Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Background:

LiveWell Greenville is a partnership of dozens of public and private organizations that aims to make Greenville County a healthier place to live, work, and play. Formed in 2010 by the Piedmont Health Care Foundation and hosted by the YMCA of Greenville, the coalition has engaged more than 100 key partners in crafting plans to create policies, systems, and environments in our community to make living well easier. Safe places to walk and bike, healthier foods in schools and workplaces, nutritious snacks in child care centers, better access to parks – these and other positive initiatives will be shepherded by the partners of LiveWell Greenville.

Initiative Description

LiveWell Greenville's At Mealtime Workgroup (a.k.a. Access to Healthy Food, AHF) facilitates and supports local efforts to improve access to healthy foods where people live, work, learn, worship and play. The workgroup aims to produce pathways to increase the proportion of residents making healthy food choices through systems, policy, and environmental change.

At Mealtime Workgroup Partners

Scott Park, Greenville County
Alicia Powers, Furman University
Dan Weidenbenner, Mill Village Farms
Mike Pennington, Rhino Concessions
Reece Lyerly, Gardening for Good
Tara Ross, GHS
Tracey Weaver, GHS
Darin Thomas, GHS
Sam Wyatt, Trusted Farms
Kristi Inglis, Blackbird Specialties
Paulette Dunn, Loaves and Fishes
Lisa Conner, Spice Society
Rebekah Fedrowitz, GOFO
Mike McGirr, Feed and Seed
Sam Kleckley, Pelham Medical Center
DeAndra Reasonover-Winjobi, LWG

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Community Action Plan

Original Objectives adopted by the At Mealtime Workgroup include:

1. Ensure that residents of Greenville County have access to healthy, affordable and culturally appropriate foods.
    - Increase number of Greenville County residents with improved access to environments with healthy food and beverages from 164,240 to 338,419 by September 29, 2017.
2. Increase awareness of the benefits of and opportunities for healthy eating among children and adults in Greenville County.
    - Increase the number of public and partners exposed to messages promoting healthy eating and active living from 180,517 to 338,419 by September 29, 2017.

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Objective 1: Increase number of Greenville County residents with improved access to environments with healthy food and beverages from 164,240 to 338,419 by September 29, 2017. (Year 1: 214 to 224. Year 2: 224 to 235. Year 3: 235 to 248)

Strategy	Actions/Tasks	Performance Target/Indicator	Timeline	Who to Lead	Who to Engage
1.1 Support the increase of Good to Go route stops to faith communities, schools, community centers and/or in food deserts	1.1.1 Develop expansion plan 1.1.2 Identify communities and specific locations for Mobile Market stops. 1.1.3 Recruit and hire market manager and part time assistant 1.1.4 Establish site agreements 1.1.4.1 Support the selling of produce from the Feed and Seed and local gardens	Two new stops Three new stops Five new stops	1/1/15-9/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff, **Dan Weidenbenner**, Good to Go; Sam Wyatt, Trusted Farms	GCPRT,GC, Faith communities, Hispanic Alliance, Feed & Seed
1.2 Support the increase of Good to Go route stops to non- food desert communities	1.2.1 Develop expansion plan 1.2.2 Identify non-food desert communities for Mobile Market stops 1.2.3 Establish site agreements	One new stop One new stop One new stop	1/1/15-9/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff, Dan Weidenbenner, Good to Go; Sam Wyatt, Trusted Farms	Feed and Seed

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Strategy	Actions/Tasks	Performance Target/Indicator	Timeline	Who to Lead	Who to Engage
1.3 Support the establishment of new community gardens in partnership with faith communities, community centers, and worksites in food deserts	1.3.1 Identify communities that are interested in starting a community garden. 1.3.2 Identify existing community gardens in food desert neighborhoods to see what resources they need to be sustained 1.3.3 Identify communities interested in developing edible parks/adding fruit trees to their gardens 1.3.4 Identify opportunities for collaboration to promote and support community garden efforts 1.3.5 Utilize food policy scan to advocate for policies that support community gardens 1.3.6 Assist in the development of a plan for financial and programmatic sustainability of garden expansions into food deserts (2.0 2.05)	Five new gardens Five new gardens Six new gardens Sustainability Plan	1/1/15-9/29/15 10/01/15-9/29/16 10/01/16-9/29/17 10/01/15-9/29/16	GFG, Kristi Inglis (Overbrook Community), Black Bird Specialties; Lisa Conner, Spice Society; Sam Kleckley, PMC; & LWG Staff; Darin Thomas, GHS	Overbrook community and greater Greenville County communities
1.4 Assist Tool Library: expand and maintain Gardening for Good's tool library to create/sustain community gardens	1.4.2 Identify projects that require access to tools for community gardens and technology to assist with the coordination of growing and sales 1.4.3 Identify opportunities for collaboration to promote and expand the library	200 tools rented 20 gardens/membership 200 tools rented 20 gardens/membership 200 tools rented 20 gardens/membership	1/01/15-9/29/15 10/01/15-09/29/16 10/01/16-9/29/17	Reece Lyerly GFG; Rebekah Fedrowitz, GOFO; Sam Wyatt, Trusted Farms; Mike Pennington, Rhino Concessions	Community garden partners

