



# SNAP-Ed State Impact Report

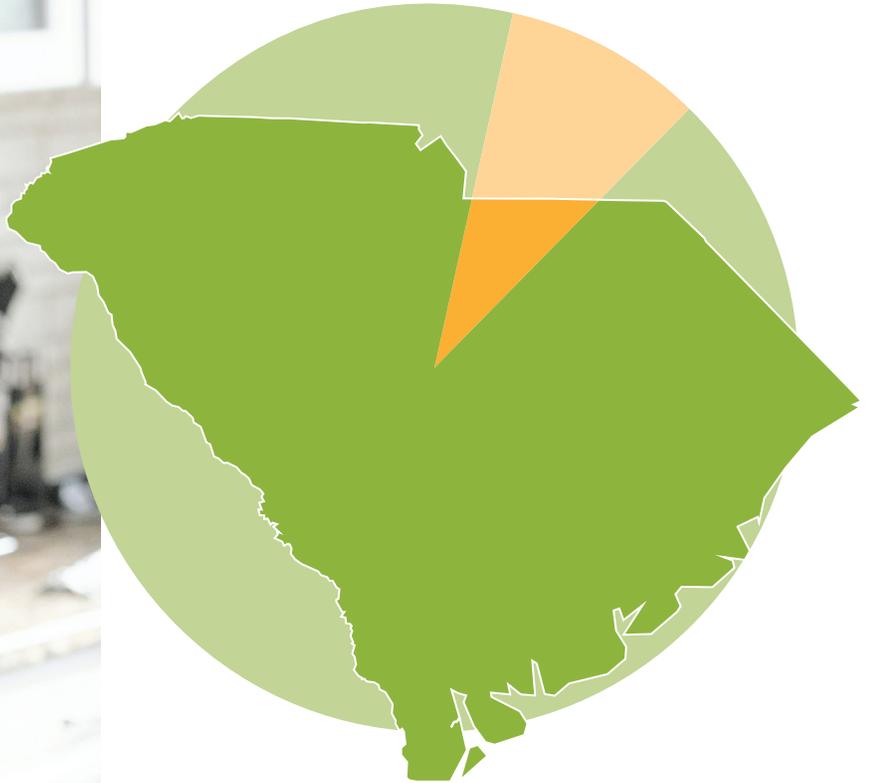
FISCAL YEAR  
2022



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## In 2022, SNAP-Ed activities took place in 42 out of 46 counties.

South Carolina SNAP-Ed (SC SNAP-Ed):

- **delivers direct education** to people across their lifespan.
- works with partners to facilitate the adoption of policy, systems, and environmental (PSE) changes to **make healthy eating and physical activity opportunities** more readily available.
- **implements social marketing campaigns** for people living on a low income.

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# Collaborative Action

Four agencies implemented SNAP-Ed during the 2022 program year, including the state Department of Health and Environmental Control, Clemson University's Youth Learning Institute, Lowcountry Food Bank, and University of South Carolina's Arnold School of Public Health. The Department of Social Services is the administrative agency for SNAP-Ed and also implemented some programming.

These agencies collectively worked with South Carolinians eligible for SNAP-Ed, community partners, and coalitions to deliver programming, reaching over 17,000 individuals through PSE interventions, 44,000 through direct education, and over 140,000 via a statewide social marketing campaign.



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# Social and Community Context

People’s decisions and actions about how to live a healthy lifestyle are heavily influenced by their environments and situations.



Only 3 counties in the state have more than 10 childcare centers per 1,000 children under 5 years old.<sup>4</sup>

**REFERENCES**

- 1 US Department of Agriculture, [USDA - Agriculture Marketing Service](#): August 2020. Additional data analysis by [CARES](#).
- 2 ACS 2017-2021
- 3 [Massachusetts Living Wage Calculator](#)
- 4 Dept. Homeland Security Homeland Infrastructure Foundation-Level Data 2010-2022. Accessed via County Health Rankings

10%



of South Carolinians do not live close to a grocery store.<sup>1</sup>



115,000

households across the state have no vehicle.<sup>2</sup>



\$7.25

South Carolina minimum wage.<sup>3</sup>



\$36.52

Living wage for a 2 adult, 2 child household.<sup>3</sup>

## 3

## Community Assets and Social Capital

SNAP-Ed implementers worked with over 440 local partners across a range of settings to reduce health inequities. SC SNAP-Ed collaborated with:

- **30** agricultural organizations, including farmers markets.
- **14** community member-led organizations.
- **53** early childcare and education facilities.
- **23** faith-based groups.
- **40** food banks or food pantries.
- **41** food stores.
- **43** foundations or philanthropy groups.
- **39** hospitals or health clinics.
- **19** human services organizations.
- **12** libraries.
- **14** local governments.
- **20** parks and recreation centers.
- **8** public health organizations.
- **3** public housing groups.
- **7** colleges or universities.
- **60** K-12 schools.
- **14** senior centers.
- **5** temporary housing groups.



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## Building on Strengths

SC SNAP-Ed works to meet South Carolinians where they live, learn, play, shop, eat, and work.



