



Learn it. Do it. Live it!

EVENT IDEAS

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

✓ Plan a Welcome Celebration at the School

Welcome celebrations give participants a pat on the back and highlight event goals. Greet walkers and bikers with healthy snacks or small gifts that reinforce health and safety messages. Create a banner for students to sign as they arrive and give them a certificate of participation. Consider involving public officials and members of the media.

✓ Invite Parents for Coffee or Breakfast 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 as Part of the Event

We're all familiar with how school buses work. Walking school buses and bicycle trains work much the same way. Adults "drive" the walking school bus or bicycle train along a defined route, picking up kids at "stops" on the way. It's convenient for parents and helps address their concerns about safety. For more see: www.saferoutesinfo.org/guide/walking_school_bus/index.cfm.

✓ Organize a Walk at School or Neighborhood Walk-About

Organized walks on school grounds or through nearby neighborhoods with safe routes are a great way to include kids who can't walk or bike from home. These activities can happen before, during, or after school...even on weekends! For more see Learn it. Do it. Live it!: How to Organize Park and Walk Sites, available here: www.virginiadot.org/safe_routes/starterkit

✓ Plan an Assembly

Assemblies are a great way to educate students about pedestrian safety, personal safety, helmet use, healthy lifestyle choices, and more. Potential speakers include law enforcement safety advocates, bike/ped advocates... even students! Consider including as part of a SAFETY WEEK!

✓ Hold a 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 prize drawing. Organize a poster or essay contest on an event related theme. Simple prizes can go a long way. Examples include: the Golden Shoe Award (take an old shoe, paint it gold, put it on a pedestal, and you have a nice trophy!), lunch outside, or a homework pass.

✓ Distribute Walkability and Bikeability Checklists

The Walkability Checklist and Bikeability Checklist can be used to evaluate walking and bicycling routes. Distribute the checklists to parents before the event. Ask them to assess their child's route to school. Collect and collate to better understand problem areas and priorities. Download here: www.walktoschool.org/eventideas/checklists.cfm

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 bicycling route in Geography class. There are lots of ways to connect classroom activities with your bike or walk to school event! For more, see : www.walktoschool.org/eventideas/classroom.cfm.

Got questions? Contact our Local Technical Assistance Coordinators at info@VirginiaSRTS.org.

Find flyers, templates, banners and other downloads at www.virginiadot.org/safe_routes. Find what you're looking for in the Starter Kit and the Marketing Toolkit.

