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Introduction to the HSCI Quarterly

The Healthy South Carolina Initiative (HSCI) is a statewide project currently funded through the Centers for Disease Control and Prevention's Community Transformation Grant Program (CTG). The grant program is focused on decreasing death and disability from poor nutrition, physical inactivity, tobacco use, high cholesterol and hypertension. Forty-one out of forty-six counties in South Carolina are uniting communities through the CTG to maximize health impacts through prevention, health risk reduction and partnership.

We have accomplished a great deal, but there is much left to do. As we continue our work, my hope is that we will begin to see our efforts manifest in real reductions in health disparities, obesity and chronic conditions. If we are to improve health and well-being, we must support health behavior change at the individual, community, institutional and public policy levels. Grantees are engaging local communities, working to increase access to healthy foods, creating active communities and supporting tobacco-free environments.

Both our state and local partners have contributed to our accomplishments by building a strong infrastructure to support the overall implementation of the CTG in South Carolina. A special "thank you" is due to all our HSCI partners and advocates for the work you are doing to implement evidence-based environmental and system change strategies directed towards community health improvement. We are excited to showcase HSCI and ask that you continue to actively support us in transforming the health of our communities.

Barbara Grice

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The HSCI Quarterly is published four times a year by the Healthy South Carolina Initiative. Articles, photos and story ideas should be submitted directly to the editor at or call 803-898-0121.

The Healthy South Carolina Initiative is a collaboration of the South Carolina Department of Health and Environmental Control, the SC Tobacco-Free Collaborative, the Eat Smart Move More Coalition SC, the Care Coordination Institute, the University of South Carolina's Office of Public Health Practice and the South Carolina Institute of Medicine and Public Health. This project is funded by the Community Transformation Grant from the Centers for Disease Control and Prevention. For more information, visit www.healthysci.org.

What Are The Goals of the Healthy South Carolina Initiative?

The Healthy South Carolina Initiative (HSCI) is a statewide project funded through the Centers for Disease Control and Prevention’s Community Transformation Grant Program. Forty one out of forty six counties are uniting communities into a single voice for healthier lifestyles. Grantees focus on Healthy Eating and Active Living (HEAL) and Tobacco-Free Living (TFL) strategies that make healthy choices easy where people work, worship, play and learn.

Our Goals:

1. Improve the health of South Carolinians by improving weight and reducing tobacco use and exposure.
2. Control health care spending by reducing risk factors for chronic disease.

Guiding Principles:

- Build partnerships to maximize health impact through prevention.
- Improve health equity.
- Expand evidence-base for policy, systems and environmental changes that improve health.

Five Year Objectives:

- Reduce death and disability due to tobacco use by 5%.
- Reduce the rate of obesity through nutrition and physical activity interventions by 5%.
- Reduce death and disability due to heart disease and stroke by 5%.

The Healthy South Carolina Initiative is working hard to:

- Address the burden of chronic diseases related to obesity and tobacco use in South Carolina, HSCI specifically focuses on the elimination/reduction of health disparities and the promotion of health equity--with an emphasis on assisting rural populations.
- Work with HSCI grantees in their communities to decrease death and illness from tobacco use, poor nutrition, physical inactivity, high cholesterol and hypertension.

The Healthy South Carolina Initiative (HSCI) is working with grantees in communities across the state to decrease death and illness from tobacco use, poor nutrition, physical inactivity, high cholesterol and hypertension. Since the inception of HSCI, 41 out of 46 counties are striving to create a healthier South Carolina.

Health Eating Active Living Community Action Strategies	
Strategy	Purpose of Funding
Active Community Environments	Support a variety of strategies including comprehensive bike/pedestrian planning, complete streets, walkability/bikability assessments, bicycle/pedestrian friendly communities, marked walking/biking routes and safe routes to school.
Improved Access to Healthy Foods and Improved Community Food Systems	Support a variety of strategies including electronic benefits transfer for the Supplemental Nutrition Assistance Program (SNAP) at farmers’ markets, establishing new farmers’ markets, establishing community gardens, mobile farmers’ markets, grocery store labeling of healthy foods.
Healthy School Environments	Support a variety of strategies including implementing Coordinated Approach To Child Health (CATCH) both in school and after school, the School Health Index (SHI), Farm to School, joint use agreements, Safe Routes to School (SRTS), and tobacco-free school districts.
Healthy Young People Empowerment	Support implementation of the HYPE curriculum through community youth groups as champions for change to improve healthy eating and active living.

