



## Walk and Roll to School Day Toolkit



### Contents

Set Up Instructions for International Walk or Roll to School Day/Week

Printing and Using Stickers for Walk and Roll to School Days

Mode Chart Images

Walk and Roll Day Tally Sheet

Sample Newsletter Text

Volunteer Sign Up Sheet



## Set Up Instructions for International Walk or Roll to School Day/Week

International Walk or Roll to School Day celebrates healthy neighborhoods by encouraging students to walk or bike to school. Colorful banners and groups of kids walking or rolling together make children more visible to cars and neighbors. This special day can continue throughout the year by celebrating Walk or Roll to School Day, once a month or every week!

### 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
- Phone parents or use school phone tree
- Loudspeaker announcements
- Notify teachers via staff meeting announcements
- Use school automated phone system
- Use school email list ( if there is one)

### Welcome Tables

- Greeting tables make your Walk and Roll to School Day visible. These should be colorful tables at one or more entrances with prizes and information to welcome families after their journey to school.
- Show up early to set up! You will need to arrive at least 45 minutes before school starts. Your 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.

### Mode Chart

- A ready –to –make mode chart is included in your Walk or Roll Resource Box
  - Write **How Did You Get to School Today** across the top of the yellow paper
  - Draw 6 horizontal lines evenly spaced and 1 vertical line on the left
  - Cut and paste mode images and place on the left side margin
  - Children will receive a colored sticker dot to place on their mode on the day of the event

How Did You Get to School Today?	
Shoe	
Bike+Scooter+ Skateboard	
Carpool	
Bus	
Car	

### Walking School Bus Recruitment

- 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.)

(please turn over)



## Walk or Roll To School Day Checklist

### 2 Weeks Prior to Event

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

### 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

### Day Before 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 or banners that you will give away to parents
- Hang up Mode Chart poster for tracking modes of transportation

### Day of Event

- Get to school at least 45 minutes before school starts to set up welcome table with giveaways
- Create a festive environment with music, decorate table, sidewalk chalk, etc.
- Take pictures - we will need these to post on our Facebook page and website!
- Have fun and celebrate your success!!

### Why Should We Celebrate and Encourage Walking or 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).



METROPOLITAN  
TRANSPORTATION  
COMMISSION



## Printing and Using Stickers for Walk and 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 carpoled).

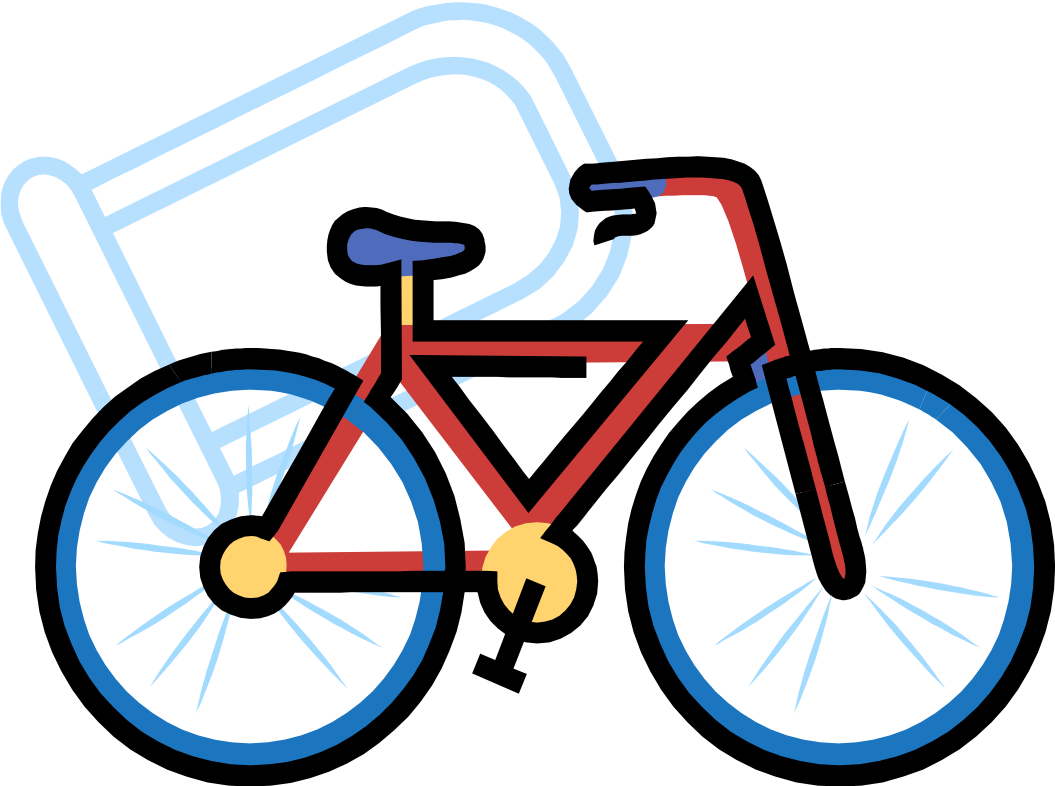
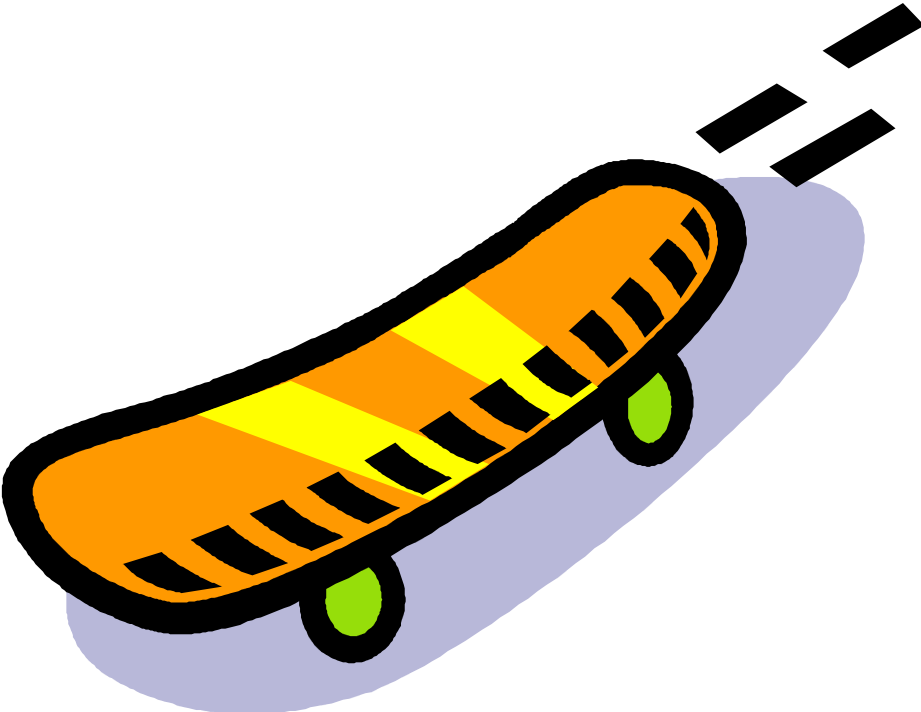
These stickers include:

