



# 2020 International Walk & Roll Week Toolkit

Alameda County Transportation Commission

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The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission ([alamedactc.org](http://alamedactc.org)) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.

# Event Description

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International Walk and Roll to School Day (IWR2SD) is an annual event held in early October by schools across the world to encourage students, parents, and the school community to walk, bicycle, or use other non-motorized transportation to get to school. For over a decade, hundreds of schools across Alameda County have participated in this annual countywide celebration. This year, we are celebrating International Walk & Roll Week instead!

Whether you're new to the event or it's a tradition at your school, we have many tools available to help make walking and rolling a success!

## Changes this Year

This year, Alameda County Safe Routes to Schools has expanded IWR2SD to a week-long celebration that can happen anywhere in the county, called International Walk and Roll Week (IW&RW). The event will be held on **October 19-23, 2020**. This is a week that will help make streets safer near schools, encourage physical activity, and create healthy habits. Children learn safe walking and biking behavior, and celebrate their school community spirit from their own neighborhood. This spirit can continue throughout the year by celebrating a Walk and Roll day once a month, every week or every day!

We know that many students are learning from home this fall, and won't be traveling to and from school. That's why this year students and families can participate in International Walk & Roll Week in their neighborhoods or at home. We know that many students are learning from home this fall, and won't be traveling to and from school. That's why this year students and families can participate in International Walk & Roll Week in their neighborhoods or at home.

At a minimum, you'll want to promote your event to students and parents and coordinate with staff. We ask that you also encourage students keep track of their walks and rides 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 harmful greenhouse gas emissions.
- » 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.
- » It is an easy way for children to get the recommended 60 minutes of daily physical activity.

# Registration and the Passport

## Registration

[Register today](#) for the event! Registration is open until **Friday, October 2, 2020.**

This year, schools who participate will receive the following:

- » This toolkit! Includes links to printable posters and links to other activities resources
- » A passport for students to track walking and rolling trips throughout the week
- » Daily walking and rolling themes
- » A chance for students of your school to enter for a grand prize drawing!



## The Passport

This year, everyone who participates is encouraged to fill out their daily activity with the IW&RW Passport! See the table below to find out how to receive, use, and submit a passport.

Don't forget to take photos throughout the week! You can post them to [facebook.com/saferoutestoschool](https://www.facebook.com/saferoutestoschool) or on Twitter, tagging [@AlamedaCoSR2S](https://twitter.com/AlamedaCoSR2S) and using the hashtags #WalkandRollWeek and #WalktoSchoolDay.

	How do I get a passport?	How do I use a passport?	How do I submit it for a chance at the grand prize?
<b>Physical Passport</b>	Ask your school for a flyer! The Passport is on the back.	Use a pencil or pen to mark off every day you walk, bike, skate, scoot, or do an indoor activity.	Take a photo of your passport and email it to <a href="mailto:info@alamedacountysr2s.org">info@alamedacountysr2s.org</a> , or text the photo to 510-459-4137.
<b>Virtual Passport</b>	<a href="#">Download a PDF file</a> of it here.	Click the circles where you walk, bike, skate, scoot, or do an indoor activity.	Email your passport as a PDF file to <a href="mailto:info@alamedacountysr2s.org">info@alamedacountysr2s.org</a> .
<b>Online Passport</b>	<a href="#">Click here</a> to log your walking and rolling trips here every day	Visit the online passport daily and click the check boxes for the activities you completed.	Nothing! Your passport is good to go.

# Event Promotion and Timeline

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Here's a suggested timeline to help you plan and promote your event. This can be customized to the needs of your school.

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

- » Schedule a meeting with your principal to ensure support for IW&RW. Ask for permission to send out information to parents and teachers. Discuss logistics for the big week.
- » Present IW&RW at the September PTA/SSC meeting.
- » Submit IW&RW announcements to the school newsletter and/or website. (See resources for sample language.)
- » If your school is a meal pickup location, put up IW&RW posters where students and families can see them.

## 1 Week Prior to Event

- » Continue to promote your event through newsletter announcements, parent emails, school social media sites, etc. (See the resource section for sample promotional materials.)
- » Post messages on social media using the event hashtag, and be sure to tag the school if possible.

