

DELIVERING ON THE COMMUNITY BENEFIT PROMISE: The Impact of Partnership

In 2013, Coca-Cola Bottling Co. Consolidated partnered with the Medical University of South Carolina (MUSC) to promote well-being and position MUSC as the go-to, local resource for active, healthy living. Their collaboration may serve as a model for how other healthcare systems can demonstrate community benefit.

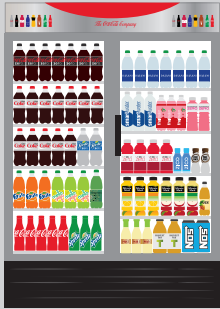
SHARED VISION »

Create culture of well-being by transforming the environment & inspiring behavior change

APPROACH »

ACCESS

Promote choice by offering several options, including smaller package sizes; place low- and no-calorie beverages at eye level



EDUCATION

Encourage healthy habits statewide through Fit Family Challenge; host Iron Chef showdown and well-being discussions at South Carolina Hospital Association's Cooking Well Invitational



MESSAGING

Remind people about beverage choices, including those without calories; feature DASANI® or Coke Zero™ on vending machines



REWARD

Motivate purchase of wellness entrée and no-calorie beverage for chance to win wellness prizes



MEANINGFUL CHANGE »

35% ↑
smartwater®
purchases¹
(9/2013 vs 8/2014)

Partnership
recognized
by South
Carolina Hospital
Association

Media attention
underscored
MUSC action to
promote community
wellness

10.3K South Carolinians logged
2.65M+
minutes of activity²

20K+ people saw
"Lots of Choices.
Calories Optional!"
messaging weekly³

“ Our partnership helped bring our shared vision of community wellness to life. Coca-Cola's expertise and support allowed us to bring our program to scale in a way we could not have done on our own.”

— Dr. Susan Johnson,
Director of Health Promotion, MUSC

1. Margin Minder Reporting, September 2014 2. Fit Family Challenge Tracker, July 2014 3. Sodexo Cafeteria Transaction Data, 2014

MUSC is South Carolina's only comprehensive academic health science center. It is a public institution of higher learning that provides a full range of educational programs in the biomedical sciences and actively engages in community service and outreach. The campus is located on more than 50 acres in Charleston. Learn more at www.muschealth.com.

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