

High School Programming

CASE STUDY

Brockton High School

EDUCATION **ENCOURAGEMENT** ENGAGEMENT EVALUATION ENGINEERING EQUITY | **URBAN** RURAL SUBURBAN

Background

In early 2022, new federal funding extended the eligibility of Safe Routes to School (SRTS) partnerships to include high schools (grades 9-12). In the last few years, the Massachusetts Safe Routes to School Program has added events, materials, and opportunities exclusively for high school students, such as the Safe Streets Smart Trips High School Video Contest, the High School Ambassador Program, Car-Free-Campus Day, and more.

Overview

Brockton High School (BHS), one of the largest public schools in the United States, is actively invested in student health, safety, and community engagement. BHS students piloted SRTS's High School Ambassador Program by examining and designing marketing strategies and materials to promote participation in SRTS's annual Walk, Bike, and Roll to School days at Brockton's elementary schools. By ensuring these efforts were inclusive and reflective of diverse cultural and socioeconomic perspectives, the group created campaigns that were relatable to as many students and families as possible. Ambassadors also participated in the annual Safe Streets Smart Trips High School Video Contest by creating a 60-second PSA about roadway safety.

Lessons Learned

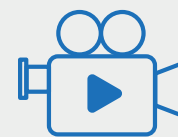
- ✓ Opportunities to be creative within the High School Ambassador Program allow students to engage with topics like transportation, safety, and sustainability in a leadership role
- ✓ A multitude of accessible and diverse marketing materials boosts participation in community-focused SRTS events



Impacts



Strengthen skills in collaboration, communication, and civic engagement



Gain experience in video production, scripting, editing, and general marketing strategies



Increase active transportation within the community while promoting safety awareness