



BLUE ZONES PROJECT®



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Lift Your Students. Strengthen Your School and Community.

It's important for us that students eat well and get exercise. I'm a firm believer in sound body, sound mind.

—Dr. Kent Scribner,
Superintendent of
Schools, Fort Worth
Independent School
District

Imagine a great day of learning in your school. Students and teachers are engaged, active, and excited about what they're doing. They refuel in healthy ways to keep their energy high. Imagine this great day happening every day. There's a movement to make it easier in your community.

Blue Zones Project is now at work in your community, linking people, places, and policy to make healthy choices easy choices. You may have heard about the original blue zones — places where people live longer, with a higher quality of life and lower rates of disease. Blue Zones Project leverages findings about these places and other well-being research to create new Blue Zones Communities® across North America.

Schools are a vital part of Blue Zones Communities. So are worksites, grocery stores, restaurants, faith-based organizations, civic groups, and city governments. Your school can unlock powerful benefits for your students, teachers, and community by taking the Blue Zones Project School Pledge.

BENEFITS FOR SCHOOLS

Student Performance and Well-Being.

Simple changes in the school environment can boost student health, attendance, focus, and performance. Activity breaks can improve on-task behavior in the classroom. Beverage policies can cut the consumption of excess calories that lead to children being overweight. Movement opportunities in and out of PE class can increase fitness.

- Students walked 45,000 miles in one year through a Blue Zones Project-inspired Walking School Bus program in the Beach Cities, California.
- Participating Iowa communities achieved a 10% increase in students walking or biking to school from 2011 to 2013.

Economic and Community Vitality.

- Blue Zones Project-related initiatives in Cedar Falls, Iowa, helped earn a Physical Education Program (PEP) grant valued at \$1.3 million.
- In the Beach Cities, California, childhood obesity declined by 68%.



BLUE ZONES PROJECT®

School-community connection.

School involvement sends a positive message and connects staff, parents, and students around a shared goal. Blue Zones Project social media, web, and community promotions fuel enthusiasm for healthy action.

- Participating Iowa communities averaged 70% public awareness, with several communities reaching nearly 90%.

Proactive position.

The Blue Zones Project School Pledge reflects the growing recognition that helping kids develop healthy habits affects lifelong well-being and healthcare costs. Participation puts you on the healthy side of government mandates and public opinion.

WE MAKE IT EASY

Free access. Privately funded by sponsor organizations, Blue Zones Project experts, tools, and resources are available to you at no cost.

Proven policies and programs. Blue Zones Project has identified evidence-based policies and programs for shaping elementary school, middle school, and high school environments to support physical, social, and emotional health. Models and examples that delivered results for other schools provide a springboard for action in yours.

Flexible approach. You decide which policies and programs best suit your school. From offering healthy fundraisers to adding new curriculum, you'll discover new ways to support the health and well-being of your school, many of which can be implemented at low or no cost. You can include your own best practices as part of your Blue Zones Project efforts.

Hands-on support. Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, and promotional material to help you, your staff, and parent volunteer groups take chosen actions. You can connect with other participating organizations and community leaders through local events.

Clear metrics. Blue Zones Project is committed to measuring action and results. Our team of experts will help you set relevant measures, track your school's healthy changes, and measure impact across the community. Community-wide well-being improvement progress will be tracked annually or bi-annually with a population survey.

Collaborative strength. With more than 200 interventions across organizations, Blue Zones Project aims to reach all the places people live, work, learn, and play. Healthy behaviors spread within and outside your school. In these environments, healthy and easy become one and the same.

Positive recognition. Blue Zones Project has a strong record of generating positive media coverage, with broad benefits for the reputation of schools and communities.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. IN YOUR SCHOOL AND COMMUNITY.

Schools are in a powerful position to influence health and well-being for generations. Taking action is easier than ever in an environment of community-wide change, with local resources available for support. Contact your Blue Zones Project team to get started with the Blue Zones Project School Pledge.