Tobacco-Free Community Action Strategies	
Strategy	Purpose of Funding
Tobacco-Free Faith-Based Environments	Support faith-based organizations in joining the tobacco-free faith based network to voluntarily adopt 100% tobacco-free policies for their campuses and sponsored events.
Tobacco-Free Colleges and Universities	Support colleges and universities in adopting a Model Tobacco-Free Policy.
Tobacco-Free Workplaces	Support comprehensive smoke-free workplace policies.
South Carolina Tobacco Quitline	Support providers in actively referring patients to the Quitline.



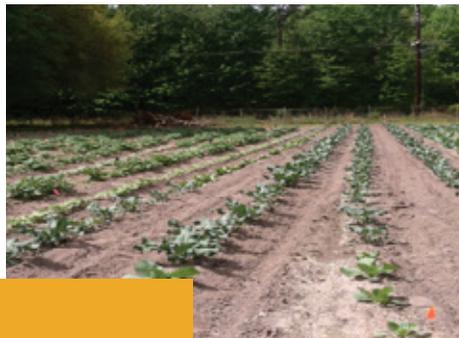
Upstate Region



Hub City Mobile Farmer's Market

The Hub City Farmers Market (HCFM) in Spartanburg County is a nonprofit organization which facilitates access to healthy foods in a city where less than 20% of residents eat the recommended servings of fruits and vegetables a day. The HCFM not only facilitates weekly markets, but also operates a brightly-colored, retrofitted van which brings a variety of produce into Spartanburg neighborhoods where residents have few other healthy food options.

"We're thrilled to be able to bring fresh, locally grown produce directly to neighborhoods, businesses and events where people live, work and play" says Interim Executive Director Brendan Buttimer. In addition to increasing healthy food access, the HCFM ensures affordability by offering federal food assistance vouchers such as SNAP (formerly known as "Food Stamps"), and offers a grant-funded program to double the purchasing power of these benefits.



Lowcountry Region

Thirteen Community Gardens Announced

At a recent visioning meeting for the N. Lemacks Community Garden in Colleton County, a community member said "the community garden is a way for us to help each other out, get healthy food to our families and neighbors, and bring us together." The N. Lemacks garden is only one of 13 community gardens funded by HSCI in the Lowcountry. The complete list includes:

Beaufort County

1. Mt. Carmel Baptist Church
2. Mt. Sinai Baptist Church
3. Family Worship Center
4. M.C. Riley Elementary School

Colleton County

5. Colleton County Farmers Market and Museum
6. Thunderbolt Career and Technology Center
7. Black Street Early Childhood Center
8. N. Lemacks Community

Hampton County

9. Estill High School
10. Fennell Elementary School

Jasper County

11. Ridgeland High School
12. Royal Live Oaks Academy
13. Jasper County Neighbors United



Pee Dee Region



Collins Park Community Demonstration Garden

A popular community park in Conway has become the home of a demonstration garden that is meant to inspire the creation of home gardens across the city. The Collins Park Community Demonstration Garden is part of a three-step process to improve access to healthy foods in Horry County. Partners including the HSCI, Eat Smart Move More of South Carolina

and Clemson Extension collaborated and provided resources to make this project possible.

“Sometimes all people need is the inspiration to get started. We know that it is one thing to inspire people and another to guide them so that is why we created the [Community Gardening] guide first. So once they are inspired by the garden they know how to go home and do it themselves” said Blake Lanford with Clemson University.



Midlands Region



Ebenezer Avenue Elementary School Adopts a Bike Curriculum

Rock Hill School District 3 recognized that less than 15% of school children walk or ride their bikes to school 20-30% of morning traffic is generated by parents driving their children to school, there has been a decline in the physical activity of children today and the rate of nonfatal and fatal bicycle injuries in children under the age of 15 is very high. To combat these issues, the district initiated a bicycle safety curriculum.

Developed in support of the South Carolina Physical Education Standards for middle school physical education, the curriculum consists of 10 lesson plans and was piloted this past spring at Ebenezer Avenue Elementary School by physical education teacher, Pattie Starnes.

The curriculum was written by Winthrop University Associate Professor of Physical Education Kathryn Davis and funded by a grant from the Healthy South Carolina Initiative. Consisting of a two-week unit, the curriculum includes indoor and outdoor

lessons, each building upon the concepts and skills learned from previous lessons.