### Ways to Get the Word Out:

- » Send flyers home via school supply pick-up days.
- » Encourage students to make signs to carry throughout the week.
- » Get a blurb into the School Newsletter.
- » Post event on school marquee, if available.
- » Phone parents or use school phone tree.
- » Notify teachers via staff announcements.
- » Use school automated phone system.
- » Use school e-mail list, if available.



# Event Promotion and Timeline

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## Week of Event

- » Post a photo or video and use the event hashtags to get kids excited for the event! Theme day dress-up is encouraged.
- » Mark each day you walk or roll on your passport. And post a photo on your school's website or social media to encourage students to do the same.
- » Create a festive environment with music, decorations, sidewalk chalk, etc!
- » Take pictures — we would love for you to share those on our Facebook page ([facebook.com/saferoutestoschool](https://facebook.com/saferoutestoschool)) and on Twitter (@AlamedaCoSR2S) with the hashtags #WalkandRollWeek and #WalktoSchoolDay. Send them to your site coordinators, too!
- » Have fun and celebrate your success!!

## After the Event

- » Encourage families to turn in their completed passport. To submit a **physical Passport**, they can take a photo and email it to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) or text a photo to 510-459-4137. To submit a **virtual Passport**, they can save it as a PDF file and email it to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org). Students do not need to submit anything if they have filled out the **online passport**.
- » Help us get the student's names, grades and school so we can draw the winner for each school's grand prize.

\*Note: Students do not need to walk and roll every day, or use every mode of travel, to be entered into the drawing. But they do need to submit a passport that shows they tried!



# Making the Most of IW&RW

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Make the most of International Walk & Roll Week with events such as:

- » Scheduling online presentations
- » Story time using themes
- » Having staff/teacher video walks

[Visit the IW&RW web page](#) to learn more.

## Student Activities and Resources

Here are activities for students to do at home or while walking or rolling:

Elementary School Students:

- » Complete a [walking scavenger hunt](#).
- » Play [Bike Safety Bingo](#).
- » Get creative with [chalk on your sidewalk](#).
- » Watch [pedestrian safety videos](#) (English and Spanish).
- » Listen to [Bike Safety Presentations](#) (English, Spanish, Hindi, Arabic).
- » Check off the days of the week with the [Walk and Roll Activities Calendar](#).

Middle School Students:

- » [Create your own](#) Walk and Roll Activities Calendar! Make a different theme every day to challenge yourself to take a walk or ride your bike.
- » [Identify trees](#) in your neighborhood.
- » Play [Active Transportation Benefits Bingo](#).
- » Watch [pedestrian safety videos](#) (English and Spanish).
- » [Get creative with chalk](#) on your sidewalk.

High School Students:

- » Draw a map of your neighborhood! Don't forget the sidewalks and places to ride your bike. Map out your favorite destinations to walk or roll.
- » Watch a [bicycle safety video](#) (English and Spanish).
- » Browse through tons of [bike safety lessons](#).
- » Make sure your [helmet fits well](#).
- » Practice your [bike signaling](#).

## Get the Word Out! Template Text for Your School Newsletter

In this new socially distanced world, we've learned a few tips for a successful off-site school event experience. Promotion for your school's redesigned International Walk & Roll Week will engage your students and parents with critical information they'll need to know about the event and how to actively participate. We have provided the following sample text for your school newsletter. 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. Keep in mind, it's best to place this information in your newsletter a week in advance of the big event.

In addition to sharing this information in the school newsletter, you can also follow up with announcements to students and families through the school's communications systems such as text messaging, remind parents via automated robocalls, the school marquee, during virtual parent meetings, and school supply pick-up days.

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

### Join the fun on International Walk and Roll Week

Monday-Friday, October 19-23, 2020

The students, parents, and teachers at (name of school) will celebrate International Walk and Roll Week from October 19 -23. 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!
- » Individual "passports" for students to track progress and log activities.
- » Fun theme days every day!
- » Activities for kids to do in their neighborhood or inside their homes.
- » Drawing for prizes for kids of all ages.

