LiveWell Greenville: Making the Healthy Choice the Easy Choice

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Looking Back

• 2007
  – Piedmont Health Care Foundation convener of loose coalition

• 2008
  – County childhood obesity study (41% overweight/obese)

• 2009
  – Cross-sectoral commitment to a Leadership Team (ACHIEVE grant)
  – Robert Wood Johnson Foundation grant awarded – Healthy Kids, Healthy communities
Looking Back

• 2010
  – Broad-scale planning retreat
    – Use of framework – MAPPS
    – Invited more partners to the table, facilitate broader ownership and buy-in
    – Created a focused community action plan (CAP) based on setting-specific workgroups
    – Used tools and templates, engaged facilitative leaders for work groups
  – Branding and website completed
**Goal:** Create child care and after school environments that support healthy, active children.

Objective 1: To facilitate the development and adoption of a “Healthy After School Provider” designation for after school providers committed to supporting the health of children and families enrolled in their programs.

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| 1.1 Identify existing standards and understand snack policies, purchasing processes and perceptions of providers, parents and other stakeholders. | Research USDA guidelines  
Research other standards being used by childcare centers (DHEC, CDC SC Early Learning Standards, DSS)  
Conduct focus groups and/or interviews with after school providers at management level and on “front-line” as well as parents in dialogues to determine perceptions, barriers and opportunities | Summary of existing standards  
At least 3 focus groups (ABC providers, non-ABC providers, parents) or at least 10 interviews completed and summary of findings | October 31, 2010  
October 31, 2010 | YMCA | YMCA  
CIS/BOOST, providers, DSS, DHEC, parents |
| 1.2 Develop or identify best practices that could be utilized to improve policies and environments related to healthier foods and physical activity; identify or develop toolkits for implementation and supportive training and education needed for providers and parents. | Research best practices and centers that have adopted policies that exceed standards  
Interview nutrition and after school/child care experts for input  
Establish a development committee made up of providers, parents and experts  
Develop the standards, tools and training  
Develop marketing and incentive plan (discounts for snack, “healthy designation”) | Summary of best practices  
Development committee established  
Gold standard established  
Tool-kit and training developed | October 31, 2010  
September 30, 2010  
November 30, 2010  
December 31, 2010 | YMCA, BOOST | LiveWell Greenville Work group partners, CHS Children’s Advocacy DHEC, DSS |
Looking Back

• 2011
  – LiveWell Greenville launched

• 2007 – 2010 = 3 years of groundwork!
• **Vision**
  – Greenville County is a place where the healthy choice is the easy choice.

• **Mission**
  – LiveWell is a local collaborative that exists to help create and maintain a healthy community through the promotion and support of policies, systems and environments that make the healthy choice the easy choice.
At School
At Work
Around Town
Out of School
At the Doctor
At Mealtime
For Fun
At Worship
www.livewellgreenville.com
Fundamentals for LiveWell Greenville

- Operational Model
- Leadership and Engagement
- Partnership and Ownership
- Branding and Communications
- Funding

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Operational Model

- Non-profit vs. coalition
- Coalition host & Memorandum of Agreement
- Staffing
  - Mixed model
  - Recruit the expertise needed
- Governance
  - Articles of Collaboration
Leadership and Engagement

- Cross-sector involvement
- Commitment from upper levels
- Service from middle levels
- Grass-roots level engagement
- Clearly defined roles, expectations and training
Partnership and Ownership

• Partners share the vision and commit to playing a role in the CAP
• Individuals and organizations
  – Commit funding, in-kind or labor
• LiveWell is support
• Give credit where credit is due
Branding and Communications

• Positive branding
• Call to action
Local partners leverage funding
Pool of funding to launch coalition
Mixed funding model – in-kind, grants, sponsorships
Sustainable sources
Grants to LiveWell vs. grant to partners
Activities

At School

At Work

Around Town

Out of School

At the Doctor

At Mealtime

For Fun

At Worship

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