11-4-2014

Live Well Greenville: Making the Healthy Choice the Easy Choice

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Recommended Citation
Powers, Alicia, "Live Well Greenville: Making the Healthy Choice the Easy Choice" (2014). Greenville Health System. 3.
http://scholarexchange.furman.edu/records-ghs/3
Greenville County, South Carolina

66% of Greenville County Adults are overweight or obese
(SC Department of Health & Environmental Control, 2012)

41% of Youth in Greenville County are Overweight or Obese
(Furman University Study, 2008)
Our Mission

To create & maintain a healthy community through the promotion & support of policies, systems & environments that make the healthy choice the easy choice
History of LiveWell Greenville

- **2008**: Youth Obesity Study commissioned by Piedmont Health Foundation and completed by Furman University.
- **2009**: Furman University and YMCA of Greenville partner to receive $360,000 from Robert Wood Johnson Foundation. Healthy Kids, Healthy Community grant awarded.
- **2010**: Piedmont Health Foundation launches Childhood Obesity Taskforce; Furman University, Greenville Health System and YMCA of Greenville partner to launch Activate Greenville, a healthy living program.
- **2011**: Healthy Kids Healthy Greenville launched to merge all policy, system and environmental change efforts to reverse childhood obesity; county-wide community action plan developed; leadership team convened.
- **2012**: Healthy Kids, Healthy Greenville rebranded to LiveWell Greenville; community action plans by setting/workgroup developed; YMCA of Greenville committed to serve as the fiscal agent.
- **2013**: LiveWell Greenville receives nearly $2 million from the Community Transformation Grant for Small Communities from the Center for Disease Control and Prevention; half of these dollars were provided to partners.
- **2014**: LiveWell Greenville receives $1.5 million from Partnerships to Improve Community Health from Center for Disease Control and Prevention; half of these dollars were provided to partners.

www.livewellgreenville.com
Levels of Impact

**Individual**
- Knowledge
- Attitudes
- Beliefs

**Interpersonal**
- Peer pressure
- Role models
- Support systems

**Organizational**
- Schools
- Places of worship
- Workplaces

**Community**
- Local infrastructure
- Food availability, pricing and quality
- Park accessibility and quality

**Societal**
- Marketing
- Governmental policies
- Social norms

**Types of Infrastructure**
- Local infrastructure
- Food availability, pricing and quality
- Park accessibility and quality

**Institutions**
- Schools
- Places of worship
- Workplaces

**Support Systems**
- Peer pressure
- Role models
- Support systems
LiveWell Greenville

Areas of Support

At School  Out of School  At Work  At Worship  At the Doctor

Resources  Facilitation  Evaluation
Student Involvement in LiveWell Greenville

- LiveWell Greenville Research Fellows
- Interns
- Independent Studies
LiveWell Greenville Research Fellows Program

• Provide undergraduate students at Furman University the opportunity to
  – gain knowledge and experience in local policy and environmental change efforts to influence obesity
  – participate in networking experiences with local non-profits and stakeholders who are working to influence change
  – obtain training in and implementation of assessment instruments

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LiveWell Greenville Research Fellows Program

• 2013-2014
  – 20 fellows and 500 hours
  – Information and training sessions conducted
  – Greenville County youth obesity study completed
  – Out of School Time pedometer study completed
  – Out of School Time EPAO study completed
  – LWG Award Designations for schools, out of schools and workplaces scored
LiveWell Greenville Research Fellows Program

• 2014-2015
  – 24 fellows enrolled
  – Information and training sessions underway
  – Out of School Time EPAO data coding and entry underway
  – Out of School Time EPAO data collection scheduled for Spring
  – Out of School Time Pedometer study scheduled for Spring
  – Momentum Bike Club data collection scheduled for fall and spring
  – Scoring for LWG Award Designations for schools, out of schools and workplaces scheduled for Spring
Making the Healthy Choice the Easy Choice

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