



PROGRAM: All-Health Team Media – Health Promotion Campaign

HISTORY: Established 2003

MISSION: Through recognition and rewards, encourage youth to adopt and promote preventive health practices in their schools and communities.

CONCEPT: A statewide awards program established in 2003 for youth, teachers, and adult leaders to recognize and promote their efforts related to eating healthy and being active. The All-Health Team Program receives applications from schools, local community groups and organizations, and select winners. All winners are featured on the All-Health Team website and receive a cash award to support existing project efforts; select winners are featured in a commercial which is shown on WIS-TV. The winners are automatically eligible to become one of the top winners at the end of the year and receive additional funds to further expand their project. *“Funding for all monetary awards and recognitions are provided by BlueCross BlueShield of South Carolina.”*

- GOALS:**
- Increase youth awareness of eating healthy and being active through hands-on learning and youth participation in healthy activities, practices, and outreach.
 - Provide resources and support to teachers, students, and other adult leaders in order for them to develop preventive health activities and messages focusing on eating healthy and being active.
 - Recognize and reward youth, their teachers, and adult leaders for their efforts to promote preventive health in their schools and communities.
 - Promote and improve eating healthy and being active in South Carolina.

BENEFITS: **For Youth** - Healthy kids learn better and adopting healthy practices at a young age is the best guarantee for healthy choices as an adult.

For Teachers and Adult Leaders - Link to resources to support teachers and adult youth leaders' efforts to educate youth about the importance of eating healthy and being active.

For Public Health - Public awareness is raised about the importance of eating healthy and being active.

Download and complete the application at www.scdhec.gov/allhealth. Send it as an attachment to allhealthteam@dhec.sc.gov along with supporting project materials by February 15.