



South Carolina

Making Healthy Choices Easier

Eat Smart Move More Kershaw County and the City of Camden are helping improve the health of South Carolina residents by using a Complete Streets approach to transportation planning. By making streets safer and more usable—for cyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities—they are helping people be more physically active.

Public Health Problem

Ralph, a 72-year-old Kershaw County cyclist, was killed when his bicycle was struck from behind by a car. Being a strong advocate for bicycle safety, he had been wearing a helmet while riding with two other cyclists. Ralph's death spurred the efforts of a local coalition and increased their resolve to make Camden friendlier to cyclists and pedestrians. With support from state and national partners, the coalition has involved residents and worked to meet national Complete Streets standards to help Camden become a safer and healthier community.

Eat Smart Move More Kershaw County and the City of Camden recognized that

- Getting around Kershaw County without a car was a safety concern for many people who traveled by foot, bicycle, or wheelchair.
- A lack of regular physical activity was a major contributor to Kershaw County's steady rise in rates of obesity, diabetes, heart disease, stroke, and other chronic health conditions.
- Among the county's 62,000 residents, 70% were overweight or obese, and 28% led sedentary lifestyles.

Without proper planning, Camden's walkable, historic grid street pattern was slowly being replaced by suburban sprawl. Making streets safer by building more sidewalks and bike paths could help people enjoy the many benefits of physical activity.

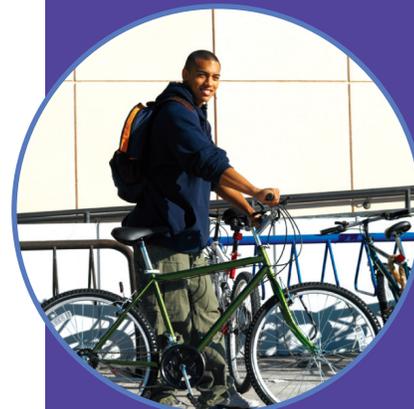
Taking Action

The Kershaw County coalition was first formed in 2008 and continues to promote system and environmental approaches that can help people make healthier choices. It is supported in part by CDC's Preventive Health and Health Services (PHHS) Block Grant and South Carolina's Department of Health and Environmental Control. During 2008–2012, the coalition developed and launched action plans to support Complete Streets in Camden, including

- Setting up active partnerships with community organizations such as Eat Smart Move More South Carolina, the City of Camden, the Palmetto Cycling Coalition, the National Association of Chronic Disease Directors, the Kershaw County Planning and Zoning Department, and the Camden Planning Commission.
- Educating public health officials, local leaders, and community organizations about how Complete Streets could make Camden more livable.
- Surveying residents about walkability (ease and safety), cyclist needs, physical activity levels, and healthy food intake.
- Identifying locations for placement of Share the Road signs and bike racks.

Healthy People Objective
Culturally Appropriate Community Health Promotion Programs

PHHS Block Grant Funding
Represents 10%–49% of total program costs



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For more information, go to
<http://www.cdc.gov/phhsblockgrant>



For more information on
Healthy People, go to
<http://www.healthypeople.gov>

Impact

Thanks to the PHHS Block Grant and the South Carolina Department of Health and Environmental Control, the coalition has had several successes:

- With help from partners and others, the coalition raised \$300,000 in funding, plus in-kind contributions.
- The Camden City Council unanimously passed a Complete Streets resolution in 2011.
- The City of Camden put up Share the Road signs and bike racks across the city, raising awareness about cyclists on the roads.
- All new road construction and repair work in Camden must meet Complete Streets standards to accommodate people of all ages and abilities, including walkers, cyclists, and people with handicaps.

These steps to create a safer and healthier community have renewed the hopes of local residents that no other family will have to experience the loss that Ralph's family has endured. These changes can keep Camden a hometown to be proud of and will make it healthier for future generations.

The Preventive Health and Health Services Block Grant is managed by the Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health, in collaboration with state health departments. The PHHS Block Grant supports prevention efforts in all 50 states, the District of Columbia, 8 US territories, and 2 American Indian tribes.

PHHS Block Grant Supports South Carolina Healthy People Priorities

The PHHS Block Grant provides flexible funding that states can use to prevent and control chronic diseases, respond quickly to outbreaks of infections and waterborne diseases, and address their specific public health needs. States can align their programs with health objectives from *Healthy People 2020*.

South Carolina uses its funds to address three health objective priorities:

- Culturally Appropriate Community Health Programs.
- Sexual Violence (Rape Prevention).
- Rapid Prehospital Emergency Care (EMS).

For a complete list of funded health objectives, go to
<http://www.cdc.gov/phhsblockgrant/stateHPprior.htm>.