



# *South Carolina Obesity Action Plan*

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**2014 – 2019**

# overview

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## OUR MISSION

*The purpose of the South Carolina Obesity Action Plan is to educate, engage, and mobilize partners to help make the healthy choice the easy choice for South Carolinians. The state plan aims to build on the success of current efforts and offers new strategies to reduce obesity rates in the Palmetto State.*

## WHY SHOULD I CARE ABOUT OBESITY IN SOUTH CAROLINA?

Today, two out of three South Carolina adults and one out of three children are overweight or obese. Obesity has become a major contributor to the diseases that kill the most people in our state, make the most people sick, and cost our state the most money to treat.



### Adult Health Reasons

**Obesity is linked to chronic diseases** like diabetes and heart disease; **80% of chronic diseases are preventable.**



### Children's Health Reasons

If current trends continue, this generation of **South Carolina kids** will have a **shorter life expectancy than their parents.**



### Economic Reasons

The economic **cost of obesity in South Carolina** is estimated to be **\$8.5 billion per year** and growing.

## WHAT'S IN THE ACTION PLAN?

The plan focuses on strategies to reduce and prevent obesity. Here are a few examples:

- **Communities** – Improving access to affordable, healthy produce by increasing the number of local farmers markets that accept SNAP/EBT and WIC vouchers.
- **Worksites** – Implementing healthy eating, physical activity, breastfeeding, and tobacco-free campus policies at the South Carolina Governor's cabinet agencies.
- **Healthcare** – Increasing provider referrals to obesity counseling services for South Carolina patients.
- **Schools and Child Care** – Expanding the Farm to School program to increase access to fresh, locally-grown fruits and vegetables for South Carolina students.

# HOW WILL WE KNOW IF WE'RE SUCCESSFUL?

Picture what our state would look like if all South Carolinians had access to healthy foods and more opportunities to be physically active during their day. Now think about the kinds of changes we need to make to realize this vision. To accomplish our mission, we'll need to make environmental, policy, and systems-level changes in the places where South Carolinians live, work, play, and learn. This is what South Carolina could look like...



## Communities

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- Safe, accessible neighborhood parks, paths, sidewalks, and trails
- Active commuting such as biking and walking
- Access to local farmers markets and community gardens



## Worksites

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- Healthy food and beverage options
- Opportunities for safe physical activity
- Tobacco-free environments
- Breastfeeding-friendly environments



## Healthcare

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- Access to obesity assessments and treatment
- Maternal and newborn care practices that encourage women to breastfeed
- Healthcare and community partnerships that facilitate patient referrals to healthy eating and active living resources



## Schools & Childcare

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- Healthy meals and snacks using fresh, local produce
- Physical education classes
- Opportunities for physical activity throughout the day
- Nutrition education
- Safe walking and bike paths to school and on school campuses

# how can i get involved?

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**Join our Scale Down movement** – We've mobilized more than 800 South Carolina business leaders, non-profit executives, healthcare representatives, academics, and elected officials to unite in our efforts to address the state's obesity problem. This statewide group meets regularly and has smaller work groups you can join if you would like to get more involved.

**Check out our full state plan at [scaledown.org](https://scaledown.org)** – Let us know if there are any strategies or activities in the plan that you would like to help with.

**Share with us what you're doing** – We've developed an online resource directory to help connect organizations working on similar obesity prevention initiatives. Visit [scaledown.org](https://scaledown.org) to complete the online form to be listed among our partners who are working to reduce and prevent obesity in South Carolina.

**Contact us** – For more information, email us at [info@scaledown.org](mailto:info@scaledown.org).