

INCREASING ACCESS DURING A PANDEMIC

2020 YEAR IN REVIEW

WHO DO WE SERVE?

All populations and communities, especially those who are more vulnerable due to race, age, location, ability, and/or socioeconomic status.

HOW DO WE MAKE AN IMPACT?

Advocacy

Community Action

Youth Engagement

The COVID-19 pandemic changed the way we operate and collaborate with partners, communities, and youth. We transitioned into a remote team, pivoted some of our work to focus on the increase in food insecurity, helped our grantees navigate a new way of project implementation, and created a virtual model for youth engagement.

HEALTHY BUCKS

Led advocacy efforts at the State House in support of a **stronger Healthy Bucks program** to encourage fresh produce purchases and consumption by our most food insecure residents while also helping farmers.

HEALTHY BUCKS EXTENSION

Successfully advocated for an extension of an **increased Healthy Bucks incentive** through September 2020.

THE HEALTHY BUCKS PROGRAM EXPERIENCED AN INCREASE IN CUSTOMERS.

58%

LET'S GO 3.0 PROJECT: THE LAST ROUND

The Let's Go 3.0 mini-grant project was funded by the BlueCross® BlueShield® of South Carolina Foundation, an independent licensee of the Blue Cross and Blue Shield Association.

\$65,000

Mini-grants were awarded to communities that demonstrated a need for sustainable healthy eating or active living change.

18

Counties reached through the final round of mini grants included both rural and urban areas.

The COVID-19 pandemic highlighted the importance of having access to free physical activity in communities. We are grateful to extend opportunities to communities that may not have the financial resources to implement projects that do just that -- provide free and safe places to be active.

Everyone Adapts and Pivots

ESMMSC chapters utilized **virtual platforms** to continue their work and impact their communities in spite of the challenges of COVID-19. Many chapters met the **immediate need of their communities** by coordinating, hosting, and volunteering at **healthy food distributions**.

THE HYPE PROJECT

In collaboration with the 7th District African Methodist Episcopal Church, **9** Healthy Young People Empowerment (HYPE) teams were funded to support healthy eating and active living projects. **2** more teams were funded by Let's Go mini-grants.

How was The HYPE Project transformed during the COVID-19 Pandemic?

The HYPE Project curriculum was turned into a **virtual format**. Here's how we did it:

- 1 Re-wrote and condensed the curriculum to keep attention spans in check
- 2 Staff recorded instructional videos from their living rooms.
- 3 Gathered cool graphics and energetic music.
- 4 Produced **12** creative videos.

YOUTH SUMMIT

The pandemic prevented a traditional in-person Youth Summit. Staff quickly turned it into a **live streaming event**. Experts provided guidance in the following areas **to help youth adjust** to their **changing environment and routine**:

- Healthy Eating and Active Living
- COVID-19 and Personal Safety Measures
- Mental Health for Youth
- Empathy and Advocacy
- Social Justice

How did we meet the immediate needs of those affected by the COVID-19 Pandemic?

MAR
DEC

FOOD INSECURITY COALITION

Quickly assembled the Food Insecurity Coalition with **over 140 people** to discuss and develop hunger solutions. The coalition met weekly to meet the needs of struggling people and transitioned into monthly meetings.

COALITION REPRESENTATION

- Non-profit Organizations
- Food Distribution Channels
- State Agencies
- County and Local Coalitions
- Farmers Markets

MAR

COVID-19 WEB PAGE

Developed an **online resource hub for partners** addressing food insecurity and safety, which includes an interactive food distribution map.

11,567 VISITORS FROM ACROSS THE US

TOP 5 LOCATIONS

- SOUTH CAROLINA
- OREGON
- NORTH CAROLINA
- VIRGINIA
- CALIFORNIA

MAY
JUN

PANDEMIC MINI-GRANTS

Helped **40 communities** feed over **20,000 struggling people** with pandemic mini-grants totaling **\$46,000**.

FUNDING STRATEGY

Connect organizations serving the same community. Two Beaufort County Gullah communities were connected to help them leverage resources and increase the number of people they were able to feed.

MAY
SEPT

CRISIS NETWORKING

Built relationships with **new partners and elected officials** as they worked to **help their constituents**.

OCT

CRISIS COACHING

Connected chapters, coalitions, and partners to **financial resources** for food distribution needs, such as fresh food, safety equipment, and other needs.