## STORY 1

### Mary Magdalene Outreach

The Lowcountry Food Bank SNAP-Ed Implementing Agency has partnered with the Mary Magdalene Outreach, an organization in Williamsburg County run by local community member, Mrs. Eleanor Grant. Mary Magdalene Outreach became an agency partner of Lowcountry Food Bank in 2009 and in 2012 they became a USDA agency. Says, Mrs. Eleanor,

**“I started Mary Magdalene Outreach in 2009. I wanted to give back to my neighborhood and the community. I love what I do and helping others.”**

The small organization was operating as a same-day, monthly distribution. When COVID-19 hit, the community center had to shut down. So as not to disrupt their distributions, Mrs. Eleanor took her food and passion to the local community park and, under the shade of the pavilion, and fed her neighbors.

Once COVID restrictions eased, Lowcountry Food Bank Agency Relations worked closely with Mrs. Eleanor to provide consistent service to her neighbors. During this time, Lowcountry Food Bank’s SNAP-Ed staff met with Mrs. Eleanor to discuss the evolution to a full client choice model. Following a structured and detailed plan, Mrs. Eleanor was able to work her way to full client choice operation by June 2022.

With the interventions by Lowcountry Food Bank’s Agency Relations and SNAP-Ed, Mary Magdalene Outreach has:

- Doubled the amount of food distributed each month, including more fresh produce and other perishable items to more than 80 families.
- Expanded service opportunities, with clients able to shop once every other week.
- Increased access to clients who are not available during the day by adding evening hours.
- Given the dignity of choice back to their community.
- Gently nudged clients to choose whole grains, lower sodium, and less sugary snacks by adding food group signs with nutrition environmental nudges.

SNAP-Ed continues to support Mary Magdalene Outreach with additional changes to the pantry flow, including food group signs, more recipes available to clients, and additional nutrition nudges.

## STORY 2



## Clemson University Youth Learning Institute

The Clemson University Youth Learning Institute (CU YLI) SNAP-Education Implementing Agency was able to place an emphasis on supporting community gardens in several counties through PSE's and specifically supporting environmental change. One specific success was with The United Way of Laurens County. United Way of Laurens was awarded the South Carolina Food Connection Community Gardens Project grant to utilize community gardens to improve food insecurity in the Gray Court area community and two other underserved low-income areas of Laurens County.

**Community gardens offer a gateway for nutrition education with local harvested fruits and vegetables allowing for more sustainable food sources.**

CU YLI SNAP-Ed not only helped in the writing of the grants to receive garden funds, but the gardens served as an outlet to jumpstart vital nutrition education. Through tabling events and gardening workshops, SNAP-Ed was able to meet the neighborhood where they were and teach residents the importance of healthy nutritional habits. Coupled with other environmental changes such as providing garden signage to bring visibility to the space, community gardens are a sustainable change with great impact.



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## Direct Education

SNAP-Ed implementers reached 18,041 adults and 25,967 youth across South Carolina through 5,547 classes using the following evidence-based curricula:

- Cooking Matters
- It's Your Health, Take Charge
- Walk with Ease
- Coordinated Approach to Child Health
- MyPlate
- Taking Charge in Meadowland

On average, people who participated in classes significantly increased their consumption of:



**Fruits**



**Vegetables**



**Healthy fats**



On average, people who participated in classes significantly increased how often they:



**Shopped for groceries using a list**



**Read nutrition facts labels on food packages**

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## Policy, Systems, and Environmental Changes



To support nutrition and physical activity behaviors among people eligible for SNAP-Ed, program implementers partnered with 74 local organizations across South Carolina in 2022 leading to the adoption of:

6

Policy changes

75

Systems changes

74

Environmental Changes

### POLICY, SYSTEMS, AND ENVIRONMENTAL STRATEGIES

#### STRATEGY

#### Food access for SNAP-Ed eligible individuals

SNAP-ED ELIGIBLE INDIVIDUALS REACHED:

**10,417**

#### LOCAL PARTNER SITE TYPE:

- 18 hospitals or health clinics
- 17 community organizations
- 4 farmers markets
- 5 food banks or food pantries
- 2 libraries
- 2 K-12 schools
- 1 college or university

#### STRATEGY

#### Gardens at sites that serve SNAP-Ed eligible individuals

SNAP-ED ELIGIBLE INDIVIDUALS REACHED:

**850**

#### LOCAL PARTNER SITE TYPE:

- 10 libraries
- 7 community organizations
- 5 hospitals or health clinics
- 3 group living sites
- 3 K-12 schools
- 1 place of worship

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## Coalitions

SNAP-Ed partnered with diverse coalitions in 2022 that included over 500 individuals or organizations as members. Members represented a range of sectors.