While the indoor lessons provide information on general bicycle safety and skills like bike and helmet fitting, traffic rules, and basic navigation and parking skills, the outdoor lessons aim to put these concepts into practice. In the curriculum, students are given the opportunity to participate in drills to gain hands-on experience with safe bicycle maneuvers like signaling, quick stops, avoidance weaving, and crossing the street.

After a successful start this spring, the sixth grade students who participated in the new curriculum at Ebenezer Avenue got to put their new skills into action by riding bikes with the Mayor of Rock Hill at the “Mayor’s Youth Ride” in May. Meeting at the Giordana Velodrome in Rock Hill, Mayor Doug Echols showed his support for the biking curriculum by inquiring about the number of bikes needed to expand the curriculum to become a district-wide initiative for sixth grade students.

HSCI Community Grants Maps

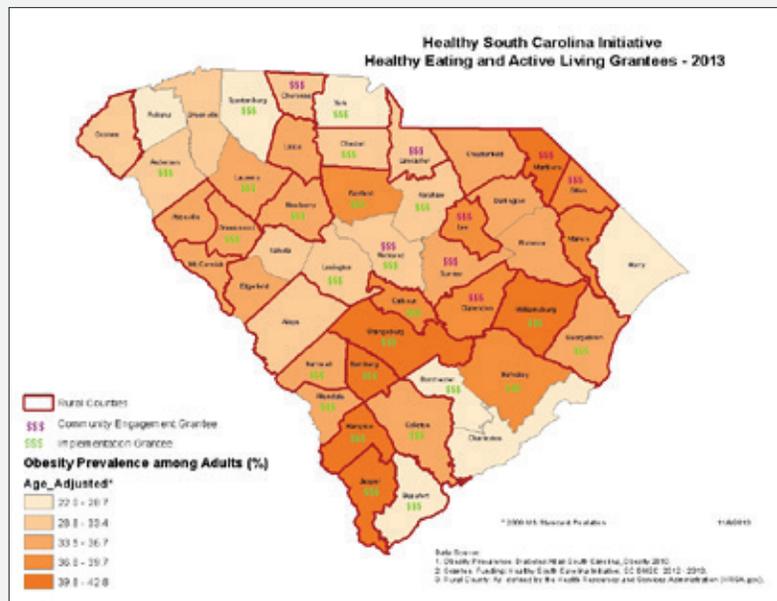
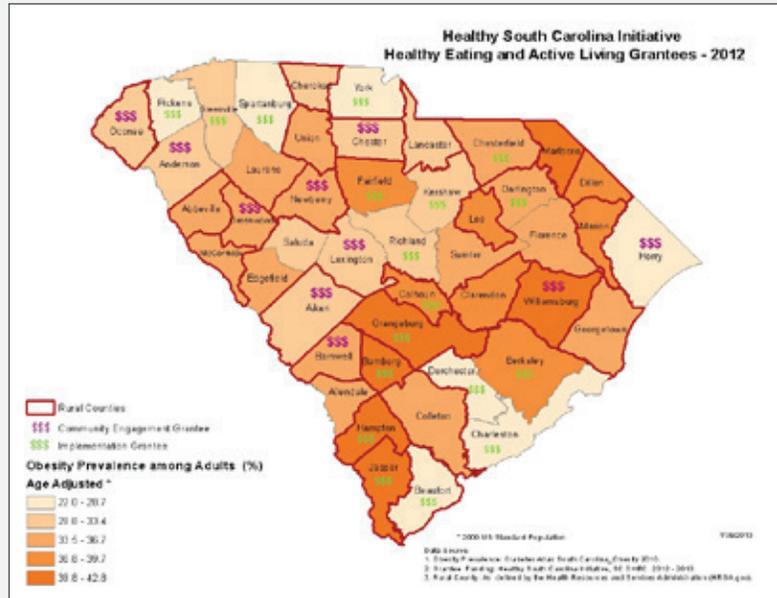
The following maps show the counties which have received HSCI community grants, it also shows the rate of obesity and tobacco use in each county.

HSCI 2012

- 27 communities in 25 counties (13 federal rural designations).
- All 27 communities have started the community assessment process.
- 10 Community Engagement grants, 17 Implementation grants.
- Implementation grants consist of 16 grants focusing on healthy eating active living and 11 focusing on tobacco-free living strategies.

