

Walk · Roll to School Days



GUIDEBOOK

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Walk • Roll to School Day Goals

To increase the safety & number of children walking & bicycling regularly.

To share the joys of walking & bicycling.

To reduce traffic congestion & speed near schools.

To reclaim neighborhood streets & strengthen the community.

To teach children safe walking & bicycling behavior.

To instill in children self confidence & independence.

To reduce air pollution.

Statistics about Walking • Rolling to School

In 20 years, the # of kids walking to school has dropped 71% to 18%

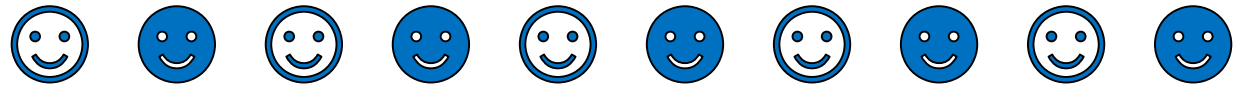
A child who lives 1 mile to school could burn 5 lbs of body fat per year, just by walking to & from school every day.

Since 1963, kids ages 6-11, the rate of obesity has increased from 4% to 16%

75% of CA students are not able to pass basic fitness standards

Travel to school accounts for 20-30% of morning traffic

Cars are responsible for 50% the Bay Area's greenhouse gas emissions



**Kids all around the world are walking and rolling to school
Join them!**

**International Walk • Roll to School Day
is the first Wednesday in October!**

Introduction to Walk • Roll to School Days

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The Safe Routes to School (SRTS) program promotes walking & bicycling as part of your school's culture.

This handbook has all the tools you need to organize Walk & Roll to School Days! There are ideas for teachers & parents, as well as sample documents, & safety tips you can use to educate your community about walking & bicycling regularly.

Do your part to combat childhood obesity and help the environment. Walk & Roll Days celebrate healthy kids by encouraging everyone to walk or roll to school.

Volunteers host a greeting table with food and/or rewards for the kids who walk & roll (bike, skate, scooter, or skateboard) to school. This special day can happen once a year, once a month or every week!

Step #1: Connect with School Administrators & Arrange for Volunteer Help

Heads Up!

Walk • Roll to
School Day
is a community event.

**Make sure that
everyone in the
community
knows about
Walk • Roll to
School Days.**

- **Principal:** Principals & school secretaries are your link to teachers & parents. Set up a short meeting with your principal to inform them of Safe Routes to School (SRTS). A SRTS Coordinator can be present at this meeting to discuss the program offerings. **Ask the principal to put Walk • Roll Days on the school calendar.**
- **Parent Group:** Work with your PTA . They are a great resource for communicating the events to parents & are great volunteers.
- **Volunteers:** Recruit volunteers to help with donations, and the Welcome Table and promoting the program around the school. **Remember to give each of your volunteers something to do. If everyone does a little bit, then no one is burdened with too much to do.** See pages 7 and 8 for information on donations, and page 9 for tips on running a welcome table.
- **Neighborhood groups:** Contact neighborhood groups & places where people gather (churches, & recreational centers) They can assist with volunteers, put up signs on their lawns to build community and increase the visibility of your event.
- **Traffic Safety Officers from the Police Department-** They should know that there will be more kids on the street & could provide extra traffic protection. Sometimes they can provide special attractions like fire trucks & officers on bikes that the younger kids find exciting. SRTS can help you contact their departments for these requests.

Step #2: Getting the Word Out – Publicizing your Walk • Roll to School Days

Communication Power!

There are many ways to inform parents, & students about this event.

Ways to Get the Word Out:

- Put up posters
- Send flyers home
- Banners & signs on the street
- Make signs to carry on Walk • Roll Days
- A blurb in the newsletter
- Phone parents or use phone tree
- Loudspeaker announcements
- Notify teachers
- Use school e-mail listserv
- Put out a press release

- **Backpack Mail:** Get permission to include something in backpack mail. Copy the flyers, make piles according to the number of kids in each class, & place them into teacher's boxes. (See page 16 for a sample flyer) Electronic versions of our flyers are available on our website in the Downloadable Resources Section at: www.sonomasaferroutes.org
- **School Newsletter:** Use a sample announcement for your newsletter. Make sure to double check the deadlines for getting something in the newsletter. This is also a good way to recruit volunteers. (See page 17 for full sample text)
- **Loudspeaker Announcements:** This is a great way to inform kids & get them excited about Walk • Roll to School Day. (See page 18 for full text of sample announcement)
- **School List Serve:** Easy paperless, & similar to the newsletter
- **Posters:** Hang posters around the school reminding children to walk • roll to school (see page 6 for poster tips)

Step #2: Getting the Word Out – Banners & Posters

Art + Kids = Fun Power!

