

ENCOURAGEMENT

Spice Up a Walk or Bike to School Event

Events can be as simple as encouraging kids to walk or bike to school on a particular day. Here are some ideas for those who'd like to do a bit more!

✓ Plan a Welcome Celebration

Welcome celebrations give participants a pat on the back and highlight event goals. Greet walkers and bikers with healthy snacks or small rewards that reinforce health and safety messages. Create a banner for students to sign as they arrive.

✓ Invite & involve celebrity walkers or bicyclists

Invite school administrators, city officials, local elected officials, college students, mascots, and musicians to join in on the fun and increase awareness of Safe Routes to School!

✓ Invite parents for coffee after the event

Walk and bike to school events are a great chance to get parents involved! Invite them to the school cafeteria for coffee or breakfast after the event.

✓ Include a Walking School Bus or Bicycle Train

We're all familiar with how school buses work. A Walking School Bus or Bicycle Train work the same way, except they are greener modes of transportation and help students reach their daily physical activity recommendations. Adults "drive" the Walking School Bus or Bicycle Train along a defined route, picking up kids at "stops" on the way. It is convenient for parents and helps address concerns about safety.

✓ Encourage Creativity

Allow students to create posters and signs to use during events. These help make walking groups more visible to motorists and within the community. They can be used to create a walk to school collage afterwards to commemorate the event.



Students at Newman Elementary in Needham participate in a *We Walk, We Rock!* event with self-made posters.

Get Ideas for your Safe Routes Program through Social Media

- Massachusetts Safe Routes to School is on Facebook! Like us and connect with other School Partners for program news
- Follow Massachusetts Safe Routes to School on Twitter and Instagram
- Sign up for *Safe Routes to School News*, our quarterly E-Newsletter
- Share your pictures with us by posting them directly to Facebook

Questions?

Your SRTS Outreach Coordinator is here to help.

Massachusetts Safe Routes to School
888-426-6688

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✓ Set up a Park n' Walk site

Park n' Walk sites are off campus places like libraries, parks or churches with enough space for kids and adults to congregate and for cars and buses to either park or drop-off children. Their use results in program participation from kids who cannot walk or bike to school due to distance and helps reduce traffic congestion near the school.

✓ Plan a safety assembly

Assemblies are a great way to get kids excited about a walk or bike to school event and to educate students about pedestrian and bicycle safety, helmet use, and more! Potential speakers include your SRTS Outreach Coordinator, law enforcement officers, safety advocates, bike and pedestrian advocates, even students! Consider including a Safety Assembly as a part of your Safety Week Activities.

✓ Host a school-wide or classroom contest

Contests can help motivate participation in walk or bike to school events. There are lots of ways to do it. Hold a contest between classrooms and give a prize for the one with the most walkers and bikers. Enter kids who walk or bike in a raffle prize drawing. Organize a poster or essay contest on an event-related theme. Simple prizes can go a long way!

✓ Give your event a theme

Organizing your Walk and Bike to School Day around a designated theme will make it cohesive and get your students revved up! Past themes have included School Colors or School Pride Day, Wear a Crazy Hat, and a Scavenger Hunt.

✓ The Golden Sneaker Award

The Golden Sneaker Award is a low cost way to encourage participation in a walk or bike to school day. Simply spray paint an old sneaker and mount it. The classroom with the most walkers or cyclists is awarded the Golden Sneaker!



Students at Newbury Elementary in Newbury participate in a Halloween themed Walk to School Day.

Incorporate Bike and Pedestrian Themes in the Classroom!

Encourage walking and bicycling by incorporating bike and pedestrian themes in the classroom. Have students write an essay about their walking experience in English class or create a map of their route in Social Studies class. There are lots of ways to connect classroom activities with your bike or walk to school event!

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