2013 HSCI Activities:

- 34 grantees in 36 counties (16 federal rural designations)
- 8 Community Engagement, 25 Implementation grants
- Implementation grants consist of nine healthy eating active living grants, five tobacco-free living, eleven both strategies



Healthy Eating and Active Living Grantees

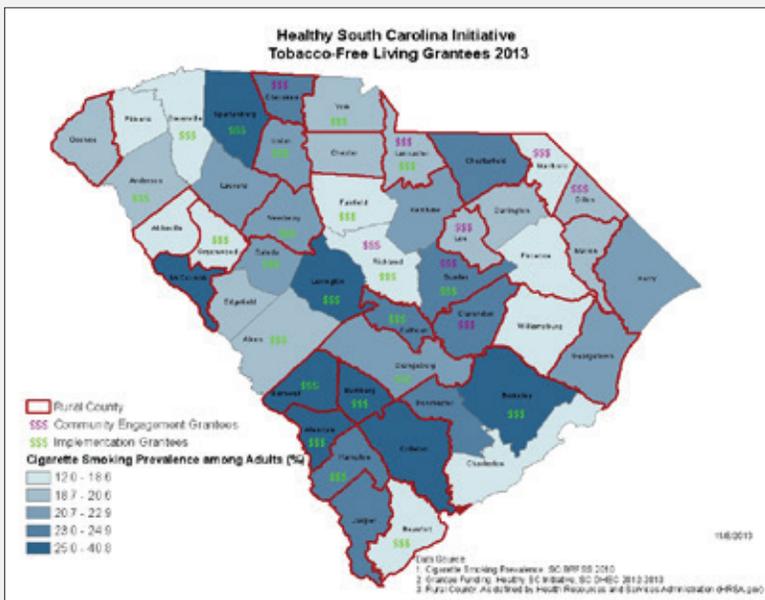
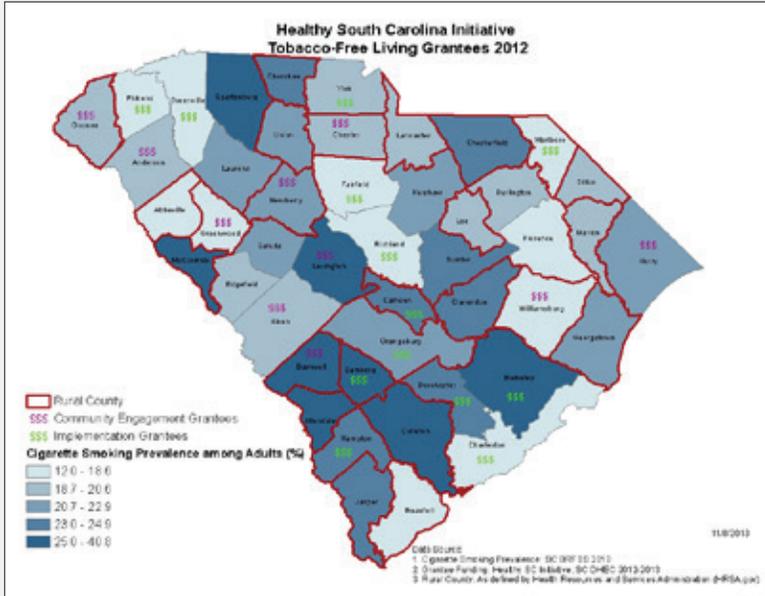
What changed from 2012 to 2013?

- 7 counties went from Community Engagement to Implementation grants: Anderson, Barnwell, Chester, Greenwood, Lexington, Newberry and Williamsburg.
 - 3 counties went from Community Engagement funding in 2012 to no funding in 2013: *Oconee, *Horry and Aiken.
 - 5 counties went from Implementation funding in 2012 to no funding in 2013: *Pickens, *Greenville, *Chesterfield, *Darlington, and *Charleston.
 - 1 county had both Community Engagement and Implementation funded in 2013: Richland.
- *County did not apply for 2013 funding*

Tobacco-Free Living Grantees

What changed from 2012 to 2013?

