

Did You Know?

- ♥ There are 300% more overweight children and adolescents today than there were thirty years ago.
- ♥ Nationwide, kids who eat school breakfast eat more fiber, vitamin C and calcium and less added sugar than those who do not.
- ♥ 30 years ago, over 66% of America's children walked to school. Today, only 13% walk or bike to school.
- ♥ Children who skip breakfast are actually more likely to be overweight—yes *more* likely.
- ♥ 78% of today's children are falling short of getting the ½ to 1 hour of daily exercise recommended by the American Heart Association.
- ♥ In addition to being nutritional, eating school breakfast is also tied to improved test scores.
- ♥ 20% to 25% of morning traffic is due to parents driving their children to school.
- ♥ Breakfast at school can positively influence family eating behaviors.



Starting Spring 2006!

A physical activity & nutrition program for healthier school communities

For more information contact:

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Start Strong is made possible by grants from the Robert Wood Johnson Foundation, the Group Health Community Foundation, and STEPS to Health King County.

GROUP HEALTH
community
foundation



Robert Wood Johnson Foundation



 **Injury Free Coalition
for Kids®**

Starting Spring 2006!
A physical activity & nutrition program for healthier school communities

 **feet first**


**SEATTLE
PUBLIC
SCHOOLS**

How it Works:

Start Strong is a fully-funded and staffed program ready to partner with South End Seattle Schools.

- Identifies safe walking routes to school
- Gets families walking with the Walking School Bus
- Offers events and incentives for active commuting
- Increases the whole grains and fresh fruit availability in school breakfast
- Invites parents to join students for breakfast
- Pilots ethnically-relevant breakfast
- Works with area senior centers to promote intergenerational activities

“Start Strong gives families and schools a gift: longer lives and friendlier communities.”

- David Levinger, PhD, PE, Feet First



Start Strong is...

... The **Injury Free Coalition for Kids of Seattle, Feet First, and Seattle Public Schools** working together to combat childhood obesity.

We combine **Walking to School** with **Healthy Breakfasts** to enhance student health and build community involvement in your elementary school.

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History of Success:

Start Strong combines the best practices of two successful pilot programs: the Fruit and Vegetable program at T.T. Minor and the Walking School Bus at Bailey Gatzert.

At Bailey Gatzert:

- Families walking to school increased by 25%
- Received the 2006 “Traffic Safety Superstars Award” from the Washington Traffic Safety Commission

At T.T. Minor:

- Students are more likely to reach the 5 a day goal for fruit and vegetable consumption
- Students are more knowledgeable about healthy, balanced diets

“As parents and educators, it is our job to create a new culture for health, one where we model good eating and fitness habits, provide healthful shared meals and set limits on foods with little nutritional value.”

- Connie Evers, MS, RD