Hand made banners & posters give the Walk • Roll to School Days a unique feel. When you involve kids in the organizing, they are more likely to participate in the event. This is a great art project that can be done through an after school program or an enthusiastic art or classroom teacher.

Great Phrases:

“KIDS WALKING TO SCHOOL:
SLOW DOWN”

“WALK & ROLL TO SCHOOL DAY:
WEDNESDAY, OCTOBER 6TH”

“WE GO THE HEALTHY WAY:
WALK & ROLL TO SCHOOL:”

“IT’S FUN TO WALK TO SCHOOL!”

“BE COOL AND WALK TO SCHOOL”

“WE ♥ WALK & ROLL”

“BIKE SAFE, BIKE SMART”

- **Contact a teacher:** Talk to after school directors or art teachers to organize banner and/or poster making activity.
- **Creating banners & posters:** Use butcher paper for large banners or any size paper for smaller posters
- **Standard Stroll Curriculum Guide:** Check out the walk • roll to school day art lesson in the third grade section.

• Give Clear Instructions such as:

- Stay within the lines of the bubble letters
- When you are finished coloring your word or banner, add fun sayings; including why walking & bicycling is good for you & good for the earth.



- **Making it Last:** For a banner to last all year, we suggest that you duct tape the edges of the paper & punch holes through the tape. This allows you to use rope or string to hang these banners upon a fence.

Step #3: Coordinating Donations – Healthy Snacks

People Power!

Find a Donations Leader:

Make donations happen. Donation requests, follow-up calls to the business, & pick up can be time consuming, so find someone to help.

More Help & Tools

A downloadable version of the sample donation request letter is available on our website in the Downloadable Resources Section at: www.SonomaSafeRoutes.org

- **Donation Power:** Getting snacks donations from local businesses is a great way to add to the celebration while letting the broader community know what you're up to. Make sure you have your school foundation's or Safe Routes to School's (SRTS) Federal Tax ID, so donations are tax deductible. Call SRTS at (707)545-0153 to request our tax ID.
- **PTA Connection:** Ask your PTA to put aside some money for the yearly budget to buy healthy snack with. They are often happy to support such a great event.
- **Healthy Snack Suggestions:** fresh fruit, low fat fruit muffins, whole grain crackers, trail mix, granola bars, juice & water!
- **Hand out snacks at the greeting tables:** Kids love free food! Having healthy snacks at the tables is a great way to highlight the link between physical activity & healthy eating. See page 19 for a sample letter to request donations from local stores. An electronic version of our donation request letter is on our website in our Downloadable Resources Section at: www.sonomasaferoutes.org

Step #3: Coordinating Donations – Prizes & Raffle Tickets

Greeting Table Prizes

You can have different levels of Prizes

1. A prize for everyone: This can include little trinkets or stickers for everyone who walked or rolled
2. Raffle prizes: you can give raffle tickets out to everyone who walked or rolled & then later raffle off bigger prizes

More Help & Tools

See page ?? For tips on sticker giveaways

Downloadable versions of the sample donation request letter, stickers, raffle tickets, and Golden Sneaker Award Guidebook are available on our website in the Downloadable Resources Section at: www.SonomaSafeRoutes.org

- **Small prizes:** Your parent team can work together to raise funds to purchase small giveaways such as pencils, charms for bracelets and key chains, or stickers to give to all the students who walked or rolled that day.
- **Raffle prizes:** More significant raffle prizes can also be given out to a limited number of students – anything from a \$5.00 gift card, to a t-shirt, or something bigger. Use the sample donation letter to request prizes from local businesses for your raffle ticket winners.
- **Raffle Tickets:** Have the kids fill out the raffle tickets. When they are completed, have them put them in a special raffling box. See page 20 for sample raffle ticket.
- **Tallies:** Count the raffle tickets on a class tally sheet to know how many kids walked • rolled to school from each classroom. See page 21 for a sample class tally sheet. This class sheet works well in figuring out the Golden Sneaker Award. (See Golden Sneaker Award Guidebook)

Step #4: Coordinating the Greeting Table

Greeting Table Checklist

- Volunteers 2-3
- Trash container
- Tables & chairs
- Welcome Table Box
 - (items may include)
 - Small prizes
 - Raffle Tickets
 - A decorated box for raffle tickets
 - Tally Sheets
 - Pens or pencils
 - Sign-in Sheet for Interested Parent Volunteers
- Healthy Snacks
- Balloons (optional)
- Banner and/or Signs (optional)

People Power!