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Strategy	Actions/Tasks	Performance Target/Indicator	Timeline	Who to Lead	Who to Engage
1.5 Establish cooperative produce distribution connections with churches, community centers, schools, or worksites	1.5.2 Identify communities interested in becoming a cooperative food distribution drop-off location 1.5.2.1 Inventory churches w/interest 1.5.2.2 Inventory community centers w/interest 1.5.2.3 Inventory school s w/interest	Three connections Three connections Three connections	10/1/14-9/29/15 10/01/14-9/29/16 10/01/16-9/29/17	LW Staff, At Worship Workgroup, OST Workgroup, Paulette Dunn, Loaves and Fishes; Sam Wyatt, Trusted Farms, At Work Workgroup, Kristi Inglis, Blackbird Specialties	Loaves and Fishes, GCSD, Parks and Rec agencies, Marvin's Produce, Noisy Rabbit, Trusted Farms, Francis Produce
1.6 Develop an At Mealtime sustainability plan	1.6.2 Plan for financial and membership sustainability of the At Mealtime Workgroup	Complete Sustainability Plan	10/01/16-09/29/17	LWG Staff & At Mealtime Workgroup	At Mealtime Workgroup

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Strategy	Actions/Tasks	Performance Target/Indicator	Timeline	Who to Lead	Who to Engage
1.7 Participate in the Upstate Food Plan Coalition	1.7.2 Develop a strategic plan to form a better sustainable food system 1.7.1.1 Create a list of priority issues	List of priority issues	January 2015	Scott Park, Greenville County; Mike McGirr, Feed & Seed; Sam Kleckley, PMC	TATT
1.8 Contribute to a robust regional food system	1.8.2 Continue to help refine regional challenges and address those issue that are a priority in Greenville County 1.8.2.1 Determine which category you fit: 1.8.2.1.1 producer 1.8.2.1.2 processor/distributer 1.8.2.1.3 consumer 1.8.2.2 Determine funding source for planning effort	Engage the right people.	April 2015	Mike McGirr, Feed & Seed; Sam Kleckley, PMC; Mike Pennington, Rhino Concessions	TATT, farmers, producers, distributors, retailers, GC School Board, Greenville Technical College, GHS, Bon Secours St. Francis, Furman University, ACOG, Furman

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Objective 2: Increase the number of public and partners exposed to messages promoting healthy eating and active living from 180,517 to 338,419 by September 29, 2017. (Year 1: 122 to 525. Year 2: 525 to 1,155. Year 3: 1,155 to 2,050)

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
2.1 Expand LW on the Menu in more restaurants.	2.1.1 Identify food selling businesses interested in highlighting healthy options	8 restaurants 10 restaurants 11 restaurants	10/01/14-09/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff; Tara Ross, GHS; Sam Kleckley, PMC; Mike Pennington, Rhino Concessions, Kristi Inglis, Blackbird Specialties; Paulette Dunn, Loaves and Fishes; Mike McGirr, Feed and Seed	All Greenville County restaurants

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
2.2 Expand LW on the Menu in retail food outlets	2.2.1 Identify retail food outlets interested in highlighting healthy options	8 retail food outlets 10 retail food outlets 10 retail food outlets	10/01/14-09/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff; Tara Ross, GHS; Sam Kleckley, PMC; Mike Pennington, Rhino Concessions; Kristi Inglis, Blackbird Specialties; Paulette Dunn, Loaves and Fishes; Mike McGirr, Feed and Seed	All Greenville County retail food outlets
2.3 Expand LW on the Menu into food outlets through the addition of healthy food and beverage options	2.3.1 Identify retail food outlets to participate in LW on the Menu through the addition of new heathy food and beverage options	Five retail food outlets Five retail food outlets Eight retail food outlets	10/01/14-09/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff & At School Workgroup; Tara Ross, GHS; Sam Kleckley, PMC; Mike Pennington, Rhino Concessions; Kristi Inglis, Blackbird Specialties; Paulette Dunn, Loaves and Fishes; Mike	All Greenville County Retail Food Outlets (i.e. Spinx, Citgo, school stores)

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

				McGirr, Feed and Seed	
2.4 Expand LW on the Menu to more food vendors	2.4.1 Identify retail food vendors to participate in LW on the Menu	Six vendors Five vendors Eight vendors	10/01/14-09/29/15 10/01/15-9/29/16 10/01/16-9/29/17	LW Staff; Tara Ross, GHS; Sam Kleckley, PMC; Mike Pennington, Rhino Concessions; Kristi Inglis, Blackbird Specialties; Paulette Dunn, Loaves and Fishes; Mike McGirr, Feed and Seed	All Greenville County food vendors (Greenville Zoo, High School Concessions)

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
2.5 Support community garden education	2.5.1 Assist in the planning of the community garden symposium and curriculum development for the Swamp Rabbit teaching garden each year	Symposium (1) Lesson (1) Symposium (1) Lesson (1) Symposium (1) Lesson (1)	10/01/14-09/29/15 10/01/15-9/29/16 10/01/16-9/29/17	GFG & Rebekah Fedrowitz, GOFO; Mike Pennington, Rhino Concessions	Community Garden Partners
2.6 Establish and Maintain a LiveWell Healthy Eating Media Campaign	2.6.1 Develop a targeted and detailed marketing plan for Mobile Market, Community Gardens, and Cooperative Produce Distribution. 2.6.2 Promote healthy eating benefits and opportunities in the appropriate locations 2.6.3 Develop a plan to maintain and sustain regular communication regarding access to healthy foods countywide and to targeted health disparate populations 2.6.4 Develop a plan to maintain communication to the community as a whole and health disparate populations on the availability and importance of healthy foods	Four newsletters 12 email topics Four newsletters 12 email topics Four newsletters 12 email topics Sustainability plan Sustainability plan	10/01/14-9/29/15 10/01/15-9/29/16 10/01/16-9/29/17 10/01/14-9/29/15 10/01/14-9/29/15	LW Staff, At Mealtime Workgroup, Erwin Penland	Greater Greenville County Residents

Mission: Increase proportion of residents making healthy food choices through systems, policy, and environmental change.