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Date: 6/21/2016 4:21:08 PM

Subject: RWJF to spotlight Cherokee County obesity rate decline

Attachments: SOP landing page cherokee county sc 6 20 16 FINAL.DOCX

Cherokee Social Media.docx

SOP local advisory cherokee county.docx

All,

My name is Adam Zimmerman. I am writing on behalf of the Robert Wood Johnson Foundation (RWJF).

On Thursday, June 23, RWJF will launch a new 'Signs of Progress' push—an announcement that will include national and local press, social media promotion (#Signs of Progress), and policymaker engagement—to recognize a growing number of states and cities across the country that have reported declines in childhood obesity rates.

One of the locations we'll be spotlighting is Cherokee County, SC. Between 2012 and 2015, the Cherokee County documented a 20.2% relative decline in obesity and overweight rates among first-graders and a 21% relative decline among third-graders.

In advance of our announcement, I wanted to share some materials specific to Cherokee County. I appreciate you keeping these items all under embargo until then.

Attached to this email you'll find:

Cherokee profile text. highlighting a mix of policy and programmatic changes the county has pursued in recent years.

Template social media: suggested tweets and Facebook posts, along with a graph depicting the rate decline

Media advisory. This will be sent to local SC outlets on Thursday.

Come Thursday, I'll also send you the link to Cherokee's profile page on the RWJF website, so you can use it in tweets, statements, etc.

We appreciate anything Gov. Haley can do to spread the good news; please let me know if you need anything else.

Best,
Adam

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