



What is Eat Smart, Move More SC?

The SC Eat Smart Move More Coalition coordinates obesity prevention efforts across the state and leads the implementation of South Carolina's Obesity Prevention Plan. The intent of this coalition is ongoing collaboration between state agencies, business and industry, health care organizations, schools, academia, community based groups and coalitions and a broad range of other stakeholders to capitalize and leverage differing areas of expertise, skill and resources to impact obesity in South Carolina.

VISION

The vision of Eat Smart, Move More...SC is to have a South Carolina in which healthy eating and active living are the pillars of healthy lifestyles in healthy communities.

MISSION

The mission of Eat Smart, Move More...SC is to coordinate collaborative and sustainable efforts to support healthy eating and active living where South Carolinians live, learn, work, play and pray.

Why Eat Smart, Move More SC?

During the past few years, the rising level of obesity in our country has become a well-known problem. Overweight and obese adults are at increased risk for diabetes, hypertension, stroke, certain cancers, heart disease, high cholesterol, gall bladder disease, sleep apnea, depression, osteoarthritis and asthma. Obesity rates in South Carolina have more than doubled since 1990, with almost two-thirds of our adult citizens considered overweight or obese. In addition,

- In 2006, South Carolina had the fourth worst overweight or obesity rate in the nation. Three out of every five South Carolina adults are either overweight or obese¹. Twenty-nine percent are obese.
- Of those South Carolinians who are overweight or obese, 37.5% have high blood pressure, 11.7% have diabetes, and 5.1% have coronary heart disease².
- The economic impact of obesity and overweight population in terms of illness, diseases and lost productivity is significant. In 2003, obesity-related medical expenditures for adults in South Carolina total over \$1 billion, with over half of the costs being financed by Medicaid and Medicare³.
- Nearly one third of middle school students in South Carolina are overweight or obese.
- Approximately one half of all African American children in rural areas of South Carolina are overweight or obese.

These statistics translate into monumental problems our state must confront and overcome in terms of serious health conditions, rising healthcare costs and a decline in the overall quality of

life for affected citizens. Eat Smart, Move More SC brings together key players to create, implement and evaluate appropriate strategies to create environments supportive of healthy eating and active living.

Eat Smart, Move More SC Accomplishments

- **7 Healthy Habits** awareness campaign to highlight seven simple ways South Carolinians can take small steps to achieve big results, including seven radio and television public service announcements that will be running in all SC media markets beginning April, 2009.
- **Farmers' Market Toolkit** that addresses increasing the availability and affordability of locally grown produce, which also benefits the local economy.
- **South Carolina Healthy Options** is an online physical activity directory where users can search for local physical activity programs by age, county and activity.
- **Online Options for Action** is a web-based tool designed to provide guidance for implementation of obesity prevention programs and strategies in specific settings including schools, faith, worksite, communities, childcare and healthcare).
- **Online Breastfeeding Resource Guide** is a web-based tool that provides trusted resources for breastfeeding promotion and support for professionals and the general public.
- **Annual Obesity Prevention Summit** that brings together key stakeholders to develop and implement strategies to prevent obesity in South Carolina.
- **SC Walk to School Day** program that encourages walking/biking to school on a regular basis.
- **Complete Streets Training** - Training communities in South Carolina on the concepts of complete streets and how to advocate for local complete streets resolutions.
- **Community Mini Grants** - Multiple funding opportunities for communities to implement obesity prevention strategies based on Options for Action.
- **School Gardens** - Partnering with Dept. of Agriculture to promote school garden projects throughout the state.
- **Worksite Mother's Lounge** - Partnering with the SC Breastfeeding Coalition to support the creation of Mother's Lounges at the workplace.

Contact Information

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1 Data source: South Carolina Behavior Risk Factor Surveillance System. Definition of overweight or obese: Body Mass Index >25

2 Finkelstein, EA, Fiebelkorn, IC, Wang, G. National medical spending attributable to overweight and obesity: How much, who's paying? Health Affairs 2003;W3,219-226

3 Finkelstein EA, Fiebelkorn, IC, Wang, G. State-level estimates of annual medical expenditures attributable to obesity. Obesity Research 2004; 12(1); 8-24.