



2015 International Walk & Roll to School Day Toolkit



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International Walk & Roll to School Day/Week

Wednesday October 7, 2015

Event Description

International Walk & Roll to School Day is an annual event held by schools across the world in early October to encourage students, parents, and the school community to walk, bicycle, carpool or use transit to get to school. It is a day to reduce air pollution, reduce traffic congestion, and make streets safer near the schools. Children learn safe walking and biking behavior, and celebrate the school's community spirit. This special day can continue throughout the year by celebrating Walk & Roll to School Day once a month or every week!

The day is widely publicized and a greeting table with a mode chart is set up at the school's main entrance.

Why Celebrate and Encourage Walking and Rolling to School?

- In one generation, the number of kids walking and bicycling to school has dropped from 71% to 18%.
- Cars are responsible for 50% of the Bay Area's Greenhouse gas emissions.
- A child who lives about one mile to school could burn 5 lbs. of body fat a year just by walking to and from school every day.
- 75% of California students are not able to pass basic fitness standards.
- Travel to school accounts for approximately 15% of morning traffic (national average).

Materials You Will Receive

All schools participating in International Walk & Roll to School Day will receive a resource bag which contains the following materials:

- Event posters and flyers
- Mode chart
- Colored sticker dots (for students to place on mode chart on the day of the event)
- Mood pencils for students who participate
- Walk and Roll to School Day banner (new schools only)



Event Timeline

2 Weeks Prior to Event—getting the word out:

- Schedule meeting with principal to ensure support for Walk & Roll to School Day
- Ask for permission to send out information to parents and teachers
- Present Walk & Roll to School Day at PTA/SSC September meeting (START RECRUITING VOLUNTEERS!)
- Get Walk & Roll to School Day announcement into school newsletter and on website
- Arrange for crossing guards and/or adult monitors as needed
- Recruit greeter(s) for the welcome table
- Put up Walk & Roll posters around school
- Scope out route/staging area for Walking School Buses
- Invite city and school officials, celebrities, police and fire departments to participate
- Recruit Walking School Bus leaders and other volunteers

Note: If you plan to recruit Walking School Bus leaders be sure to talk to your SR2S coordinator so that you have all of the appropriate items: Walking School Bus sign-up sheets, maps, vests, stop signs, whistles and first aid kits (optional).

1 Week Prior to Event

- PUBLICITY: backpack mail, newsletter announcements, parent emails, etc.
- Hang up posters and banners around school if you haven't already
- Organize location and volunteers for staging areas where people can walk together

Ways to Get the Word Out:

- Send flyers home
- Make banners with students
- Hang banner in highly visible location
- Put up posters
- Get blurb into School Newsletter
- Make signs with students to carry on day of event
- Post event on school marquee, if available
- Loudspeaker announcements
- Notify teachers via staff meeting announcements
- Use school automated phone system
- Use school email list (if one exists)



1 Day Before the Event

- Contact/communicate with volunteers that will be working at the welcome table and leading the Walking School Buses
- Make sure school will be opened early by custodian to secure a table and chair
- Print out stickers (if you are giving these away)
- Print out any safety flyers that you will give away to parents

Day of the Event

- Show up early to set up! You will need to arrive at least 45 minutes before school starts. Your greeting table with giveaways should be ready at least 25 minutes before the bell rings. Families show up early and want to be included in the festivities.
- Hang up Mode Chart poster for tracking modes of transportation
- Create a festive environment with music, decorate table, sidewalk chalk, etc.
- Take pictures and post them on our facebook page: facebook.com/saferoutestoschool?fref=ts
- Have fun and celebrate your success!!

After the Event

Please use your school's mode chart(s) and/or other counting methods on the morning of Walk and Roll to School Day to tally student participants. Please report your final tally for each mode to Safe Routes to Schools by noon on Wednesday, October 7th (or noon of the day you're celebrating International Walk and Roll to School Day, if different). You can report your tallies to Safe Routes by telephone or text at 510-213-4496 (Nora Cody), or email the information to nora@alamedacountysr2s.org. Make sure to include the name of your school! Thank you!

Note: Only students traveling with one or more members of a different household are considered as carpool. Many students will confuse traveling in a full car with their family (from the same household) a carpool, this would actually be labeled as traveling in a car.



Additional Resources

Printing and Using Stickers for Walk & Roll to School Days

Handing out stickers on Walk and Roll to School Days is a fun way to:

1. Celebrate students' participation with active and low-pollution ways to get to school.
2. Generate conversation among kids about their transportation choices.
3. Keep an accurate count of the number of participants in the event, as well as mode share (whether kids walked, biked, bused, or carpooled).

