



Healthy People Healthy Carolinas

Key Messages:

Millions of Carolinians can improve their health.

Rates of diabetes, heart disease and unhealthy weight are high throughout the Carolinas—in many communities, higher than the national averages.

We face our own unique health challenges in Horry County. Access to health care is not available to everyone and some people struggle to make healthy choices on a daily basis either because they don't know what the healthy choice is, the healthy choice is too expensive, or it's inconvenient.

- Of all 50 states, South Carolina ranks 42nd when it comes to the overall health of its residents.
- Two in three people in South Carolina are an unhealthy weight and 36% of Horry County residents are obese.

To improve health, we must expand our thinking.

The Duke Endowment recognizes that health is created and sustained through individual, community, and clinical efforts.

We need to think differently in Horry County about how we help people live healthy lives and create a community that promotes the health of our friends, family and neighbors.

- Where we live, learn, work and play in Horry County all have an impact on our health.
 - To be successful at improving health within a community, we must expand our thinking to include all areas that affect our health and target them for solutions.
- As our health care system undergoes major transformations, both nationally and right here in Horry County, we must come together to find solutions for persistent and costly health conditions, such as obesity and diabetes.
 - If we can successfully improve the health of our friends, family and neighbors, we will reduce local health care costs, improve health outcomes, and increase quality of life for people in Horry County.

To be successful, everyone must get involved.

The health challenges facing the Carolinas have been decades in the making. They cannot be effectively addressed overnight, and they cannot be solved by individuals and organizations working alone.

The only way this effort will be successful in Horry County is if the organizations shaping the way we live, learn, work, pray and play get together and work collaboratively to address the health challenges we face as a community, rather than going at it alone.

- Through the *Healthy People, Healthy Carolinas* initiative, our coalition is working with leaders in health care, public health, social services, government, education, businesses, and others. If you'd like to get involved, let us know.
- In addition to improving health locally, we want to strengthen how our community works together and apply new, multi-sector approaches to optimize community health.

We're starting with communities that have great need and potential.

***Healthy People, Healthy Carolinas* is a bold initiative of The Duke Endowment that's working with local coalitions to improve health in communities throughout North and South Carolina.**

We've been selected as a new grantee in The Duke Endowment's Healthy People, Healthy Carolinas initiative. With the funding we'll receive, we plan to introduce and implement projects in our schools, doctor offices and our shared community spaces aimed at improving the health of the people of Horry County.

- *Healthy People, Healthy Carolinas* aims to improve community health and health outcomes—focusing specifically on nutrition, physical activity and prevention of chronic disease.
 - The program will monitor and track progress on a number of health indicators—from body mass index to behaviors that improve health.
- The program launched in 2016 in North Carolina with five counties. It is now active in 20 counties throughout the Carolinas. The Duke Endowment plans to expand to additional communities throughout the Carolinas in the years to come.
 - Each of these communities has an existing coalition that has proven its ability to take on local health challenges and has a history of successful collaboration.
- The coalition right here in Horry County just received grant money from the *Healthy People, Healthy Carolinas* initiative.
 - The Duke Endowment has made an initial investment in each community to support the coalition over the next three years. Support from The Duke Endowment will aid and enhance community efforts to improve health.
 - The community coalitions will also receive support to improve their capacity to implement evidence-based interventions and monitor performance.
 - Ultimately, the community coalitions will require additional support from others to successfully grow and sustain their work. With the funds, our coalition plans to address the access to healthy foods, provide learning opportunities about healthy eating and exercising, and create safe physical activity spaces inclusive to all.
- If we implement formal quality improvement methods, address health disparities, enact policy changes and apply evidence-based interventions, we have the potential to achieve the greatest positive impact on community health in Horry County.
 - The health of Horry County won't change overnight, but over time the work we're doing will have a big impact on the health of Horry County residents.
- Communities will participate in a peer-learning collaborative, providing opportunities to share and learn from each other as they develop best practices.
 - Population Health Improvement Partners in North Carolina and the S.C. Hospital Association in South Carolina will provide coaches to our community, offering individualized technical assistance and facilitating the exchange of lessons learned.



**HEALTHY
HORRY**

Sponsored by Conway Medical Center
with Novant Health

In collaboration with HC3