LENDING KNOWLEDGE & MUSCLE

- Helped communities secure grant funds for food distributions
- Volunteered at food distributions
- Connected partners and individuals to match non-financial needs.

OCT

YOUTH SERVICES SUPPORT

Led a two-part webinar on *Re-Imagining Program Delivery to Students* and provided **resources to organizations working with youth**.

How are we integrating our core values into our work?

OUR CORE VALUES

- DIVERSITY
- EQUITY
- INCLUSION

Excellent presenters with good slides and chat box material that I am glad to receive for helping my continuing learning.

EDUCATING OUR CHAPTERS: HEALTH EQUITY TRAINING SERIES

Hosted the **PEACE (Promoting Equity Among Communities Effectively)** training series, a three-part community-driven health equity training focused on changing one's mindset **to be more diverse, inclusive, and equitable**. This series was a collaboration with Healthy People Healthy Carolinas and the SC Office of Rural Health.

EDUCATING OUR STAFF: THE WELCOME TABLE

Staff participated in The Welcome Table with the University of South Carolina's Office of Race and Reconciliation. The dialogue and experience challenged staff to:

- Consider **personal experiences and biases** and
- Take a **deeper look at race** and how it **impacts us and our work**, especially during a time when racial tensions escalated and health disparities were made obvious.

I love that the Welcome Table used storytelling as a starting place for conversations around race; getting to learn more about the experiences and history of each of my coworkers and the facilitators was very powerful and made me feel open and receptive.

BEING INTENTIONAL: STRATEGIC PLANNING

The Board of Directors and staff worked virtually to create a new strategic plan that focuses on **being more intentional with integrating our core values** into our work for an equitable South Carolina, where everyone has access to healthy choices.

EMBRACING CHANGE: A NEW BRAND

Strategic planning revealed a need for a new, cohesive brand and messaging framework to ensure **our work encompasses a diverse range of strategies to impact health disparities and health equity**. The rebranding process began by soliciting a marketing firm through an RFP, securing the firm, and evaluating the need for a new brand based on feedback from a diverse group of partners.

Thank you for making an investment in a more equitable South Carolina.

Terri Allen
Kelsey Allen
Kevin Allen
Sandra Allison
James Archie
Heather Bacon-Rogers
Jena Baltzgar
Beth Barry
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Oliver Wood
Jennifer Wright
Melody D Wright
Michael Wright

OUR CORPORATE SPONSORS

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- Healthy People Healthy Carolinas
- Healthy Blue® BlueChoice® HealthPlan of SC
- novo nordisk®
- Uof SC South Carolina

OUR GRANTORS

- South Carolina Foundation
- CENTRAL CAROLINA Community Foundation
- MAZON A Jewish Response To Hunger
- dhec Healthy People. Healthy Communities.
- ONE SC FUND at Central Carolina Community Foundation
- American Red Cross
- Robert Wood Johnson Foundation
- Voices for Healthy Kids

HOW WILL YOU HELP?

- VOLUNTEER
- SPONSOR
- PARTNER

DONATE TODAY

Your donation will help fund community projects that address equity by increasing access to safe places for physical activity and healthy food. Donate online at www.eatsmartmovemore.org or call us at 803-667-9810.

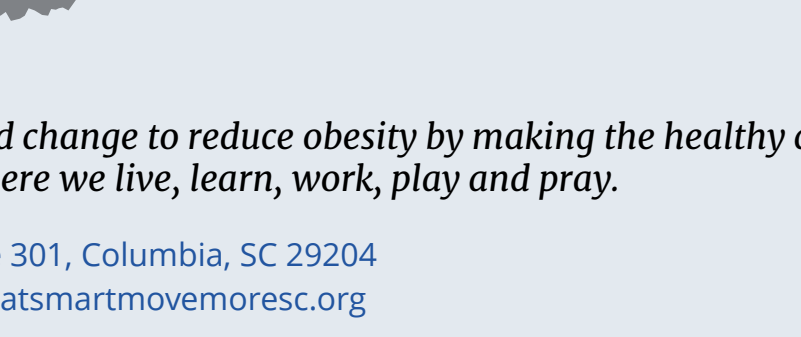
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FINANCIALS: EXPENSES



Eat Smart Move More South Carolina advances community-led change to reduce obesity by making the healthy choice the easy choice for every South Carolinian where we live, learn, work, play and pray.



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