Options of stickers to be printed are:

- I Walked to School Today
- I Rolloed to School Today
- I Bused to School Today
- I Carpooled to School Today
- Don't forget, Tomorrow is Walk and Roll to School Day (in English, Spanish, and Bilingual)

To print stickers for International Walk and Roll Day or for your monthly/weekly Walk and Roll events at your school, following the instructions below. You will need Avery Standard 5160 labels to print on:

1. Visit our resources page on our website: <http://alamedacountysr2s.org/resources/event-resources/>
2. Select and open the stickers that you're looking for "I Walked to School Today, I Biked to School..."
3. Go to the File menu and choose "Print".



Newsletter Promotion

Get the Word Out! Template Text for Your School Newsletter

A big part of having a successful Walk and Roll to School Day is promotion. Your students and parents need to know about the event in order to participate! Below is some template text for your school newsletter. It's best to get it into your newsletter a week in advance of the big day, and make subsequent announcements to students over the PA, and to parents via the auto-call, school marquee, and/or parent meetings. Please feel free to edit this template to best reflect the activities you're planning at your school, note important safety info pertinent to your school, etc. You can cut and paste this info for the newsletter, but first read through this template and edit it to reflect the activities happening at your school.

Please note the items that are italicized and highlighted - they need your editing before passing on to your newsletter editor.

Join the fun on Walk and Roll to School Day
Wednesday, October 7, 2015

The students, parents, and teachers at *(name of school)* will celebrate International Walk and Roll to School Day on Wednesday, October 7th. This is a great opportunity to celebrate our health, the environment, and our school spirit. With the suggestions below, we're hoping *every* student will participate.

What's going on?

- A school-wide mode chart to see how we get to school
- Morning Commute Walking School Bus Groups
- Bike parking at the bike racks; helmets required, bring your own lock
- Live music (optional)
- Giveaways for kids

If you live nearby:

Walk with one of the parent-led walking school bus groups. Groups will meet at *(time)* to allow plenty of time for walking and enjoying the morning festivities.

(List walking school bus meeting points here)

Or just walk or bike with your child on your own schedule.

If you live farther away:

- Bike with your child on their own bike or on a trail-a-bike.
- Take the bus with your child and walk from the bus stop.
- Carpool with another family. Spare the environment and some hassle for yourself: connect with other families who live in your neighborhood.
- Park and walk – join one of the walking school busses listed above.



¡Pasen la noticia! Texto para el boletín informativo de su escuela

La promoción es una parte importante para tener un Día de Caminar e Ir en Bici a la Escuela exitoso. ¡Tus estudiantes y padres de familia necesitan estar enterados del evento para poder participar! Abajo incluimos un texto que puedes usar para incluir en el boletín informativo de tu escuela. Es mejor incluir este texto en el boletín informativo al menos una semana antes del gran día, y hacer anuncios para los estudiantes mediante el sistema de anuncios de la escuela, y para los padres mediante el sistema de auto-llamadas o en reuniones. Este texto lo puede editar para que refleje las actividades que están planeando en su escuela, informar sobre temas importantes de seguridad relacionada a su escuela, etc. *Puedes cortar y pegar esta información para tu boletín informativo pero favor de notar que las palabras en cursiva o resaltadas necesitan ser editadas antes de ser publicadas en el boletín informativo.*

Únete a la diversión del Día de Caminar e Ir en Bici
Miércoles, Octubre 7, 2015

Los estudiantes, padres, y maestros de la escuela (nombre de la escuela) celebraran el Día Internacional de Caminar e Ir en Bici a la Escuela el miércoles 7 de octubre. Esta será una gran oportunidad de celebrar nuestra salud, el medioambiente, y nuestro espíritu escolar. Con las siguientes sugerencias esperamos que todos los estudiantes participen.

¿Qué está pasando?

- Grupos de Familia que Caminan a la Escuela por la mañana
- Estacionamiento para bicicletas en las portabicicletas; cascos obligatorios,
- traer tu propio candado
- Música en vivo (opcional)
- Regalos para niños
- Una tabla para ver cómo llegan los estudiantes a la escuela

Si vives cerca:

Camina con uno de los grupos de familia que caminan a la escuela dirigido por un padre. Los grupos se reunirán a las (hora) para dar suficiente tiempo para caminar a la escuela y disfrutar las festividades de la mañana.

(Incluir aquí los puntos de encuentro de los grupos de familia que caminan a la escuela) O simplemente camina o lleva en bicicleta a tu niño en tu propio horario.

Si vives lejos:

- Lleva a tu hijo en su propia bicicleta o en una bici-remolque.
- Toma el autobús con tu hijo y camina desde la parada de autobús
- Comparte coche con otra familia. Ayuda al medioambiente y evítate contratiempos: conéctate con familias que viven en tu área.
- Estaciónate y camina – únete a uno de los grupos que caminan mencionados arriba.

