

# Plan and Promote Your Walk to School Event

A successful walk to school event can be simple or elaborate. Here are some tips for making it worthwhile and fun!

## Gather support

- Get the principal's approval.
- Build a team!
- Engage the community!
- Potential supporters include:
  - Local businesses
  - PTO/PTA
  - PE Teachers
  - School Resource Officer/Law Enforcement
  - Neighbors



## Plan it

Schedule it for maximum impact and participation.

- Involve ALL students.
- Consider neighborhood walking school buses, alternate drop-off locations at public areas within a mile from school, on-campus walks, frequent walker contests, and safety assemblies.

## Promote it

Get the word out to parents and students through:

- Automated call home
- Classroom announcements
- Newsletter articles/school website
- Flyers
- Posters/Banner
- School Marque
- PTA/PTO



## REGISTER YOUR EVENT!

Is your event on or around International Walk to School Day, the 1st Wednesday of October? **Register at [walktoschool.org](http://walktoschool.org).**

Is your event at another time of year? Recurring? We still want to know & want to support you. Email us at [admin@healthyshasta.org](mailto:admin@healthyshasta.org)

## QUESTIONS?

**We can help!** Contact: (530) 245-6583 or [admin@healthyshasta.org](mailto:admin@healthyshasta.org)

Short on time? YOU can have a Walk to School Day event ready to go in 1 week with 7 easy steps!

1. Get principal approval and PTA/PTO support.
2. Register your event (if planned around an official Walk to School Day) and notify your Safe Routes to School Coordinator.
3. Invite students & parents to participate.
4. Plan your event activity or activities.
5. Remind students with announcements one week prior, then two days, and the day before. Be creative and build excitement!
6. Create posters and/or banners to promote the event and greet students as they arrive. Reward participants with incentives!
7. Ask students and parents for feedback and use that feedback for future events.



### Why a Walk to School Event?

- Encourage physical fitness
- Raise awareness of traffic/walking safety
- Create environmental awareness
- Provide a quality experience of families
- Kick off a Safe Routes to School initiative