- 6 counties went from Community Engagement to Implementation: Anderson, Aiken, Barnwell, Newberry, Lexington and Greenwood.
- 1 county went from Implementation to Community Engagement: Marlboro (The 2013 grant recipient was different than the 2012 grant recipient).
- 4 Counties went from Community Engagement funding in 2012 to no funding in 2013: *Oconee, *Chester, *Horry and *Williamsburg.
- 3 counties went from Implementation funding in 2012 to no funding in 2013: *Pickens, *Charleston and *Dorchester.
- 3 counties had both Community Engagement and Implementation funding in 2013: Richland, Lancaster and Sumter.

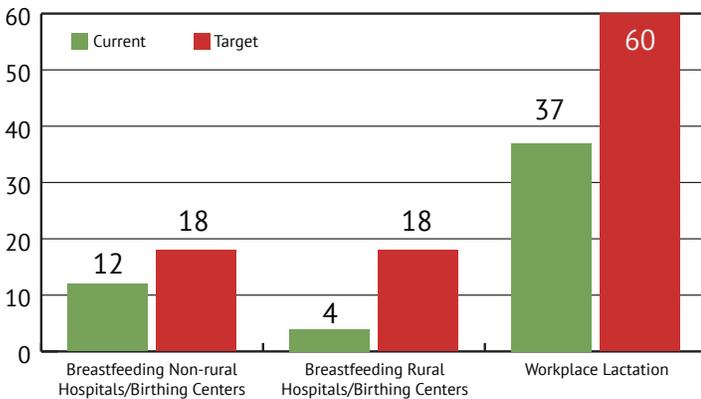


*County did not apply for 2013 funding

Updates to the Community Transformation Grant Objectives

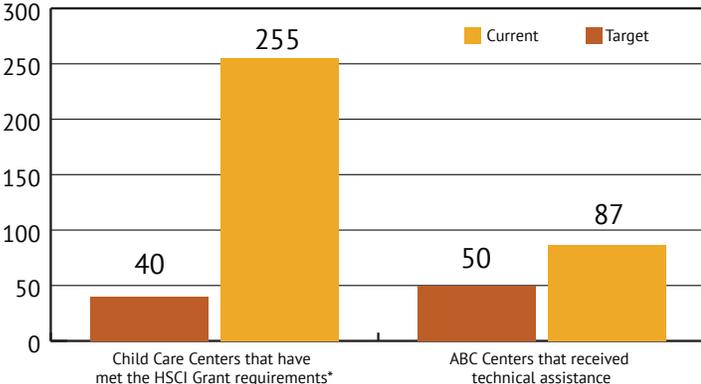
As the current funding source for the Healthy South Carolina Initiative, the Community Transformation Grant focuses on over 30 annual objectives to achieve the goal of better overall health for all South Carolinians. Promoting best and promising practices for infants, youth, teens and adults in various settings will help communities make significant strides in eliminating the health disparities that exist in our state. In each issue of the HSCI Quarterly we will continue to share the progress of the initiatives highlighted below and others from the Community Transformation Grant. All goals listed are to be accomplished by the end of the grant term, September 30, 2016.

Healthy Eating Active Living Breastfeeding Initiatives



The *Eat Smart, Move More, Grow Healthy* toolkit is an easy-to-use resource for child care providers that provides skill-building and educational activities for the classroom and home, and resources and tools that address the environment, policies and practices within the child care center.

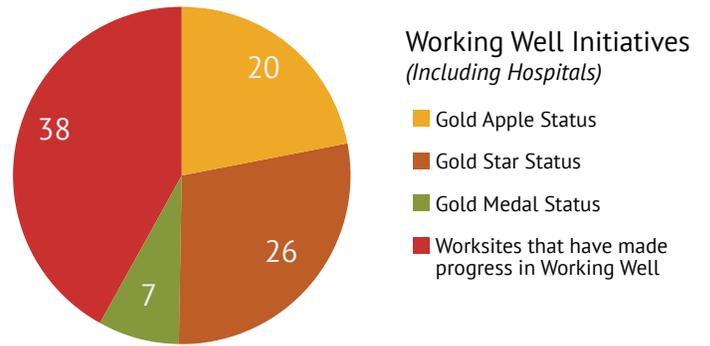
Healthy Eating Active Living Child Care Initiatives



*255 Child Care Centers have completed the ESMMGH Child Care Assessment and the ESMMGH Action Plan and have adopted a recommended environmental system change.

The *Healthy Eating Active Living Child Care Initiative* seeks to increase from 4 to 40 the number of child care centers that have completed the SC self-assessment, developed an action plan, and adopted at least one physical activity and/or one nutrition policy or environmental change.