At least two people at the table is great! Tables can get crowded, multiple volunteers help move the line along.

- **Choose a place for your table(s):** Depending on the size of the school, you may need multiple tables at different entrances to the school. At least one table should be placed in the most popular entrance, making sure not to block the entrance. You can usually borrow tables from your school, inquire with the custodian. You may want to supply chairs for volunteers. You can include safety brochures & sign up sheets for interested parent volunteers on the table.
- **Be festive!:** Some schools have arranged for additional activities to make the day fun and exciting. Ideas include having a bicycle blender activity (kids make their own smoothies by pedaling a bike that powers a blender), or inviting the local bike shop to make bike repairs to students' bikes.
- **Arrive at least 45 minutes before school starts to set up the welcome area!** The table should be ready one half hour before the bell rings.

Timeline

8 weeks before	<ul style="list-style-type: none"> • Make sure your principal has the date on your school's master calendar • Ask for permission to set up a welcome table • Talk to your PTA about ways they can support the event, with volunteers or funding for healthy snacks and/ or prizes • Contact area businesses about donating snacks and/or prizes, see pages 7 and 8 • Personalize and proof the flyer template for your school's backpack mail • Put a paragraph in the school newsletter, website or listserv to make parents aware of the event & recruit volunteers, see page 17
4 weeks before	<ul style="list-style-type: none"> • Begin volunteer recruitment (2-4 volunteers for day of event) • Optional: Organize walking school bus groups, see page 11
3 weeks before	<ul style="list-style-type: none"> • Create banners or posters to hang up around the school or to take on the Walking School busses, see page 6.
2 weeks before	<ul style="list-style-type: none"> • Hang banners and posters • Make copies of the flyers and distribute through backpack mail • Provide event information to teachers
1 week before	<ul style="list-style-type: none"> • Make copies and cut the raffle tickets, if using raffle ticket template or purchase raffle tickets, see page 8 and 20 • Send out parent reminders through e-mail, listserv or room parents • Remind school staff, volunteers, and teachers and ask them to remind students • Have all your prizes picked up and organized
Day before (or earlier)	<ul style="list-style-type: none"> • Make loudspeaker announcements , see page 18 • Pass out reminder stickers (optional see page 12) • Check in with volunteers • Pick up and prep food donations • Notify teachers and ask them to remind students
Same day	<ul style="list-style-type: none"> • Arrive at least 45 minutes before school starts to set up and direct your volunteers to their posts • Conduct raffle • Tally #'s of walkers and bikers and submit to the Countywide SRTS Program, see page 21 • Have fun!
Post Event	<ul style="list-style-type: none"> • Thank businesses and volunteers, and announce raffle winner

Going the Extra Mile - Establish Walking School Buses

Walking School Bus Power!

A Walking School Bus (WSB) is a group of children led by adult volunteers wearing reflective vests or other bright items walking to school together. An adult can pull a wagon carrying the students' backpacks & projects. Parents are glad that there are other responsible adults with the children & that there is a big group. What's more, after establishing trust & schedules, adults can take turns leading the group, meaning less morning stress for parents & guardians.

More Help & Tools

We provide safety training & materials like safety vests & first aid kits to help make your walking school buses more visible & safe! If you're interested, please contact:

saferoutes@bikesonoma.org
(for English)

- **Find neighborhood leaders:** This parent must know a safe route to school & be willing to show up at an assigned time on Walk • Roll to School Days to lead parents & kids on the route to school.
- **Form Groups:** You will need 1-2 parents per group, one at the front of the group & one at the rear. With a large number of children, more adults are needed for supervision.
- **Pick a Meeting Point:** Set up a meeting point to meet & walk together to school. Intersections near your cul-de-sacs, or church parking lots & shopping centers that are ½-1 mile from the school make great meeting points.
- **Pick a Route:** The route between the school & the meeting point should be along a safe area with the most sidewalks & crosswalks. There can be more than one meeting point per route.
- **Advertise Route:** Publicize the meeting point & time in the Walk • Roll promotional materials.

