



CHANGESC

RESEARCH

A recent SCDA survey shows **74% of South Carolinians** believe the Department should be educating residents on the health benefits of eating fresh, locally grown food.

Furthermore, 77% believe the Department should play a bigger role in helping underprivileged children access fresh, locally-grown food.

RESEARCH

The study shows 94% of rural South Carolinians understand that eating fresh, healthy fruits and veggies is somewhat to very important for their health, but the biggest barriers are price (60%) and availability (27%) in rural communities.

RESEARCH

More than 80% of South Carolina's counties have food deserts.

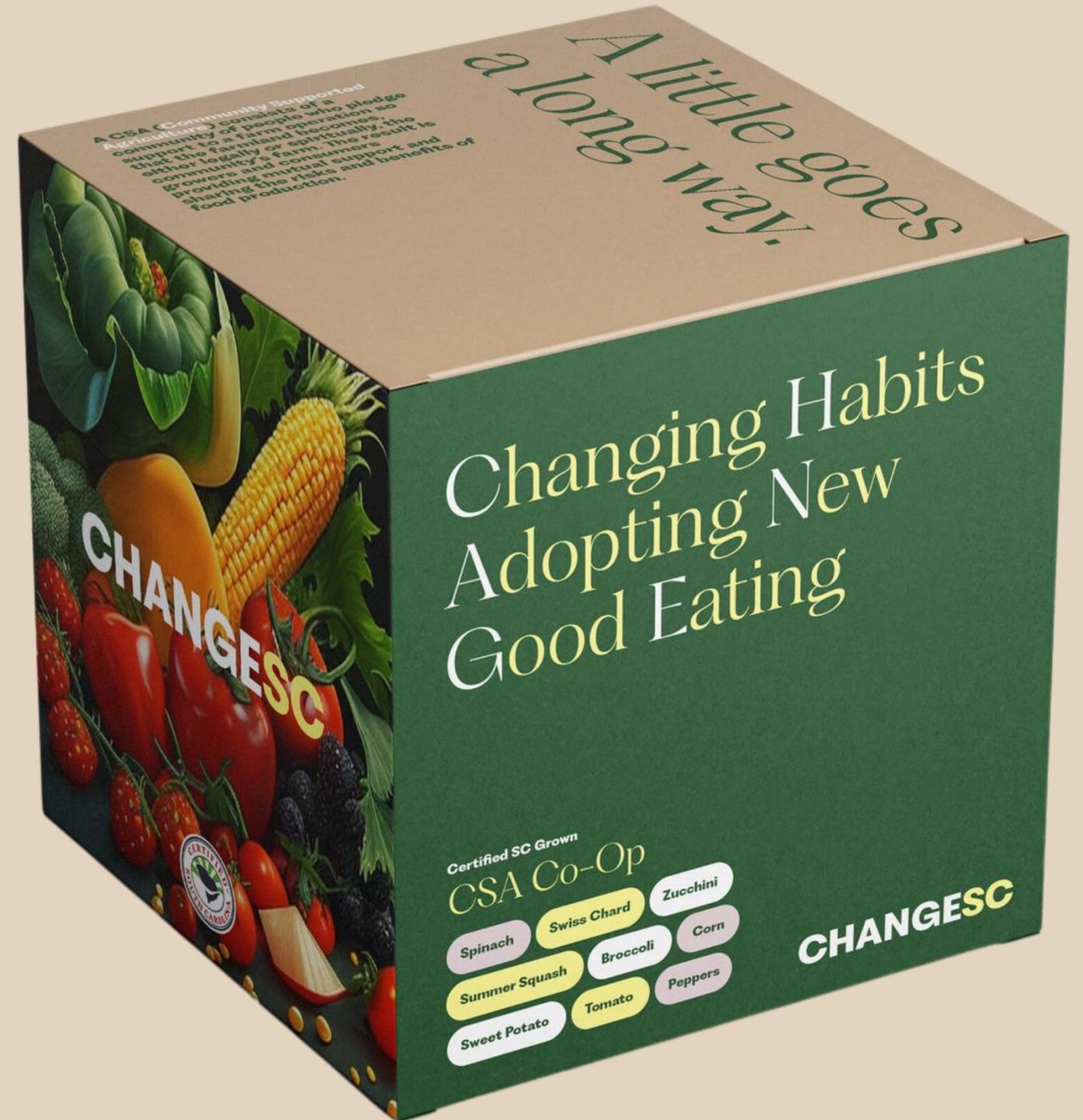
- Residents without means have limited access to fresh, healthy food.
- Poor eating habits lead to health problems, such as obesity and diabetes, that, if left untreated, can be deadly.
- Obesity-related health spending alone costs the state \$8.6 billion.

"If not us, who? If not now, when?"

