THE PROBLEM
There has been much effort inside school grounds to increase the safety and health of students. The problem is those efforts are not reflected in the area directly surrounding the school. After surveying high schools in Seattle King County, all schools had multiple fast food restaurants and tobacco establishments surrounding it. There was unsafe bike lanes and pedestrian walk ways and little opportunity for physical activity. Kids spend a lot of time in these surrounding areas as they commute to school, eat lunch off campus, and hangout after school. This is having a direct effect on their safety, physical health, and academic performance.

DOES IT REALLY EFFECT OUR KIDS?
- Research shows middle and high school students attending school located within 1/2 mile of a fast-food restaurant consumed more soda, less fruits and vegetables and had a higher BMI.
- Kids who walk or bicycle to school showed higher cardiovascular fitness than do children who do not actively commute.
- Further research has shown that the physical well-being of students has a direct impact on academic achievement. For example, students with the highest fitness scores also had the highest SAT scores.

WE NEED CHANGE: What does a healthy school zone look like?
A healthy school zone is constructed so that the healthy choice is the easy choice. From this environment, teenagers are exposed to positive health behaviors at a young age. These behaviors become habit and change the future of chronic disease development.

The Zone:
- Is a safe place for kids to bike, walk and play
- Restaurants provide easy access and wide selection of nutritious lunch and snack items
- Provides ample opportunity for physical activity
- Is free of tobacco and alcohol advertisements

POLICY RECOMMENDATIONS

INCREASE PHYSICAL ACTIVITY & ACTIVE TRANSPORTATION
- Improve infrastructure to make active transportation easier with more bike racks and sidewalk connections
- Expand speed enforcement by increasing ticket fees and the number of cameras on stoplights
- De-incentivize driving to school and increase access to public transportation
- Increase student use of green space through targeted programs

DECREASE TOBACCO
- Restrict tobacco retailers near schools through zoning laws
- Limit advertisements through content neutral regulations
- Raise minimum age to purchase tobacco

INCREASE HEALTHY FOODS
- Incentivizes students to eat healthy foods with student discounts and buyer cards.
- Regulate infiltration of new unhealthy food establishments
- Increase advertisement of healthy foods and decrease advertisement of unhealthy food