



# School District Leverages Partners and Funding to Make Physical Activity Fun

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The mission of the [Georgetown County School District's](#) (GCSD) Physical Education (PE) and Health programs is to promote health and physical fitness as fun and necessary by teaching physical skills, healthy habits, teamwork, sportsmanship, and cooperation. Keith Brown, the District PE Coordinator, has been living and working by this mission for the past 11 years.

**“I feel like it’s our job to make sure our students know the benefits of quality physical education, and the value of life-long skills that they can enjoy throughout their lifetime.”**

*- Keith Brown, GCSD PE Coordinator*

Keith understands the importance of partnerships. From 2019 to 2022, GCSD received onsite support from the [Alliance for a Healthier Generation](#) through the Wellness Inspired School Environments (WISE) 2.0 grant, funded by the BlueCross® BlueShield® of South Carolina Foundation. Through this grant, each school completed the Healthy Schools Assessment, developed an action plan for improvements, and received funding to assist with implementation. In addition, GCSD is a SC FitnessGram Influencer School District. Through SC FitnessGram, each school continues to develop an action plan based on

their Healthy Schools Assessments and their students’ fitness data to implement proven practices that support physical activity to improve health outcomes.

“Keith worked hard to ensure school wellness teams were meeting, that school-level assessment data and action planning were completed, and that the district was utilizing data to guide both district vision and goals for improving wellness outcomes,” said Seth Shelby from the Alliance for a Healthier Generation. “They have made the connections between how their wellness journey intersected with the health and well-being of the community.”

By using the assessment and fitness data, GCSD decided that students needed more opportunities for physical activity, so WISE 2.0 funding was used to purchase a variety of physical activity equipment for indoor and outdoor play including a climbing wall at McDonald Elementary and a Gaga Pit used during recess at Waccamaw Intermediate.

“The equipment allowed us to expose students to new sports and activities that they have never experienced before,” said Nickolas DeJohn of Carvers Bay Middle School. Nicole Watts of Pleasant Hill Elementary added, “The funds purchased a variety of equipment that has helped keep my physical education class fun and energizing.”