This initiative also seeks to increase the number from 0-50 to provide technical assistance and implementation resources to all participating ABC childcare centers to assure 100% compliance with the enhanced nutrition and physical activity ABC standards.



*27 rural worksites have made progress in Working Well with five worksites reaching Gold Apple status, six worksites reaching Gold Star status, and two reaching Gold Medal status.

Working Well seeks to increase the number of non-rural worksites from 32 to 80 who are making progress in the Working Well Program with 25 worksites reaching gold apple status, 25 worksites reaching gold star status and 25 worksites reaching gold metal status.

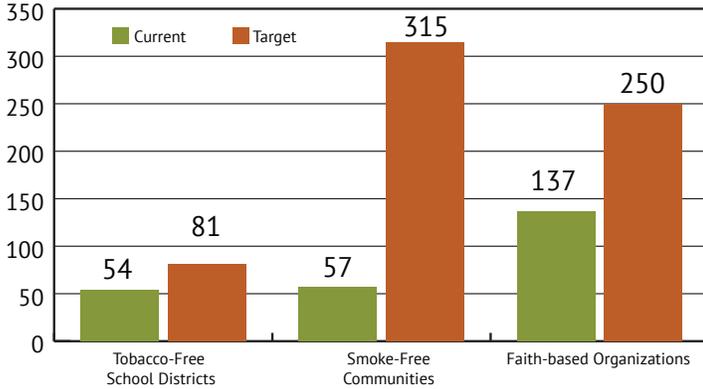
This initiative also seeks to increase the number of rural worksites from 10 to 40 who are making progress in the Working Well Program with 15 worksites reaching gold apple status, 15 worksites reaching gold star status and 15 worksites reaching gold metal status.

Working Well has been recognized as the evidence-based best practice strategy in SC for the establishment of worksite culture where the healthy choice is the easy choice. This is accomplished through enhancement and alignment of policy, systems, environments, and benefit structure in the focus areas of culture, tobacco-free people and places, delicious and affordable healthy food environments, and opportunity for physical activity during the workday. There are currently 89 Working Well worksites throughout the state, impacting close to 100,000 employees from various sectors including healthcare, manufacturing, municipalities, school districts, institutes of higher learning, public and private business. Working Well recognizes worksites who have met the highest standard of excellence in the areas of tobacco, nutrition, and physical activity with the Gold Star, Gold Apple, and Gold Medal awards, respectively.

Working Well currently has 27 Gold Star worksites impacting over 35,000 employees, 21 Gold Apple worksites impacting

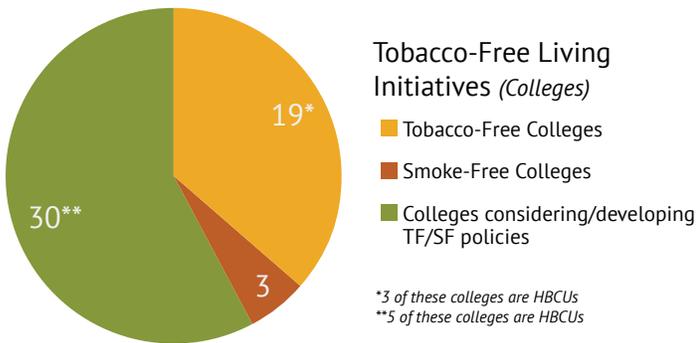
over 45,000 employees, eight Gold Medal worksites impacting almost 16,000 employees, and seven worksites who are Gold Triple Threats achieving all three recognitions which impacts over 15,000 employees.

Tobacco-Free Living Initiatives



This initiative seeks to increase the number of non-rural jurisdictions which provide smoke-free workplaces from 39 to 163, and increase the number of rural jurisdictions which provide smoke-free workplaces from 7 to 152.

This initiative also seeks to recruit 250 faith-based organizations to join the tobacco-free, faith-based network and to voluntarily adopt 100% tobacco-free policies for their campuses and sponsor events.



This initiative seeks to increase the number of HBCU designated colleges and universities which have voluntarily adopted the Model Tobacco-Free Policy for Colleges and Universities from 0 to 8.

This initiative seeks to increase the number of non-HBCU designated colleges and universities which have voluntarily adopted the Model Tobacco-Free Policy for Colleges and Universities from 0 to 38.

