



# Making the Healthy Choice the Easy Choice in 2021

Since 2011, LiveWell Greenville (LWG) has driven changes for healthier environments in classrooms, offices, congregations, communities, play spaces and beyond.

Between 2019-2020, LWG engaged 20 influential leaders, representing efforts across the many social determinants of health, to explore a broader, bolder strategic plan in collaboration with Tufts University and Boston College. This process explored the systems in place that impact childhood obesity (see diagrams); considered evidence-based interventions and prioritized the opportunities for change to create a strategic plan for the next 3-5 years.

In an effort to continue to make an impact on childhood obesity in Greenville, LWG will broaden efforts across three priority areas; creating equity, expanding advocacy efforts, and supporting social engagement and activism. This will result in a deepening of our existing work while elevating impact at a systems level.



## EQUITY

Access to a healthy lifestyle is not currently attainable for all of our neighbors. LWG will seek equity in:

- Food Access
- Physical Activity Opportunities
- Health & Well-being

## PARTNER ENGAGEMENT

LWG will continue to advocate for policy and systems changes that support healthy eating and active living by building intentional relationships with:

- Schools
- Businesses
- Local Government
- Early Childhood Centers
- Faith-based Organizations

## COMMUNITY MOBILIZATION

An engaged citizenry is essential for systemic, equitable and sustainable change. LWG will engage neighborhoods, grassroots influencers, community leaders, and elected officials, to target childhood obesity through:

- Community Power Building
- Land use/Physical Activity Opportunities
- BUILD Trust, BUILD Health

## Legend for Interpreting Causal Loop Diagrams (CLDs)

The direction of these arrows indicates direction each CLD should be read.



Arrows with positive polarity (+) indicate that an increase in a variable leads to an increase in the receiving variable. Likewise, a decrease leads to a decrease.

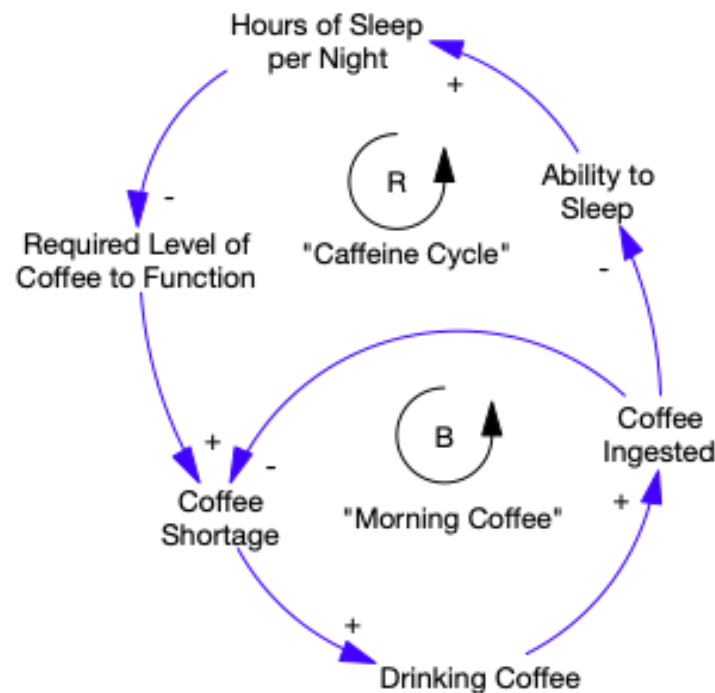
Arrows with negative polarity (-) indicate that an increase in the cause variable leads to a decrease in the receiving variable. Likewise, a decrease leads to an increase.

Reinforcing feedback loops amplify changes over time. An increase leads to more of an increase or a decrease leads to more of a decrease.

Balancing feedback loops dampen or limit changes over time. An increase feeds back around to a decrease, or a decrease feeds back around to an increase.

In the reinforcing loop, as coffee ingested goes up, ability to sleep goes down leading to less hours of sleep and more required coffee to function. As the required level of coffee to function goes up, your body's coffee shortage goes up leading to drinking more coffee and even more coffee ingested.

An initial increase in coffee ingested fed back around and led to even more coffee ingested amplifying coffee ingested over time.



In the balancing loop, as your body's coffee shortage increases, you drink more coffee leading to more coffee ingested closing the coffee shortage between how much coffee you need to function and how much coffee you've ingested.

