

# Move a little, live a lot.

Promoting Walking, Biking, and  
Rolling among High School Students





# Energize the journey for your students.

Use this campaign kit to encourage active travel—walking, biking, and rolling—and to plan educational events and workshops for your school.

In a world where screen time plays a major role in our daily routines, students are seeking experiences that connect them with nature, their communities, and each other. The Massachusetts Safe Routes to School Program, made possible by Massachusetts Department of Transportation, has launched a campaign to motivate high school students to engage in more walking, biking, and rolling activities. This initiative aims to educate and inspire students to incorporate active travel into their daily lives. Whether it's commuting to school, exploring their neighborhoods, or seeking recreation and fitness, the program encourages students to embrace active modes of transportation.



## Get Started

- 1 Use the promotional materials and content in this toolkit to begin building awareness of the benefits of walking, biking, and rolling.
- 2 Start the conversation with students in the classroom. You can use the **"Walking, Biking, and Rolling" educational handout** to guide your conversation around ways they can add in more active travel routines.
- 3 Use the **"Walking, Biking, and Rolling" event planning tipsheet** to coordinate an event or training workshop for your students.

**According to a study conducted by the Centers for Disease Control and Prevention (CDC), just 24% of high school students achieve the recommended 60 minutes of daily physical activity. However, a considerable number of students show interest in boosting their activity levels, especially in the outdoors.**

<https://www.cdc.gov/healthyschools/physicalactivity/facts.htm>



Resource for School Administration, Teachers, and Staff

# Walking, Biking, and Rolling Promotional Content





# Promotional Content

Copy, paste, and customize the content below for your student communications. Click the links below to access supporting graphics and poster artwork.

## Suggested School Newsletter & Website Copy

### Move a Little, Live a Lot

Our school is launching the "Move a Little, Live a Lot" campaign, an exciting initiative from MassDOT and the Massachusetts Safe Routes to School (SRTS) Program, aimed at promoting healthier, more active lifestyles among our students through walking, biking, and rolling to school. With the support of SRTS, we're encouraging our students to embrace the outdoors, connect with friends in meaningful ways, and enjoy the mental and physical benefits of active travel.

**Why Join?** Active travel is about embracing an active lifestyle that can significantly improve health, mood, and focus. It's a new way to start and end your school day.

### Mark Your Calendars for Our Upcoming "Move a Little, Live a Lot" Event

We're excited to host a special school-wide event to help our students get started with walking, biking, and rolling: [Insert School Name: Walking and Biking Skills Workshop/ Bike Train/Walking School Bus]. This event is designed to empower our students with the skills and confidence needed for safe, enjoyable active travel.

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** [Insert Location]
- **Activities Include:** [Brief description of the activities, e.g., safety workshops, bike tune-ups, group rides/walks]

## Digital Graphics

PNG Files - 1920 px by 1080 px



Click thumbnail to access files.

## Posters

PDF Files - 11 in by 17 in



Click thumbnail to access files.



Resource for Teachers, Administrators & Student Groups

# Walking, Biking, and Rolling **Event** **Planning Tipsheet**





# Move a little, live a lot.

## Equipping Students for Active Travel

in partnership with



Incorporating more walking, biking, and rolling into daily routines, such as traveling to school, has proven to greatly improve student health, mood, and concentration. To ensure students feel secure and self-assured, equip them with skills and tools. Here are three ways to start.

### 1 Host a Walking/Biking Skills-Building & Safety Workshop

Educate students on safety measures and route navigation.

- **What You Need:** Access to an empty parking lot or gym and safety cones. **How**
- **SRTS Helps:** We'll bring active travel experts, cones, bikes, and safety gear.

### 2 Plan a Student-Led Bike Train Event

A group bike ride led by students, designed to familiarize students with biking routes.

- **What You Need:** Volunteer leaders, including adults who can ride along.
- **How SRTS Helps:** We assist with determining student drop-off/pick-up points, safety guidelines, and more.

### 3 Plan a Student-Led Walking School Bus (WSB) Event

A group walking event for traveling to school along a predetermined route.

- **What You Need:** Volunteer leaders and predetermined routes.
- **How SRTS Helps:** We can identify the route, provide route map assistance, and deliver reflective vests for participants.

### How to Determine the Most Suitable Active Travel Event

#### Evaluate Nearby Travel Infrastructure

- Are sidewalks and bike lanes safe and accessible for students?
- Do students have crosswalks equipped with a Crossing Guard?
- Is bike storage available, secure, and adequate?

#### Assess Current Travel Patterns

- How far do students typically travel to school?
- How are students currently commuting?

#### We're here to help!

Reach out to your SRTS Coordinator for campus audit support and event assistance.



Resources For Students

# Walking, Biking, and Rolling Classroom Handouts





# Move a little, live a lot.

## Planning Your Active Travel to School

Looking for ways to incorporate more walking, biking, and rolling into your everyday schedule? Use this guide to identify obstacles and brainstorm solutions.

in partnership with

**massDOT**  
Massachusetts Department of Transportation

 MASSACHUSETTS  
**Safe Routes to School**  
MASS.GOV/SAFE-ROUTES-TO-SCHOOL

### Step 1: Identify Your Barriers

First, think through what could stand in your way. Answer these questions as a starting point:

- Do you need to ride a bus part of the way? Are the sidewalks on your route in good condition?
- Do you have early morning or after-school commitments that make timing tricky?

### Step 2: Solutions Station

For every barrier, there's a likely solution. Here are some considerations:

- Is there a more efficient or safer walking or biking path to take?
- Can you find one or two days during the week where you may have extra time? Could you wake up earlier or rearrange activities?

### Step 3: Gear Check

Make sure you have what you need for a safe and comfortable journey. Take a look at some thought-starters:

- Wear appropriate shoes and safety gear like helmets, reflective clothing, and lights.
- Tune up your bike, scooter, or other travel equipment.
- Carry a water bottle and sunscreen.

### Step 4: Go For It!

You've got your plan and your gear. Now, it's time to put it into action. Start small and add more active travel bit by bit.





# 6 Active Travel Ideas to Build into Your Routine

Every bit of movement counts towards a healthier lifestyle, like getting more time outdoors and clearing your stress. Here are ideas to increase walking, biking, and rolling in ways that fit your interests and schedule.

## 1. Take a Scenic Route

Choose longer paths to classes or between activities to gain extra moves.



## 2. Add in Breaks

Between homework or when you have spare time, take a 10-minute walk or bike ride.



## 3. Join or Start a Club

Meet up with friends for monthly group events for walking, biking, and rolling.



## 4. Mix It Up for the First-and-Last Mile

Walk or bike to your bus stop or get dropped off nearby the school to walk the last stretch.



## 5. Plan Weekend Adventures

Hit the trails and parks with family and friends to explore.



## 6. Set Personal Goals & Celebrate Achievements

Challenge yourself to reach walking, biking, and rolling milestones each week.