HSCI External Leadership Team

The HSCI External Leadership Team represents a critical link in the overall success of the Community Transformation Grant by assembling primarily external partners to advise the Internal Leadership Team with DHEC on strategic issues and to support state-level initiatives and systems development to enhance local community transformation. The state-level leaders serving on the External Leadership Team bring valuable expertise from diverse sectors of influence and will allow a consistent and important linkage to other statewide activities related to the purpose of this initiative. The purpose of the HSCI External Leadership Team is to advise DHEC and the core grant partners of HSCI on the strategic direction of this initiative in a manner that improves collaboration and coordination and maximizes the potential for improved health outcomes related to chronic disease.

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HSCI Partners



This project is made possible with funding from the United States Centers for Disease Control and Prevention

HSCI Partner Events

We love to celebrate the wonderful things our HSCI partners are doing. Here are just a few of the latest happenings.

Eat Smart Move More SC

South Carolina obesity summit provides attendees with knowledge and resources to tackle obesity issues in their community.



Building capacity, community organizing and sustainability were three key points learned by attendees at the 2013 SC Obesity Summit. The summit, held on Oct. 29, 2013, featured speakers from communities across South Carolina, as well as three national speakers, who provided valuable information on local, state and national healthy eating and active living projects.

America Walks Executive Director Scott Bricker delivered the keynote address, as well as a breakout session on organizing walking movements, walkability and community engagement.

“Walking is the first and most fundamental form of transportation, the most basic type of physical activity and the most popular outdoor recreation,” said Bricker. “We believe that walking for everyone, including people with disabilities, leads to healthier people, vibrant economies, environmental sustainability and a higher quality of life.”

Bricker explored the strategies behind *Every Body Walk!*, the national walking movement. Some of the strategies he addressed were: provide equal access for all to walk, connect people and place with walking, emphasize the connection between walking and family time, and integrate walking into organizational practices. More information can be found in the Letter to the Surgeon General on Call to Action on Walking at americawalks.org

Toni Able, executive director of Healthy Greenwood Neighborhoods and fiscal agent of Eat Smart Move More Greenwood County, presented on Cultivating Community through a Community Garden. Her breakout session focused on the success of Greenwood’s community gardens and how they have been able to sustain those gardens while building a sense of community between residents and partners.

“Last year, over 8,000 pounds of produce was provided to shut-ins, emergency food service organizations, the elderly and food pantries,” said Able. “The community garden program is a direct response to community demand for all that a garden can bring to a community, in addition to easy access to fresh food grown by local hands.”

Other topics covered were: the Healthy Hunger-Free Kids Act, the SC Department of Education’s School Wellness Policy Tool, Every Body Walk!, The HYPE Project, local advocacy and volunteers, farmers markets, organizing and capacity building and digital marketing.

For more information about training opportunities and events and to receive the Eat Smart Move More newsletter, visit eatsmartmovemore.org. For more information on the SC Obesity Summit, contact Lauren Neely, Community Coordinator at Eat Smart Move More SC at 803-667-9810, extension 303 or lauren@eatsmartmovemore.org.

SC Tobacco-Free Collaborative

Getting Schooled on Going Tobacco-Free

South Carolina colleges and universities have launched a statewide conversation about going 100% tobacco-free. Healthy Carolina and the SC Tobacco-Free Collaborative hosted the SC Tobacco-Free College & University Summit Oct. 17 on the University of South Carolina’s campus in Columbia, SC.

Columbia Mayor Stephen Benjamin and USC Associate Vice President of Student Affairs, Gene Luna kicked off the day by speaking about Columbia’s popular smoke-free ordinance and about USC’s new commitment to being 100% tobacco-free on all campus properties starting Jan. 1, 2014.



Making the decision and leading a school through the tobacco-free journey is a complex and challenging task. The payoff is healthier staff, students and guests, positive role modeling when young adults are particularly vulnerable to start smoking, cleaner campuses and reduced risk of fire. Not only are lives saved, but the schools also experience financial savings by reducing operating costs.

Guest speakers led workshops on making the case for going tobacco-free, getting started and creating buy-in and policy compliance and legal issues. Speakers from South Carolina colleges and universities that are currently tobacco-free gave attendees firsthand accounts and answered questions during a peer-to-peer panel.

