



Our Mission

To champion healthy eating and active living by convening community partners to impact policy, systems, and environmental changes

Our Vision

To make Greenville County the healthiest county to live in the nation

Our Values

Sustainable impact, collaboration, engagement and empowerment and measuring impact

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 foods and physical activity opportunities, the overall health of our community will continue to decline.

LiveWell Greenville is a partnership of over 150 non-profit organizations, businesses, and local governments who work together to create access to healthy foods and physical activity opportunities throughout Greenville County. It takes a collaborative effort to successfully make an impact.

LiveWell Greenville has become the primary vehicle through which partner organizations can successfully promote positive change. Our coalition supports every sector of the community in creating policies, systems or environments that remove barriers to healthy foods and physical activity everywhere our residents live, learn, play, work and pray.

Our 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.

Our Impact

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. 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 national recognition.

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

The fifth annual **Park Hop** campaign, a community wide scavenger hunt aiming at increasing park usage and physical activity, was a huge success in 2017. 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.

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.

Who We Are

Contributing Partners

Bon Secours St. Francis Health System
Greenville County
Greenville Health System

Pelham Medical Center
Piedmont Health Foundation
YMCA of Greenville

Coalition Staff

Sally Wills – *Executive Director*
Shannon Cole – *Operations Director*
Brady Godfrey – *Partnership Coordinator*
Erica McCleskey – *Partner Engagement Director*

Margaret Stephens – *Partnership Coordinator*
Melissa Fair – *Principal Investigator in collaboration with Furman University Institute for the Advancement of Community Health*

Leadership Team

Rita Bolt Barker – *Wyche Law Firm*
Beth Brotherton – *Greenville County Schools*
Debi Bush – *Greenville County Schools Trustee*
Toni Conner – *Pelham Medical Center*
Brad Cuttino – *City of Greenville*
Herb Edwards – *Shady Grove Baptist Church*
Sally Foister – *Greenville Health System*
Paola Gutierrez – *Clemson Extension*
Lillie Hall – *DHEC/Greenville Co. Health Dept*
Mary Hipp – *Feed and Seed*

Tobi Kinsell – *United Way of Greenville*
Stephanie Knobel – *YMCA of Greenville*
Bob Mihalic – *County of Greenville*
Mary Pat Minor – *Community Representative*
Chanell Moore – *County of Greenville*
Abby Russell – *Spartanburg Regional Medical Center*
Melissa Patterson – *Greenville County Schools*
Keith Newnam – *Bon Secours St. Francis*
Megan Shropshire – *Greenville Hospital System*
Mike Teachey – *Greenville CAN*

Advisory Board

Debi Bush – *Trustee Greenville County Schools*
Rick Danner – *Mayor City of Greer*
Chandra Dillard – *SC House of Representatives & Director of Community Relations, Furman University*
Sean Dogan – *Pastor, Long Branch Baptist Church*
Howard Einstein – *President, Rosenfeld Einstein*
Kim Hamel – *Director of Business Development, City of Mauldin*
Eli Hestermann – *Executive Director, Furman University Institute for the Advancement of Community Health*
Katie Howell – *Trustee, Daniel Mickel Foundation*
Cal Hurst – *TD Bank*
Joe Kernell – *County Administrator, Greenville*
Jeff Knox – *District Executive Director, YMCA of Greenville*
Tony Kouskolekas – *President, Village Hospital*
Mark Nantz – *CEO, Bon Secours St. Francis Health System*

Matt Petrofes – *Health Director, Region 2 SC DHEC*
Carol Reeves – *Executive Director, Greenville Family Partnership*
Burke Royster – *Superintendent, Greenville Co. Schools*
Dr. William Schmidt – *Medical Director, Children's Hospital, Greenville Health System*
Gene Smith – *Executive Director, Greenville County Recreation District*
Katy Smith – *Executive Director, Piedmont Health Foundation*
Susi Smith – *Executive Director, Communities in Schools*
Russell Stall – *Executive Director, Greenville Forward*



Participating Partners

Your generous investment in LiveWell Greenville helps to support programs provided through a variety of non-profit organizations in the Greenville County community. Listed below are many of the active partners who have received program contributions from LiveWell Greenville:

Bike/Walk Greenville
BOOST (Building Opportunities in Out-of-School Time)
City of Greenville Parks & Recreation
Clemson University Institute for Neighborhood & Family Life
Communities in Schools
County of Greenville DHEC
District 1 PTA
Eat Smart, Move More SC
Gardening for Food
GHS Child Advocacy
GHS Safe Kids
Good to Go
Greenville County Child Care Network
Greenville County First Steps
Greenville County Parks & Recreation
Greenville County School District
Greenville Family Partnership
Greenville Forward
Loaves and Fishes
Meals on Wheels
Momentum Bikes
New Horizon Family Health Services
New Impact
Nicholtown Neighborhood Association
Piedmont Health Foundation
Project Host
Safe Routes to Schools
St. Francis Health System
Sterling Community Center
Sterling Neighborhood Association
Trusted Farms
YMCA of Greenville