CHANGESC

MISSION

Bring fresh, nutritious food directly to the doorsteps of these communities, teach people how to prepare it, and affect generational change in eating habits.





PILOT PROJECT – PEE DEE REGION

For our initial efforts, SCDA has identified four counties with high food insecurity rates in the Pee Dee region to launch the program.

PILOT PROJECT

- SCDA/DHEC joint project
- Partnering with local food hub and LFPA aggregator, Pick 42 Foundation
- Boost infrastructure to aid in food distribution
- Raise awareness of local distribution efforts and statewide food insecurity issues
- Increase demand for healthy foods by educating residents on access, preparation, and benefits of healthy eating
- Conduct pre- and post-pilot research to measure successes

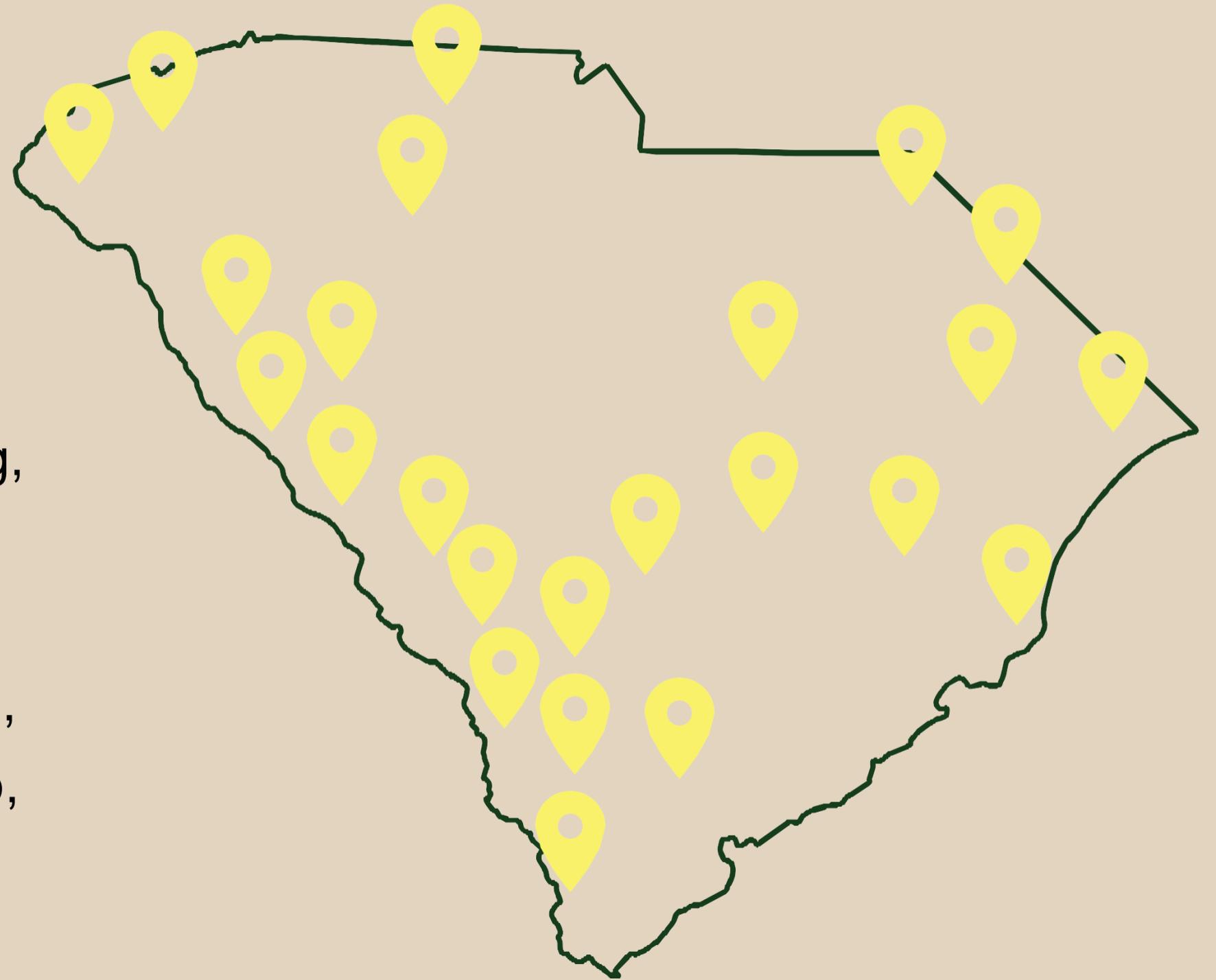


EXPANDED PROGRAM

FY 24-25

24 counties

Abbeville, Aiken, Allendale, Bamberg,
Barnwell, Cherokee, Clarendon,
Colleton, Dillon, Edgefield,
Georgetown, Greenwood, Hampton,
Horry, Jasper, Lee, Marion, Marlboro,
McCormick, Oconee, Orangeburg,
Pickens, Union, and Williamsburg.



