

HEALTHY PALMETTO



VISION

A South Carolina where quality of life is a priority, and everyone has an equitable opportunity to thrive.

PURPOSE

To unify and mobilize organizations working on healthy eating and active living efforts in South Carolina.

OUR PARTNERS

Our partners include agencies, academic institutions, non-profit and private organizations, and funders that have a state-wide impact on healthy eating and active living.



Where we live shouldn't determine how long or how well we live, but in many communities, there are persistent barriers to health and opportunities to thrive.



Developing policies and creating environments that make healthy choices easier and less expensive support South Carolinians in preventing costly chronic health conditions, such as obesity, diabetes, and high blood pressure.



For the first time in history, this generation may die 5 years younger than their parents.

\$7 billion

Adult obesity is costing the state more than \$7 billion per year in medical care costs.



Food access is important to food security, which is having consistent access to enough nutritious food for a healthy, active life. In South Carolina, an estimated 1 in 8 people, and 1 in 6 children, face hunger.



Access to nutritious foods and physical activity have a major impact on the health, well-being, and quality of life of those living in South Carolina.



Today's children spend up to 44 hours per week in front of a screen, and less than 10 minutes a day playing outdoors.



OUR PRIORITIES (2022-2024)

The Healthy Palmetto Leadership Council has selected six priority areas on which to focus our state-wide efforts. By elevating the collective expertise of these unique partners, we will lay the groundwork for a sustainable model that other priorities can be added to over time. Together, we can achieve more and contribute to a healthier South Carolina!



Improve Outdoor Environments in Early Care and Education

Support the efforts of Grow Outdoors SC as they transform early childhood outdoor spaces into diverse, naturalized environments that spark play and learning.



Prioritize Physical Activity in Schools

Support SC FitnessGram partners to improve student health by enhancing physical education (PE) and creating more opportunities for physical activity before, during, and after school.



Promote Trail Connectivity

Support the development of a SC trails coalition to increase trail connectivity in South Carolina and promote the use of trails and walking paths through increased knowledge and outreach.



Expand Awareness of WIC

Expand awareness of the benefits and services of the Women, Infants, and Children (WIC) program to increase enrollment of eligible participants.



Increase Senior Enrollment in SNAP

Support the SC Department on Aging and SC Thrive to increase enrollment of eligible older adults in SNAP through community-based outreach and marketing initiatives targeted towards older adults as well as training for SNAP counselors/community workers.



Increase Access to Healthy Food

Support the SC Food Policy Council to strengthen local food systems in South Carolina; address food insecurity through the health care system by expanding screening & referral tools and resources; and explore strategies to address community design for physical activity and access to healthy food.