Going the Extra Mile: Reminder Stickers

Sticker Power!

Stickers are great for:

- Sending the message home one day before Walk • Roll Days
- Celebrating each kid's participation in using low or no-pollution ways to get to school.

People Power!

1 Sticker Counter: Keep track of how many stickers of each type (walk, bike...) you start off with & have in the end. This person also counts off the number of reminder stickers that each classroom will need the day before.

1 Sticker Printer (if you need extras) This is a great task for someone with a home office.

- **Reminder Stickers:** Sending kids home with a reminder sticker on their shirt the day before a Walk • Roll Day is a very effective way to make sure families remember the big event. Find out the # of students in each class. Place that # of stickers into the mailboxes of the teachers two days before Walk • Roll Days. Leave a note asking teachers to give the stickers to their kids.
- **Participation Stickers:** Use these stickers the day of the event at the table or at a designated location where students can be “stickered” on the way to the table. It is useful to have 1 or 2 volunteers at designated locations giving out stickers.
- **Different Stickers:** If you have different stickers for walkers and bikers you can use these stickers to count of the number of kids who walked or biked. Save the empty sheets of stickers that have been given away & count them afterwards. Write down the number of kids walking & bicycling on the tally sheet. (see page 21 for sample tally sheet)
- **If you need more stickers:** Check out our website in the Downloadable Resources Section at:
www.SonomaSafeRoutes.org

Going the Extra Mile - Tally Poster

Off the Charts!

This is a wall-size graph to mark how students get to school by each placing a dot (different colors represent different ways to get to school). If you post this the day before, it attracts a lot of attention & reminds students & parents to participate in Walk • Roll Days.

People Power!

1 or 2 sticker people:

To be at the greeting table to hand out the right colors for types of travel.

1 poster coordinator:

Helps kids place stickers in the right place on the poster.

WALK	stickers go here
BIKE	*****
CARPPOOL	****
SCHOOL BUS	*****
DRIVE	*
OTHER	*****

• You Will Need:

- ❑ 7 by 5' piece of butcher paper (think wall size)
- ❑ Markers to make display
- ❑ Five colored stickers for WALK, BIKE, CARPOOL, DRIVE, SCHOOL BUS & OTHER. (different colored dots work great!)

• **Make Poster Design:** Have the transportation types listed vertically on the left, & the kids' stickers lining up beside them going right. Colorful pictures make this bulletin board kid friendly! To the left is the set up of this wall-size chart.

• **Suggestion:** *Graphing is a California State Standard for second grade. A second grade class might like to take this on as a graphing project*



• **Give out Stickers to Kids:** 1-2 volunteers will be responsible for giving out color coordinated stickers to kids according to how they get to school. This volunteer will direct the kids to the centrally located posters.

• **Put Stickers on the Poster:** One volunteer should stand by the poster to direct students on where to put their stickers.

Going the Extra Mile – About the Frequent Walk • Roll Program

- **Frequent Walk • Roll Program:** This program is a way to encourage frequent walking and bicycling over a period of one or more months.
- See Frequent Walk • Roll Program Guidebook
- Available in the Downloadable Resources Section of the SRTS Website



Going the Extra Mile – About the Golden Sneaker Award

- **Golden Sneaker Award:** hold a competition between classes to see who got the most walkers/bikers. Use raffle tickets to do counts, or get counts through teachers. The class with the most participation is awarded the Golden Sneaker Award.
- See Golden Sneaker Award Guidebook:
- Available in the Downloadable Resources Section of the SRTS Website



Walk and Roll To School Day

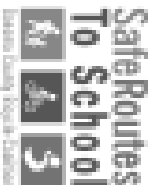
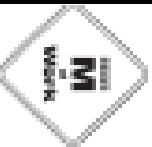
Wednesday October 7th, 2009

Come to our welcome table in front of the school between 7:40-8:05
Prizes for kids who walk or bicycle to school!



Healthy Habits = Healthy Hearts

- Explore the paths of your neighborhood
- Spend quality time with your child
- Start the new year with a great new habit!



