



## YOUR SAFE ROUTES TO SCHOOL WALK & ROLL PROGRAM 2024-25

Our 2024-25 Encouragement Program encourages students to walk & roll to school (or anywhere), while learning about safety and the benefits of walking and rolling to their health, the environment, and more. **Choose one day per month – or at LEAST 5 engagements per year – as “Walk & Roll to School Day”**

Each month we will provide you with an easy-to-use & share “Walk/Roll Encouragement Kit” to enable you to accomplish this goal. The monthly encouragement kits\* will include (all in English/Spanish):

- An Electronic Promotional flyer and other electronic infographics of varying shapes/sizes (JPEG, PDF) *(for October & May we will also provide hard copies of posters)*
- Social Media/Newsletter themed educational message
- Walk & Roll Challenge Activity for students (English/Spanish). Challenge activities will provide students with an opportunity to win a prize from Safe Routes to School.

### Essential Promotion:

- Publish your Walk and Roll Day(s) on your master calendar
- Distribute Challenges to teachers and solicit their support to promote, make announcements re: Challenges & Walk/Roll Days in their classrooms
- Share Monthly Challenge and Walk/Roll Day info in school emails, social media, and/or website
- Mention Walk/Roll days (or list on calendar) in every school newsletter
- Hang SRTS-provided posters in classroom(s) or around school
- Hang SRTS-provided banner in a high visibility location
- Make classroom and Facebook announcements the day before the monthly Walk/Roll event
- Do an email blast or robo-call reminder a day or two before the monthly Walk/Roll event
- Put welcome table in high-visibility location(s), give out incentives and/or snacks or beverages to students who walk/roll

### “Extra” promotion for optimal event & program success:

- Get kids “extra” excited about participating by drumming up competition via the Golden Sneaker Awards
- Have a school assembly before the first Walk/Roll Day where you make a big deal of the monthly events and announce your intention to “Go Green” with walk & roll.
- Share photos of students walking/bicycling to school on Facebook or elsewhere
- Include “inspiring stories” of families who walk/bike/carpool in a school newsletter or Facebook
- Train welcome table greeters (parents or kids) to positively acknowledge student efforts. Some things they can say: Great job for riding your bike to school, Keep walking to school every day, How did you get to school today? Is there a friend you want to invite next time?, We’re trying to get the entire school to travel green every Wednesday, keep it up every week!
- Send event flyer home in backpack mail in advance of event (particularly if you have a difficult time reaching parents via electronic methods)
- Get students involved in the Walk/Roll Day: Helping with table, making posters to promote an event or events, etc. (ask SRTS to support this effort with a designated group of students)

## Walk/Roll Schedule 2024-25

Month	Theme/Program	Countywide Prize Opportunity for Students Participating in Challenge <i>(prizes are subject to change)</i>	Educational Messages to Communicate <i>(blurbs available in Spanish)</i>
September	Walk & Roll Back to School “Map & Meet Up Challenge”	gift certificate to a local bakery to treat a morning or afternoon walk for selected walking/bicycling groups who submit challenge sheets.	Choose a “Green Way” to get to school or around your neighborhood; walk, bike, scoot, skate! Choose a safe route—use multi-use paths or low-traffic, low-speed neighborhood streets; choose streets that have bike lanes or shoulders. Meet up with friends for fun and safety in numbers!
October	International Walk & Roll to School Month  Challenge: Walk & Roll Anywhere Tracker	A gift card for an family ice-cream outing.	Join us and the whole world in celebrating International Walk & Roll to School Day! Be sure to walk on sidewalks (or facing traffic if there are no sidewalks), look left, right, left and all around when crossing streets, and always be aware of and make eye contact with drivers at crossings and intersections!
November	Ruby Bridges Walk to School Day Challenge: Ruby Bridges Walk to School BINGO	Drawing for \$25.00 gift card to Copperfield’s Bookstore	Learn about Ruby Bridges! Also, Be Visible and wear bright colors and reflective clothing – Be Safe, Smart and Seen! Make sure cars can see you, look left-right-left before crossing the street!
December	Wacky Winter Walk & Roll  Challenge: Scavenger Hunt	n/a drawing in January	Movement is good for the brain! It is recommended that youth get at least an hour of physical activity every day and many studies have shown that getting physical activity really helps you learn!
January	Wacky Winter continued...	Drawing for a Wacky Winter Hat	Driver Awareness; keep your eyes out for walkers & rollers, and be idle Free! Idling causes air pollution that is bad for human and environmental health and local air quality, while costing drivers money.
February	Walk & Roll for our HeARTS  Challenge: Walk & Roll for our HeARTS Art contest for calendar	Drawing for \$30.00 gift card to Riley Street Art Supply  <i>calendar art winners are featured in a printed calendar</i>	It’s heart-healthy for ourselves and our families to Walk & Roll; it’s good for all of our bodies and it’s so good to get outside and spend some quality time with our families!
March	March of the Penguins Challenge  Challenge: Penguin Miles & Bird Observation tracker	Drawing for Binoculars	Walking and biking saves money! By replacing a car trip with a bike or walking trip, you could save quite a bit of money—money on gas as well as wear and tear on your vehicle plus you might even save some healthcare costs by keeping your heart and body more healthy with exercise!
April	Walk & Roll for the Earth  Challenge: TBD	Drawing for a \$25.00 gift card to a locally owned eatery	Walking and biking is like sending a love note to the earth! Every time you replace a car trip with a walk or bike trip, you save all of those pounds of carbon from going into the environment!
May	Bike Month  Bike to School Day	n/a	Biking is a great way to get exercise while going somewhere! Be sure to wear a properly fitted helmet, check the Air, Brakes and Chain on your bike, and be sure to ride in the same direction as traffic! Be extra alert around driveways when drivers are pulling in and out!

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