In the years to come, ChangeSC would become an ongoing, statewide initiative.

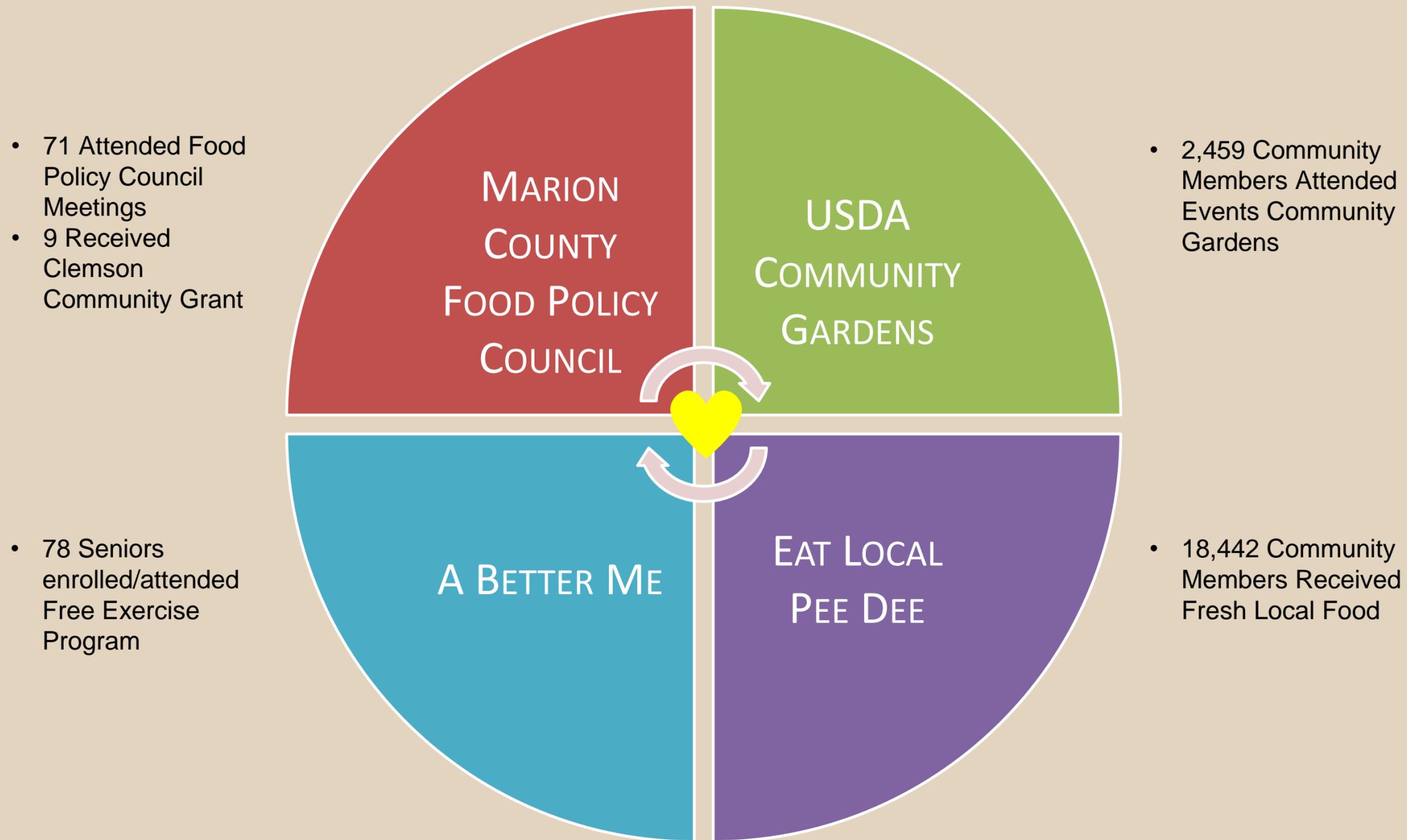
We believe this approach of simultaneously boosting supply, by helping the food distributors, and demand, by educating the public on eating healthy, is the right recipe for generational change.



Miko Pickett
Executive Director
Pick 42 Foundation



WE LEAD WITH OUR HEART | BACKED BY DATA AND RESEARCH



*Data from 1/1 – 9/30/23

*USC Snap-Ed (Tech Assistance, Assessments) and Clemson University (Surveys, analytics)



OUR PROGRAMS ADDRESS
NUTRITION INSECURITY, FITNESS
AND COMMUNITY CONNECTIVITY
IN OUR REGION

EAT LOCAL PEE DEE | COMMUNITY GARDENS | A BETTER ME

CHANGESC

Changing Habits, Adopting New Good Eating