Parents needed to help give out tickets in mornings at least once a month. Walk and Roll to School is a Program of Safe Routes to Schools. For more information about walking, biking or carpooling with neighbors, commute safety tips, or to volunteer, please call Lacinda Moore (707) 545-0153, or email

Lacinda@SafeRoutes.org

Sample Paragraph for Newsletter

School Newsletter

“This (*enter day*) is Walk & Roll to School Day! On this day, we will celebrate healthy & low-pollution ways to get to school. Students will be rewarded with (*enter prizes*) when they arrive at school & check in at the welcome table. Families should plan to allow enough time to walk or roll with their children to school. This is also a great time for a conversation & to reinforce safety skills along the way. For more information about a safe route to your school or to volunteer, please call (*provide organizer’s name & phone number*)

Boletín de la Escuela

“¡Este (*entra el día*) es Día de Caminar y Rodar a la Escuela! En este día, celebraremos maneras saludables y buenas para el medio ambiente para viajar a la escuela. Estudiantes recibirán (*entra el premio*) cuando llegan a la escuela y chequean en la mesa de bienvenida. Familias deberían dejar bastante tiempo en la mañana para caminar o rodar con los niños a la escuela. Esto es un tiempo para conversar y reforzar destrezas de seguridad. Para más información acerca de una ruta segura a la escuela o para ser voluntario, por favor llame (*el nombre de organizador & número de teléfono*)

Sample Loudspeaker Announcements

Loudspeaker Announcements

“Don’t forget! Tomorrow, (*Enter Day and Date*) is Walk & Roll to School Day. Stop by the tables located at _____ to pick up food & prizes tomorrow morning. Walk with a friend, its always more fun & safer to walk with a buddy! “

Anuncios de Alta Voz

“¡No Olviden! Mañana, (*Entre el día y la fecha*) es día de caminar y rodar a la escuela. Pase por las mesas ubicados en (lugar) para recibir comida y premios mañana por la mañana. ¡Camina con un amigo, es mas divertido y mas seguro para caminar con un amigo! “

Manager's Name

Name of Business

Street address

Town, CA zip

Date

Dear (Manager's Name or Donation Coordinator):

The Safe Routes to School program at *(name of school)* will be hosting a Walk and Roll to School Day on *(list every day of your school's event)*. At the end of the program, students who have walked or biked to school will get to participate in a raffle for fun prizes. We are seeking donations from the community for our Walk and Roll to School Day events. A contribution from *(insert name of business here)* would make a great difference in ensuring that our celebration of health, physical activity, and community is a success. We are seeking *(insert number and description of donations or prizes)*. However, we appreciate any donation you can make!

The Sonoma County Safe Routes to School program supports communities in building and using safer routes to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. We appreciate your support in improving the health and safety of families in our community! Your donation is tax deductible. The tax ID number of our Safe Routes to School host organization, the Sonoma County Bicycle Coalition is XX-XXXXXXX.

Thank you in advance for contributing to our Walk & Roll program. I will call you next week to answer any questions you have about this request. You may also contact me at *(insert your phone number)* or *(insert your email address)*.

Sincerely,

(insert your name)

D R A W I N G T I C K E T

I WALKED OR ROLLED TO SCHOOL TODAY!

Name: _____

Homeroom teacher: _____

Grade (circle) K 1 2 3 4 5 6 7 8

I walked

I rolled (biked, scootered, unicycled, etc)

We love to Walk & Roll!

There are 8 raffle tickets per each 8.5 x 11" sheet of paper

Safety Tips for Parents

Here are 10 tips to prepare your kids, so that they can move safely through the world:

Protect & teach your children. Protect your children & teach them the skills they need to be safe & strong. Learn about the tough issues children face today, which may not be the same as those you faced when growing up.

Prepare -don't scare- your children. Share your feelings with other adults rather than your children. Teach your children the skills they need rather than what they should be afraid of. Give them real information. Help them see themselves as good decision makers who act safely and so not get hurt.

Use mistakes as teachable moments to explain safety when you are with your children. Help your children to deal with the problems and people they may meet. Don't talk to strangers, for example is an unclear lesson. We all talk to strangers all the time. Instead model being friendly but distant. Talk to your child about the difference between being friendly and making a friend. You can give a friendly wave but you should never follow a person you don't know anywhere. Talk to your children about safe adults. People you know in your neighborhood or people like police and firefighters who are trained to help.

Help your children say, "No!" We need to teach our children that they have the right to say, "No!" to anyone who is acting odd, even if that person is an authority figure. This means we must teach them how to say, "No!" to a strange offer, to a bully, & even to us. Safe & strong kids know how & when to protect themselves.