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

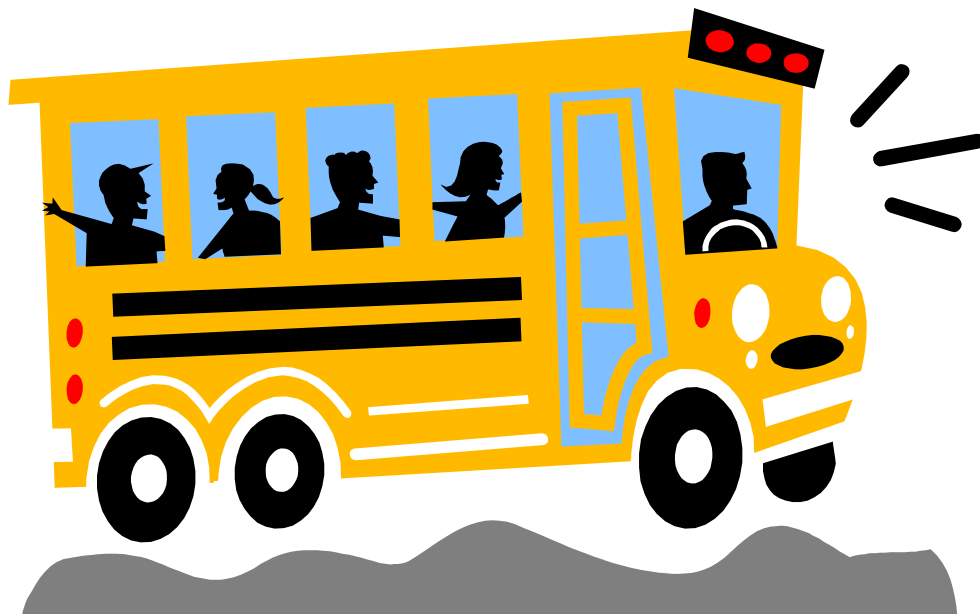
However, if it turns out that you need more stickers because many more people walk or carpool to school in your neighborhood or **if you want to make this a monthly weekly event at your school, here is an easy ways to create more.** You will need Avery Standard 5160 labels to print on:

1. Select the Microsoft Word Document that you're looking for "I Walked to School Today, I Biked to School..." open it. Files are located here:  
<http://www.alamedacountysr2s.org/alamedasr2s/monthly-activity-resources/>
2. Go to the File menu and choose "Print".

Use these images to create a Mode Chart as described in the *Set Up Instructions for International Walk or Roll to School Day*

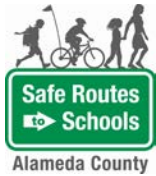












**International Walk & Roll to School Day  
Tally Sheet  
Safe Routes to Schools Alameda County**

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, below. Please report your final tally for each mode to Safe Routes to Schools by noon on Wednesday, October 3rd (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 [ncody@transformca.org](mailto:ncody@transformca.org). Make sure to include the name of your school! Thank you!

Name of school: \_\_\_\_\_

Mode	Tally
Walking	
Rolling (Bicycle, Scooter, Skateboard, etc)	
Carpool	
Bus/BART	
Car (Single family, not carpool)	

## **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 3, 2012

The students, parents, and teachers at *(name of school)* will celebrate International Walk and Roll to School Day on Wednesday, October 3<sup>rd</sup>. 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?**

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

### **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. You can use a new online resource to find families who live nearby at [www.schoolpool.511.org](http://www.schoolpool.511.org). 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 puedes 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 3, 2012**

Los estudiantes, padres, y maestros de la escuela (nombre de la escuela) celebrarán el Día Internacional de Caminar e Ir en Bici a la Escuela el miércoles 3 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
- Regalos para niños
- Una tabla par ver como 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.

(Listar 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. Puedes usar los recursos en línea para encontrar a familias que viven cerca de ti en [www.schoolpool.511.org](http://www.schoolpool.511.org). 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.