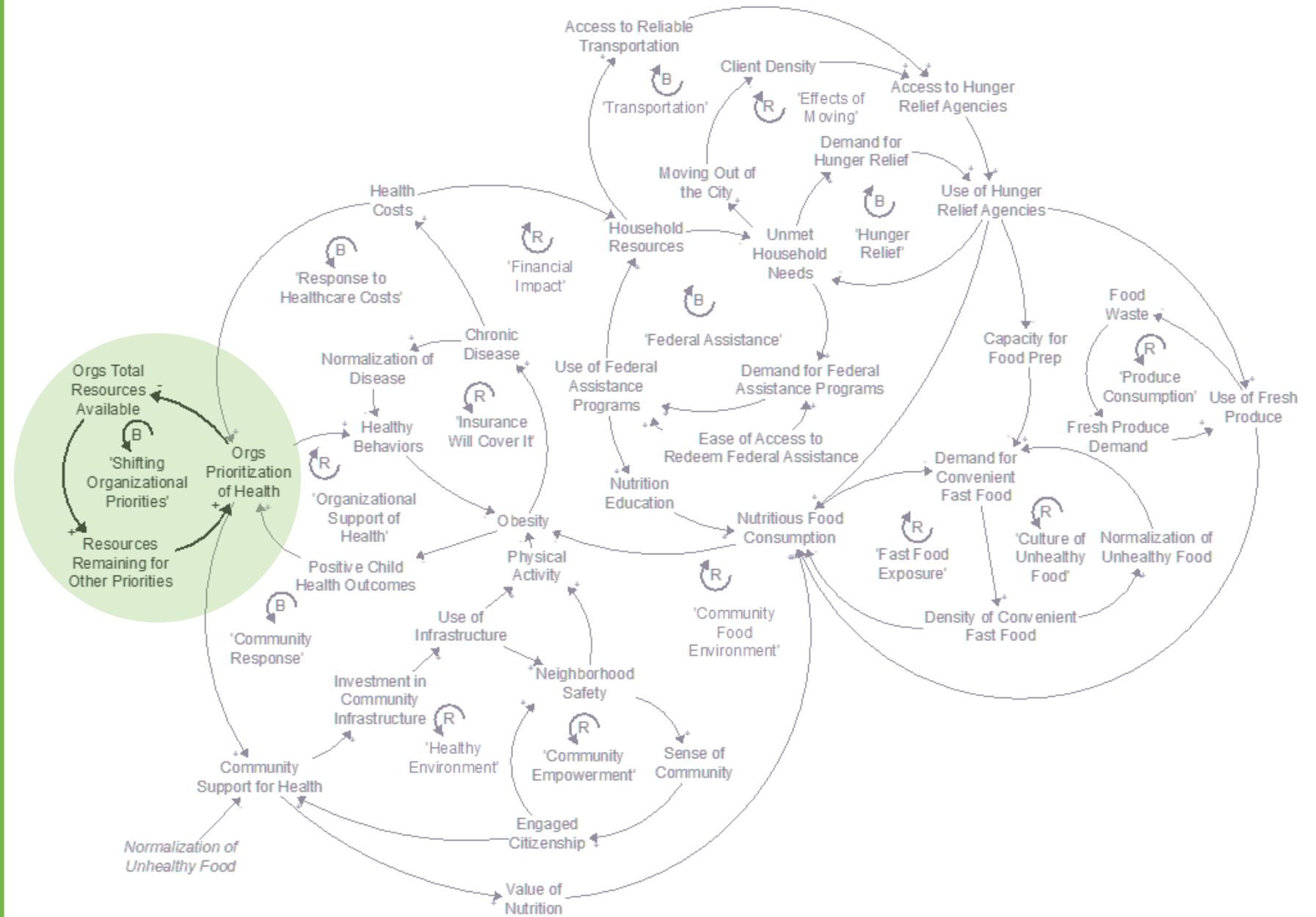
What started as an increase in your body's coffee shortage fed back around to a decrease, limiting the coffee shortage over time.