### A physically distant celebration!

While students are learning at home, students and their families should take active breaks throughout the school day. Kick off this healthy practice with this fun walking and rolling experience in your neighborhood, while maintaining physical distance.

Visit the [IW&RW website](#) to download the "passport" and log your activity! Students who complete the passport can enter into the prize drawing – a scooter and helmet for elementary students, and a gift card to a sporting goods store for middle and high school students. Students can e-mail a picture of their completed passport to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org), or text a picture to (510) 459-4137.

Post a fun photo to celebrate the week on social media! Don't forget to tag @AlamedaCoSR2S on Twitter with #WalktoSchoolDay and #WalkAndRollWeek, and post on Facebook at [facebook.com/saferoutestoschool](https://facebook.com/saferoutestoschool).

## ¡Corra la voz! Texto de muestra para su boletín escolar

En este nuevo mundo de distanciamiento social, hemos aprendido algunas sugerencias para tener una experiencia escolar remota. La promoción de la semana International Walk & Roll Week rediseñada de su escuela les proporcionará a los estudiantes y padres de familia la información crítica que necesitan saber acerca del evento y de cómo participar activamente. Hemos proporcionado el siguiente texto de muestra para su boletín escolar. No olvide consultar el editor del boletín escolar de su escuela para ver cuándo necesita recibir la información por parte suya. Podría necesitarla con varias semanas de anticipación. Tenga presente que lo mejor es publicar esta información en el boletín una semana antes del gran evento.

Además de compartir esta información en el boletín escolar, también puede hacer un seguimiento con avisos a los estudiantes y familias a través de los sistemas de comunicaciones de la escuela tales como mensajes de texto, recordatorios a los padres de familias a través de llamadas automatizadas, la marquesina de la escuela, durante reuniones virtuales con los padres de familia y durante los días designados para recoger materiales escolares.

Adapte esto formato a sus necesidades individuales de manera que refleje las actividades que tiene pensado realizar en su escuela y resalte la información importante de seguridad que sea relevante para su comunidad. Tenga presente que los puntos en rojo necesitan ser cambiados con la información de su evento antes de pasársela al editor de su boletín.

### Únase a la diversión de la International Walk and Roll Week

De lunes a viernes, del 19 al 23 de octubre de 2020

Los estudiantes, padres de familia y maestros de **(nombre de la escuela)** celebrarán la International Walk and Roll Week del 19 al 23 de octubre. Esta es una gran oportunidad para celebrar nuestra salud, el medio ambiente y nuestro espíritu escolar. Con las sugerencias incluidas abajo, esperamos que participarán todos los estudiantes.

### ¿Qué es lo que está pasando?

- » ¡Muchas caminatas y viajes en bicicleta!
- » “Pasaportes” individuales para estudiantes con el fin de seguir el progreso y registrar actividades.
- » ¡Divertidos días temáticos todos los días!
- » Actividades que los niños pueden llevar a cabo en su comunidad o dentro de sus hogares.
- » Sorteo de premios para niños de todas las edades.

### ¡Una celebración con distanciamiento social!

Mientras los estudiantes aprenden en casa, tanto ellos como sus familias deben tomar descansos activos a lo largo del día escolar. Empiece a realizar esta saludable costumbre con la divertida experiencia de caminar y andar en bicicleta en su comunidad manteniendo siempre el distanciamiento físico.

¡Haga clic aquí <https://rb.gy/wfut6g> para descargar el “pasaporte” y registrar su actividad! Los estudiantes que llenen el pasaporte pueden participar en el sorteo de premios – un monopatín y un casco para estudiantes de primaria, y una tarjeta de regalo de una tienda de artículos deportivos para estudiantes de la escuela secundaria. Los estudiantes pueden enviar por email una fotografía de su pasaporte debidamente llenado a [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org), o enviar la foto por mensaje de texto al (510) 459-4137.

¡Publique una foto divertida en las redes sociales para celebrar la semana! ¡No olvide usar el Tag @AlamedaCoSR2S en Twitter y publicar en Facebook en [facebook.com/saferoutestoschool](https://facebook.com/saferoutestoschool).



[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)  
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Funded By:



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