Sectors Represented	Organizations or Individuals per Sector
Community members/individuals	226
Foundations/philanthropy organizations/nonprofits	136
Hospitals/healthcare organizations	99
Schools (colleges and universities)	88
State governments/agencies	82
Public health organizations	60
Agricultural organizations (includes farmers markets)	56
Food banks/food pantries	42
Schools (preschools, K-12, elementary, middle, and high)	41
Local governments/agencies	27
Faith-based groups	20
Food stores	18
Human services organizations	18
City and regional planning groups	15
Early care and education facilities	13
Libraries	9
Parks and recreation centers	7
Federal governments/agencies	6
Other commercial enterprises/businesses	6
Media/advertising groups	5
Transportation groups	5
Indian Tribal Organizations	4
Labor/workforce development groups	4
Senior centers/housing	4
Chefs/culinary institutes	3
Restaurants	3
Industry groups	1
Shelters/temporary housing groups	1



## STATE NUTRITION ACTION COUNCIL (SNAC) HIGHLIGHT

South Carolina State Nutrition Action Coalition (SC SNAC) created a Food and Nutrition Resource guide for stakeholders and community partners. This resource guide includes all nineteen state and local food programs represented within SNAC. The guide provides an overview of each program, its purpose, audiences served, and contact information. It includes an easy-to-use breakout of each program with general eligibility guidelines to effortlessly refer client to services needed. SNAC agencies contributed feedback to ensure that each program was appropriately represented.

This guide is used to create awareness of SNAC, increase coordination and collaboration among programs, and enable community stakeholders to connect eligible participants with the food and nutrition programs within SNAC. We were privileged to present this resource guide at the annual South Carolina Women Infant and Children (WIC) conference, South Carolina Food Policy Council meeting, and during a clinical linkage segment with the South Carolina Office of Rural Health.



[ACCESS THE RESOURCE GUIDE](#)

[LEARN MORE ABOUT SC SNAC](#)

## COALITIONS LIST

County	Coalition Name
Abbeville	Be Well Abbeville Coalition
Aiken	Aiken County Service Network
Aiken	North Augusta Service Network
Aiken	Suicide Prevention Coalition
Aiken	Wholespire Aiken
Allendale	Wholespire Allendale (2022)
Anderson	Wholespire Anderson County
Bamberg	Bamberg County Health Coalition
Barnwell	Wholespire Barnwell/ HEALing Partners
Berkeley, Charleston, Dorchester	Obesity, Nutrition & Physical Activity
Berkeley, Charleston, Dorchester	Tri-County Health Improvement Plan
Berkeley, Charleston, Dorchester	Tri-County Learning Collaborative for Food Security
Cherokee	Wholespire Cherokee County

County	Coalition Name
Cherokee	Wholespire Cherokee Racial Health Equity Subcommittee
Chester	Chester County Community Coalition
Edgefield	Edgefield Interagency Network
Georgetown	Healthy Foods Work Group - LiveWell Georgetown County
Georgetown	Live Well Georgetown
Greenville	Greenville Food Policy Council
Greenville	Greenville Food Security Coalition - Emergency Food System Workgroup
Greenville	Greenville Food Security Coalition - Food Equity Workgroup
Greenville	Greenville Food Security Coalition Steering Committee
Greenville	Greenville Hispanic Alliance Health Team
Greenville	LiveWell Greenville at Early Childhood Workgroup
Greenville	LiveWell Greenville at Worship Workgroup
Greenville	LiveWell Greenville Hispanic Cohort
Greenwood	Greenwood County Food Policy Council
Greenwood	Wholespire Greenwood County
Hampton	Rediscover Hampton
Horry	HC3
Jasper	Jasper Charitable Alliance Coalition
Jasper	Jasper County Human Services Advisory Committee
Laurens	Healthy Laurens Coalition - Executive Committee
Laurens	Wholespire Laurens County
Lexington	Harbison West Elementary School Student Improvement Council
Lexington	WeCo/Cayce Food Policy Coalition
Marion	Marion County Food Policy Council
McCormick	McCormick County Coalition
Oconee	Healthy Oconee HEAL
Oconee	Oconee County Food Council
Orangeburg, Calhoun, Bamberg	Tri County Food Policy Council
Pickens	Pickens County Hunger Coalition
Richland	Columbia Food Policy Committee
Richland	Richland County Master Gardener Association
Spartanburg	Wholespire Spartanburg County
Spartanburg	Hispanic Alliance Spartanburg
Spartanburg	Spartanburg Food System Coalition
Union	Live Healthy Union
York	Wholespire York County
York	York County Food Policy Council



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## Social Marketing

### STATEWIDE SOUTH CAROLINA HEALTHY EATING AND ACTIVE LIVING CAMPAIGN

Campaign messages were promoted on streaming services and social media and reached over 28,000 SNAP-Ed eligible

individuals. The campaign prioritized audiences in South Carolina with a household income of 50k or lower, those applying for state financial assistance, WIC, welfare, EBT card users and heavy Facebook users. There were four specific campaign messages:

**1.**

Promoting the SNAP Healthy Bucks program by stretching your dollars and eating fresh fruits and vegetables

**2.**

Limiting food waste

**3.**

Utilizing food banks

**4.**

Participating in physical activity

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# Learn More and Collaborate

## STATE AGENCY

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This report was developed with funding from the Supplemental Nutrition Assistance Program – SNAP.

These institutions are equal opportunity providers.



