



International Walk & Roll to School Day Toolkit

2017 Date: Wednesday, October 4



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Event Description

International Walk & Roll to School Day (WR2SD) is an annual event held by schools across the world in early October to encourage students, parents, and the school community to walk, bicycle, or use other non-motorized transportation 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 spirit can continue throughout the year by celebrating WR2SD once a month, every week or every day!

Whether you're new to WR2SD or it's a tradition at your school, we have many tools available to help make your event a success! Depending on your resources and the amount of time you have to plan, you may choose to hold an event that is simple or elaborate. Even a small event can inspire a successful year of walking and biking.

At a minimum, you'll want to promote your event to students and parents and coordinate with staff. We ask that you also keep track of how kids arrive at school that day to help us record the success of this event and improve it in future years. Keep reading for details and helpful planning tips!

Why Should We Celebrate and Encourage Walking and Rolling to School?

- In one generation, the number of kids walking and bicycling to school has dropped **from 71 percent to 18 percent**.
- Transportation is responsible for **nearly 40 percent** 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.
- **Seventy-five percent** of California students are not able to pass basic fitness standards.
- Travel to school accounts for approximately **21 percent** of all morning traffic.

Materials You Will Receive

The first 130 schools that register for International WR2SD will receive a resource bag with the following materials:

- This toolkit! Includes links to printable stickers, posters and links to other resources
- Event posters
- Mode chart for tracking how students arrive
- Colored sticker dots (for students to place on mode chart on the day of the event)
- Giveaway pencils

Event Promotion and Timeline

Here's a suggested timeline to help you plan and promote your event. This can be customized to the needs of your school and the scale of the event you have planned. More planning resources, flyer templates, and printable materials are provided at the end of this toolkit.

2 Weeks Prior to Event — getting the word out and the school support:

- Schedule a meeting with your principal to ensure support for Walk and Roll to School Day. Ask for permission to send out information to parents and teachers. Discuss logistics for the big day.
- Present Walk or Roll to School Day at PTA/SSC September meeting.
- Start recruiting volunteers! Many schools organize a greeting table for students with a chart set up at the school's main entrance to track how many kids walk, bike, carpool, bus or drive to school on the big day. Recruit greeter(s) for the welcome table.
- Submit Walk and Roll to School Day announcements to the school newsletter and /or website. (See resources for sample language.)
- Arrange for crossing guards and/or adult monitors as needed.
- Put up Walk and Roll posters around school.
- Determine a route and staging area for Walking School Buses (if you plan to have them.)
- Invite city and school officials, celebrities, police and fire departments to participate if you are planning a large event.

1 Week Prior to Event

- Continue to promote your event through backpack mail, newsletter announcements, parent emails, etc. (See the resource section for sample promotional materials.)
- Hang up posters and banners around school if you haven't already.
- Organize location and volunteers for staging areas where people can walk together.
- Check with the administrative and custodial staff to arrange for a greeting table to be set up and confirm its location.

Ways to Get the Word Out (see resources):

- Send flyers home
- Make banners with students
- 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 announcements
- Use school automated phone system
- Use school email list (if there is one)

1 Day Before Event

- Contact/communicate with volunteers that will be working at the welcome table, leading the Walking School Buses or helping with other activities.
- Make sure school will be opened early by custodian and confirm the earlier request for the greeting 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.

Day of Event

- Show up early to set up! You will need to arrive at least 45 minutes before schools starts. Plan to have your greeting area and giveaways ready at least 25 minutes before the bell rings. Families may show up early and will want to be included in the festivities.
- Hang up Mode Chart poster for tracking how students arrive.
- Create a festive environment! Music, decorations, sidewalk chalk, etc.
- Take pictures — we would love for you to share those on our Facebook page (facebook.com/saferoutestoschool)!
- Have fun and celebrate your success!!

During and After the Event

Many schools organize a greeting table for students with a chart set up at the school's main entrance to track how many kids walk, bike, carpool*, bus or drive to school on the big day. Students who place a sticker dot on the mode chart to indicate how they got to school will receive a pencil. Please use your school's mode chart(s) and/or other counting methods (like a brief tally by classroom teachers) on the morning of Walk and Roll to School Day to record student participants. Please report your final tally for each mode to Safe Routes to Schools by noon on Wednesday, October 4th (or noon of the day you're celebrating International Walk and Roll to School Day, if it's different). You can report your tallies to Safe Routes on this [google form](#), by telephone or text at 510-282-9910 (Terry Kelley Farias), or email the information to tfarias@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 a 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 and Roll to School Days

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

- Celebrate students' participation with active and low-pollution ways to get to school.
- Generate conversation among kids about their transportation choices.