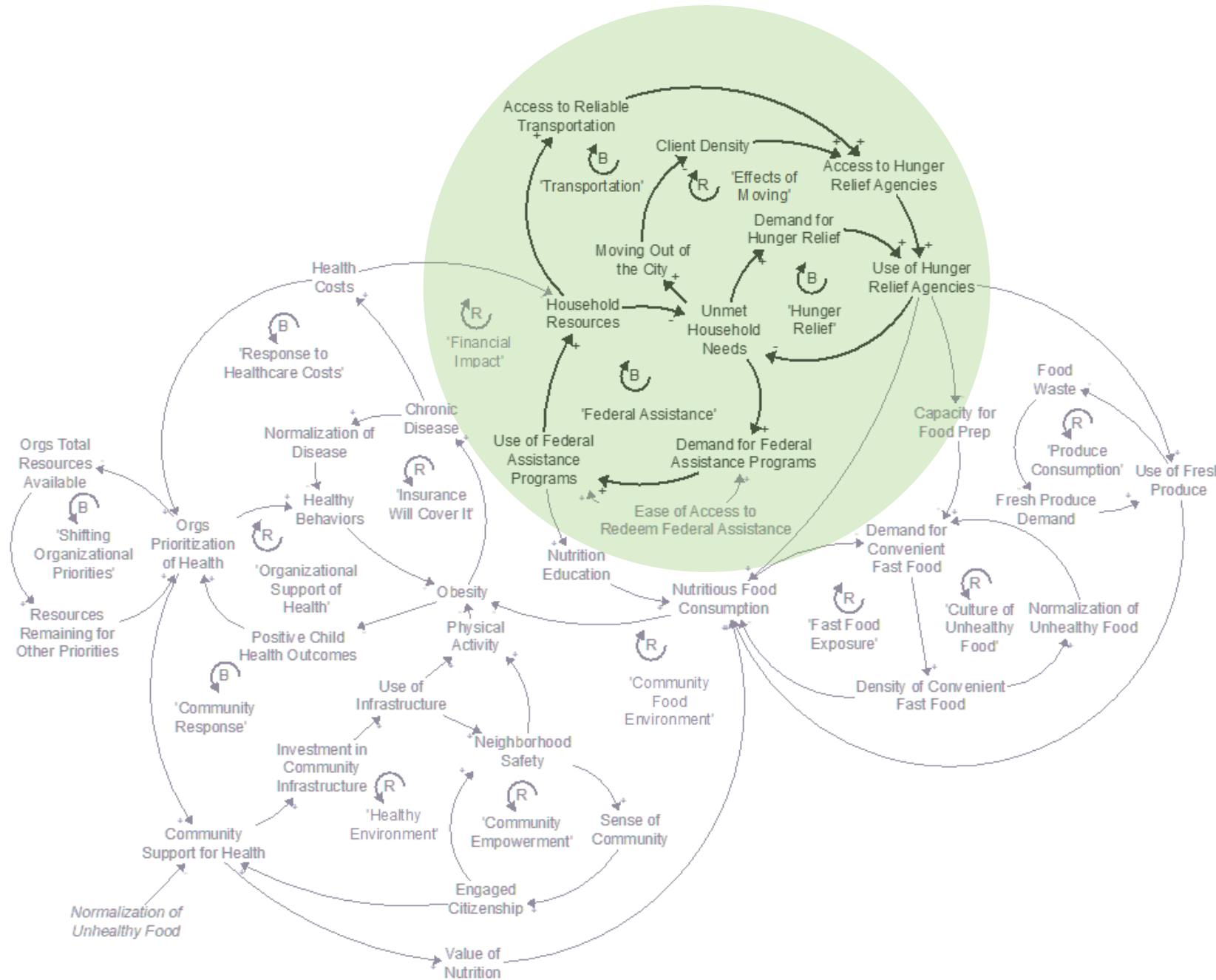
# Organizational Focus on Healthy Eating & Active Living Policies:

Organizations often have competing priorities at any given time, as seen in B-‘Shifting Organizational Priorities’. Healthy Eating/Active Living (HEAL) may rise to the surface but over time, focus and resources applied to HEAL diminishes as organizations need to shift their limited resources to competing priorities. While organizations are specified in the model, worksites, churches and schools all experience similar dynamics.

In an effort to maintain consistent community support for healthy eating and active living policy development, LWG will take a stronger relationship building approach to advocacy specifically with decision makers impacting schools, businesses and governments.



# Coordination of Food Security Efforts:



Many hunger relief agencies are located in Greenville's city center and help meet household needs as seen in B-'Hunger Relief'. However, many low income families are moving out of the city center to more remote locations throughout the County. R-'Effects of Moving' and B-'Transportation' highlight that reliable transportation becomes a larger driver of access to hunger relief and food security.

As a result, LWG is partnering with Furman University to better define the factors that contribute to food insecurity through the development of a Food Insecurity Index. This visual tool takes into account more than proximity to a grocery store and includes housing/rent burden, educational attainment, access to transportation, and other census data to determine density of populations experiencing food insecurity. This data will be used to determine placement of future infrastructure investments; opportunities to increase food equity; and better coordination between and among food security partner agencies.



## Current Priorities:

### FOOD SECURITY COALITION

- Maximize the impact of Federally Funded Nutrition Programs in Greenville starting with WIC
- Create a Food Insecurity Index to identify opportunities for food security infrastructure investment
- Coordinate Hunger Relief agencies to close gaps and minimize duplication of services
- Ensure equitable access to food in neighborhoods experiencing the highest levels of food insecurity



### LIVEWELL AT EARLY CHILDHOOD

- Lead the Early Childhood workgroup through the Group Model Building process to develop new Community Action Plan for the next 3-5 years
- Complete Palmetto HEALthie Start, three-armed trail looking at level of Technical Assistance needed for success with Go NAP SACC, in centers across the Upstate
- Outreach with statewide partners to connect local initiatives to state level



### LIVEWELL AT WORSHIP

- Lead Race Relations Sub-Committee through the Group Model Building process to identify systems of racism and economic segregation impacting Greenville County congregations
- Ensure health equity opportunities through the development of a Hispanic Cohort of congregations
- Foster connection between faith-based and health promoting organizations



### BUILD TRUST, BUILD HEALTH

- Lead the BUILD Trust, BUILD Health workgroup through the Group Model Building process to develop new Community Action Plan for the next 3-5 years
- Identify priority actions to address elevated BMI among Latinx Youth living in the White Horse Road Corridor
- Strengthen partnerships among organizations serving the Latinx community in Greenville County

