaders and invest in a new way of addressing the significant issue of **childhood obesity**. As a result, a 150-member strong coalition, **LiveWell Greenville** (LWG), was formed with representation from non-profit organizations, businesses, local governments and philanthropy. LiveWell Greenville's vision that Greenville County becomes one of the healthiest communities to live in the nation: where residents live in a vibrant community that supports healthy eating and active living so that all are able to reach their fullest potential without the burden of obesity and associated chronic diseases. However, with more than 40% of youth and 66% of adults in Greenville County considered overweight or obese, that goal may be out of reach without immediate action.

### LiveWell Greenville's Approach

**Global and targeted, broad and deep.** LiveWell Greenville's initiatives fit into two categories: those that are **global** and intended to reach the general public, and those that are **targeted** to reach specific populations. This dual approach allows the coalition to address obesity broadly and deeply.

**PSE.** LiveWell Greenville focuses on making shifts in **policies, systems, and environments** (PSE), creating longer lasting change rather than short term programs. This approach also limits duplication and competition with partners.

**Evidenced-Based Practice.** **Evaluation** is a critical component of the coalition's work; without local data, it is impossible to successfully understand the coalition's impact or to tailor initiatives to the needs of residents. Local, regional and national data shape the initiatives carried out by LWG.

### Coalition Impact

In its first 7 years, LWG partners were able to achieve a series of systems changes that have begun to transform Greenville into a community that supports healthy choices at every turn. While the highlighted successes below show the end result of the coalition's collaborative work, the foundation of this work has been bringing partners to the table to create change.

#### At School

**Culinary Creations:** all 85 public schools transformed cafeteria practices to produce scratch made meals featuring higher nutritional value foods and made commitments to healthier fundraisers, student rewards and celebrations, impacting over 80,000 students and staff.

In 2016, **54 LiveWell Schools** (designation award) were recognized for creating a culture of health on their campus. In 2017, the At School Award Application will shift to the nationally recognized **Alliance for a Healthier Generation's School Award** because they are now well positioned for recognition at this level.

#### After School and Summer Care Providers

Forty-three out of school time providers were assessed for health practices, set and **met goals to increase physical activity and exposure to healthy foods**, and 54 programs, were recognized as LiveWell Out of School Time(OST) sites. This award is also transitioning to the nationally

recognized Alliance for a Healthier Generation initiative.

#### Early Childhood

As out of school time successes grew, demand from early childcare providers for a similar intervention grew. In response, LWG initiated the Early Childhood **pilot initiative with 10 sites**, to increase physical activity and healthy meals in pre-schools.

#### At Work

Following the 2017 **Executive Summit** with more than 60 local leaders, LiveWell at Work partnered with the South Carolina Hospital Association's Working Well award to provide higher level technical assistance and evidence based feedback to local companies. Locally, **15 companies** are actively engaged in creating a culture of health in their work environment.

#### At Worship

LiveWell at Worship is partnering with **14 congregations to create a culture of health** in their churches. Each church has an established wellness/health minister and committee, and more than 75 individuals participate in quarterly networking sessions and the annual summit.

#### At the Doctor

LWG's Healthcare workgroup developed and disseminated a **pediatric toolkit** to all pediatric health care providers in Greenville.

#### At Play

**Park Hop**: the fifth annual Park Hop campaign, a community wide scavenger hunt aiming at increasing park usage and physical activity, was a huge success. This initiative not only serves the interests of the community, but it also has brought a sense of cohesion and collaboration to the many parks and recreation partners in the county, who represent Greenville County and the City of Greenville, as well as 5 smaller municipalities within the county. Next steps will include a plan to **increase community play and engagement in "play deserts,"** communities with fewer opportunities for recreation.

#### At Mealtime

**LiveWell on the Menu** is a menu labeling effort that makes healthy choices easy to identify. Taking place at 18 restaurants, 21 retail outlets, and 10 vendors, LiveWell on the Menu is a global effort intended to reach the general population. The biggest success to date is the agreement with the Bon Secours Wellness Arena, or The Well, Greenville's large concert venue that also hosts Greenville's hockey team, the Swamp Rabbits.

#### Investments for a Healthier Greenville

Reversing the rising trends of childhood and adult obesity will take sustained effort and financial support by Greenville's community organizations for years to come; strengthening partnerships, leveraging collective resources, and securing diverse, multi-year funding streams are key to improving community health long-term. Over the past seven years, this coalition has demonstrated the ability to effectively leverage both the financial and influential resources around our table to make an impact in this critical health concern. An initial investment of \$500,000 from the Piedmont Health Foundation has been leveraged to secure more than \$5.5 million for our community's efforts to make healthy choices the norm rather than the exception throughout Greenville.

Across the US, a coalition approach to creating systems and environmental changes has proven to be successful in supporting individual behavior and lifestyle changes.