The following stickers are available to print on our website:

<http://alamedacountysr2s.org/plan-an-event/international-walk-roll-to-school-day/>

- Don't forget, Tomorrow is Walk and Roll to School Day
- I Walked to School Today
- I Rolled to School Today
- I Bused to School Today
- I Carpooled to School Today

Instructions for printing stickers from our website:

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://alamedacountysr2s.org/plan-an-event/international-walk-roll-to-school-day/>
2. Go to the File menu and choose "Print".

Many other great planning tips, sample flyers and other promotional materials can be found at:

<http://www.walkbiketoschool.org/plan/how-to-plan/>

<http://www.walkbiketoschool.org/plan/event-ideas/>

<http://www.walkbiketoschool.org/plan/get-media-attention/#>

<http://www.walkbiketoschool.org/plan/downloadable-materials/>

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! We have provided the following sample text for your school newsletter. It's best to provide this information in your newsletter a week in advance of the big day. Make sure you check with the editor of your school newsletter to see when they will need the information from you. It might be needed several weeks in advance.

In addition to sharing this information in the school newsletter, you also can follow up with announcements to students over the PA, remind parents via the auto-call, school marquee, and/or at parent meetings.

Customize this template to reflect the activities you're planning at your school and note important safety information relevant to your school, etc. *Please note the items that are highlighted need to be changed with your event's information before passing on to your newsletter editor.*

Join the fun on Walk and Roll to School Day

Wednesday, October 4, 2017

The students, parents, and teachers at (name of school) will celebrate International Walk and Roll to School Day on Wednesday, October 4. 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?

- *Lots of walking and rolling! Walk with your family, neighbors, and friends.*
- *Walking School Bus groups*
- *Bike parking at the bike racks; helmets required, bring your own lock.*
- *Giveaways for kids*
- *A school-wide mode chart to see how we get to school*
- *Live music (optional)*

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.*

¡Corre la voz! Texto para el boletín informativo de su escuela

Promocionar su evento es una parte importante para tener un Día de Caminar e Ir en Bici a la Escuela exitoso. ¡Los estudiantes y padres de familia necesitan estar enterados del evento para poder participar! Abajo incluimos texto que puede utilizar en el boletín informativo de su escuela. Es mejor incluir este texto en el boletín al menos una semana antes del gran día. Asegúrese de preguntar al editor del boletín cuando va a necesitar que se le entregue la información del evento. Puede ser que la necesite con muchas semanas de anticipación.

Además de compartir la información para el boletín, también puede incluir anuncios a los estudiantes mediante el sistema de altavoz de la escuela, y puede recordarles a los padres de familia mediante el sistema de auto-llamadas o en reuniones de padres de familia.

Usted puede editar este texto para reflejar las actividades que se están planeando en su escuela e informar sobre temas de seguridad importantes relacionados a su escuela, etc. *Tome nota que las palabras resaltadas necesitan ser editadas antes de ser publicadas en el boletín.*

Únete a la diversión del Día de Caminar e Ir en Bici a la Escuela

Miércoles 4 de Octubre de 2017

Los estudiantes, padres de familia, y maestros de la escuela (nombre de la escuela) celebrarán el Día Internacional de Caminar e Ir en Bici a la Escuela el miércoles 4 de octubre. Esta será una gran oportunidad para celebrar nuestra salud, el medioambiente, y nuestro espíritu escolar. Con las siguientes sugerencias esperamos que todos los estudiantes participen.

¿Qué está pasando?

- *¡Mucho caminar y andar en bici! Camina a la escuela con tu familia, vecinos, y amigos.*
- *Grupos para caminar juntos a la escuela*
- *Estacionamiento para bicicletas en los portabicicletas; cascos obligatorios, trae tu propio candado*
- *Regalos para los niños*
- *Una gráfica para registrar como llegan los estudiantes a la escuela*
- *Música en vivo (opcional)*

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 reunión de los grupos de familia que caminan a la escuela juntos) 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 el auto 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.*