HSCI has set the goal for all 61 of South Carolina’s higher education institutions to make the 100% tobacco-free commitment by the year 2016. The summit honored those 17 schools that have already made the commitment with certificates. The schools included are:

	<i>Effective Date</i>
Southern Wesleyan University	1960
Columbia International University	1963
North Greenville University	Aug. 1, 2003
Lander University	Aug. 1, 2007
Aiken Technical College.....	Oct. 1, 2007
Piedmont Technical College	Aug. 1, 2009
Charleston Southern University	Aug. 1, 2009
York Technical College	Sept. 1, 2010
USC – Upstate	Aug. 1, 2011
Medical University of South Carolina	Mar. 1, 2011
Converse College	Aug. 1, 2012
Spartanburg Methodist College	July 1, 2012
Clinton College	June 1, 2013
Voorhees College	Sept. 1, 2013
Claflin University	Oct. 16, 2013
University of South Carolina	Jan. 1, 2014
Anderson College	TBD

DHEC

Community Action Institute

The HSCI Community Action Institute was held on December 4, 2013 at the LRADAC Education Center in Columbia, SC. The theme for the meeting was Coalition Building and Sustainability. The keynote presenter was Charles Weathers of The Weathers Group which is a management and consulting firm based in Columbia. Mr. Weathers gave a dynamic and informative presentation on building and maintaining an effective coalition. One key point was “Don’t wait to start developing a sustainability plan. The best time to plan is when you have money.” Mr. Weathers also challenged the audience to actively promote their respective coalition’s agenda and to celebrate successes both big and small. Dr. Lillian Smith, USC Arnold School of Public Health, highlighted resources that are available through mysph.org. This online portal hosts a variety of information on public health courses, student placement, training/events, and community engagement resources.

There were over 70 engaged participants who represented HSCI grantees, other state agencies, colleges/universities, school districts, the health care sector, and nonprofit organizations. Currently, there are eight HSCI community engagement grantees and twenty five implementation grantees. There is a great amount of variety in how communities are organized to address specific health issues. Leadership and partnership are key if we are to make a difference. Participants left with a coalition building toolkit and worksheets to assess coalition strengths and weaknesses.

Coming Attractions

Here are just a few exciting resources and events coming your way in the next few months.

Get Involved in the Community of Practice

The mission of the HSCI Community of Practice (CoP) is to form a group of people interested in advancing the necessary skills for community building in public health by providing an environment that encourages participation, facilitates the sharing of knowledge and increases capacity.

You can participate through:

- Meetings
- Conference calls
- Online tools

Who should join? Community partners, public health professionals and others who want resources and information on engaging the community. For more information go to www.mysph.org.

Policy, Environmental, and Systems Tracking Tool (PESTT)

The Policy, Environmental, and Systems Tracking Tool (PESTT) is currently under development and will be a comprehensive source for healthy eating, active living, clinical prevention and tobacco-free indicators throughout South Carolina. These indicators will be captured at the level(s) of implementation, which can span from the county level down to individual sites. The PESTT puts the status of those indicators at the fingertips of program planners to help identify areas of the state where additional policy, environmental, and systems changes are needed. In addition, the tool will include up-to-date census data at the county level to allow for an easy calculation of the reach/impact for each indicator. The following table shows the indicators currently in the PESTT and the level at which those indicators are tracked.

- Baby Friendly Hospitals
- SC 10-Steps
- Lactation Support – Businesses
- Farmers' Markets
- Smoke-Free Air Laws
- Model Tobacco-Free Policy Colleges and Universities
- Model Smoke-Free Policy Colleges and Universities

- Model Tobacco-Free Policy School Districts
- Worksite Wellness/Working Well Hospitals
- Worksite Wellness/Working Well Businesses
- Youth Empowerment – HYPE Teams
- Complete Streets

Please note that the list of indicators is continuously being updated to meet the needs of individuals working to improve the health of South Carolinians. If there are additional indicators that need to be included in the PESTT, please contact Andy Pope at 803-556-1123 or popea@mailbox.sc.edu to discuss.

SCPHA 2014 Winter Conference

The Winter Conference will be held on January 31, 2014 at the St Martin's in-the-Fields Episcopal Church in Columbia, SC. The theme is Building Healthier Communities: Engaged, Empowered, and Taking Action. HSCI grantees will highlight leadership, advocacy and action at the community and college university levels. The grantees will share success stories, best practices and resources to:

1. increase healthy eating and active living;
2. adopt tobacco-free and drug-free policies; and
3. empower youth to impact change.

For more information go to www.scpa.com.