Teach your children to recognize, trust, themselves & act on their instincts. Help your children respond quickly if they have a gut feeling that something is not right. Tell them to trust their inner alarm more than what they see or hear. Their built-in warning system is never wrong & should guide their next steps.

Children need to hear and practice new safety skills many times to learn them. Suggest ideas for acting safely when they play outdoors, walk to school, are in the park or go to the store. Every moment can be a teachable moment. Let your conversation about safety be ongoing.

For younger children (K-2nd) you can help them learn safety rules by turning them into rhymes, making up songs and drawing pictures together. See the Safe Routes to School Supplemental Curriculum for songs and jump rope rhymes.

For older children (3rd and up) expand your discussion to include different scenarios and listen to the solutions they come up with. Talk about the pros and cons of different solutions. This helps your children see themselves as good decision makers while giving them tools to make good decisions.

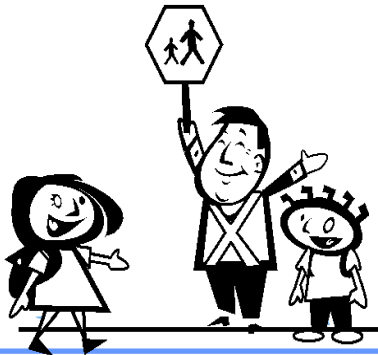
Track the safety skills your children are learning. This will help you make smarter choices about how much supervision your children need, when to grant more freedom, when to say, "No," & when to give them more practice while you are with them. It is best to teach a little bit at a time & repeat the lessons & practice sessions. This process makes it simpler for your children to learn, recall, & use new, safety skills.

Fight the urge to ground your children for life when they do not practice safety when they should. Instead, discuss the gaps in their thinking — or your teaching. Then, supply the missing pieces. Ask them to tell you what they would change next time & practice with them so they have the chance to show what they have learned.

Notice when your child learns, recalls and chooses safe behavior. When you see even a little bit of the desired actions let your children know that they are on their way to being safe strong kids. Keep sharing the goal that your children show good behavior and use good judgment so you can trust them to make intelligent choices in a wide variety of situations.

Tips: Walking Safety

- STOP, LOOK, & LISTEN at every edge, or curb.
- Look LEFT, RIGHT, LEFT & only go when there are no cars.
- Cross at crosswalks or corners. Avoid crossing between parked cars and in the middle of blocks.
- Watch for cars pulling in & out of driveways.
- Make good decisions by taking walks with your parents outside of school & practice making decisions like when & where it is safe to cross.
- Remember: even with a light or a crossing guard you still need to make the decisions of when it is safe to cross.



Tips: Basic Bicycling Safety

- Always wear a helmet.
- Check your bike before you ride: ABC check = air, brakes & chain.
- Check for correct fit on your bike. A person's leg should nearly extend with a slight bend when pedal is at the bottom.
- Ride in a straight line & keep control of your bike.
- Avoid the "door zone" if riding on the street.
- Learn & use appropriate hand signals.
- Practice skills like stopping suddenly, scanning behind you on a blacktop or parking lot before riding on the road.
- Bikes are a vehicle, so ride like a vehicle! Ride on the right, pay attention to traffic signals & stay off sidewalks as much as possible.

Tips: Driving in School Zones

- Drive slowly & carefully.
- Do not double park, wait to pull to the curb.
- Do not drop off in the red zone, its red for a reason.
- Drop off on the school-side of the street so your child doesn't have to cross the street.
- Avoid backing up. Young kids are small & hard to see.
- Consider the Park & Walk option, park a few blocks from the school & walk the rest of the way.
- Form a carpool! Figure out which families live in your neighborhood & contact them to form a carpool.



Want Safe Routes to Your School?

Sonoma County Safe Routes to School provides trainings, resources, & customized support at no cost.
We work together with schools, parents, & the local community to give kids
an active, healthy start to the school day!



For more information on what we can offer to your school & your community, contact us at:

Sonoma County Safe Routes to School
P.O. Box 3088
Santa Rosa, CA 95402
(707) 545-0153 or saferoutes@bikesonoma.org

See our other available guidebooks:



**Golden Sneaker
Award**



**Frequent
Walk • Roll Program**

Thank You Marin & Alameda County Safe Routes to School for providing guidance, resources and content for program development