



## Welcome to the 2017 Walk & Roll to School Day Toolkit

Dear Walk & Roll to School Day Organizer,

This toolkit contains resources to help you organize a successful Walk & Roll to School Day event at your school. San Francisco has been rated one of the most walkable cities in the U.S., but we can do even better! Walking to school helps children build confidence, establish a sense of direction and distance, and get regular exercise. Principals and organizers play an important role in encouraging walking and in ensuring the safety of their students by working with parents and safety volunteers.

**This year, Walk & Roll to School Day will be held on Wednesday, October 4, 2017.** Walk & Roll to School Day is a global event that gives children, parents, teachers, administrators, and community members an opportunity to work together to make their communities safer and more pleasant for walking. Last year, a record breaking 95 San Francisco schools hosted a Walk & Roll to School Day event.

This toolkit is designed to help you prepare for a fun and easy Walk & Roll to School Day event. If your school is interested in organizing a more elaborate event or health and safety promotions throughout the school year, we have additional resources — just let us know!

Sign Up for San Francisco's Walk & Roll to School Day at:  
<http://bit.ly/WR2SD2017Registration>

**By 5 P.M. on Friday, September 22<sup>nd</sup>,** please fill out the online registration form with:

- The name, phone number, and email for an organizer (e.g., parent, teacher, principal, or PTA member) as the main point person for your school
- Estimated # of students who will be walking

Each school that registers for San Francisco's Walk & Roll to School Day will receive:

- Participation stickers (described later in this toolkit)
- Posters to promote the event
- Incentives for student participants, such as pencils and reflective belt wraps\*

\*Supplies are limited and distributed on a first come/first serve basis



## 5 STEPS TO WALK & ROLL TO SCHOOL DAY

- 1. Recruit your **TEAM**, including the Walk & Roll to School Day Organizer, to encourage students.**  
Get help from parents, caregivers, teachers, and staff.
- 2. Choose a **TIME** to meet.**  
This allows everyone to walk together from the meeting site and arrive to school on time.
- 3. **ADVERTISE** Walk & Roll to School Day **MEETING SITE** and **TIME**.**  
Hang posters, email flyers (see website below) to listservs, use an auto dialer to remind parents the night before. Get resources, updates, and helpful tips from [www.sfsaferoutes.org](http://www.sfsaferoutes.org).
- 4. Choose a **MEETING SITE** within 3 blocks of your school.**  
This is where everyone will meet before walking! There should be enough space for a large group to meet. Choosing a meeting site with parking nearby can help children who live far from the school join in the fun too.
- 5. Order **PRIZES** from <http://bit.ly/WR2SD2017Registration>.**  
Reward students who walk or roll and/or the class with the most walk and rollers.

## Promoting Walk & Roll to School Day

The key to a successful Walk & Roll to School Day is to promote the event widely. Here are a few ideas:

1. **ANNOUNCEMENTS** – Whether it’s during Back to School Night, Morning Circle, or at PTA Meetings, tell parents that your school will be participating in Walk & Roll to School Day and that you need THEIR help in order to make it great!
2. **PARENT POCKETS** – Keep parents informed about Walk & Roll to School Day. Include a flyer in the first parent pocket of the year, and include meeting location(s) and times Walking School Buses.
3. **POSTERS** – Hang posters at every entrance to the school, in the main office, and near drop-off zones. Your Walk & Roll to School Day Organizer can request additional posters from Walk SF. When you have picked a meeting site and location for your Walking School Bus(es), put together a flyer (including a map!) and tape them to the posters.
4. **EMAILS** – Email parent listservs to find volunteers who will help you prepare for and promote the event.
5. **AUTO DIALER** – Ask your principal for permission to use the SFUSD auto dialer. Record a message (in Spanish/Chinese, if applicable) and schedule the auto dialer for the night before Walk & Roll to School Day. Be sure to include details for the Walking School Buses.
6. **INVOLVE STUDENTS** – Ask classrooms to make posters about why walking and biking to school is important to them. Ask morning or afterschool programs to make banners or pedestrian visibility signs for Walk & Roll to School Day. Create a cardboard School Bus for kids to paint and carry during their Walking School Bus.
7. **MAKE IT FUN!** Use a theme to make it fun and encourage kids to Walk to School like “wacky hat” Walkers. Create a competition among classrooms to see which class has the most walkers.
8. **TAKE PICTURES** – Make sure students have signed the district’s Media Consent Form so you may share the success of the event with local media.



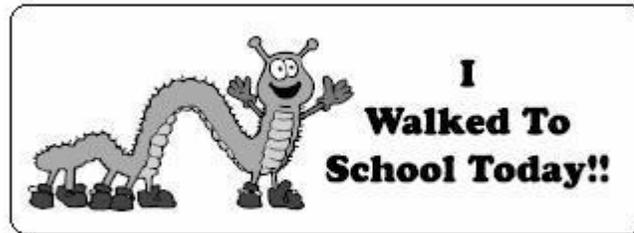


## Track Your School's Success!

We need to know how many students participate so that we can plan for future events at your school. Tracking participation is also a great way for schools to track student successes and congratulate your school community using real numbers. In addition, knowing these numbers will allow you to set goals for your school's future events.

### USE THE STICKERS!

"I Walked to School Today!" stickers help you estimate the number of students who take part. Have event volunteers ensure that every child who walks to school receives a sticker, and then count the number of sheets of stickers that were given away. It is as easy as that.



### SHARE YOUR NUMBERS

We need all schools to report student participation numbers. Please assign someone from your school to be responsible for gathering this information.

Fill out the online evaluation form at <http://bit.ly/W2SD2016Evaluation> by October 18, 2017.

## Take Pictures!

Taking pictures is a great way to capture the fun and to promote future events. Make sure that children whose families have opted out of consenting to have their picture taken are protected. The district has consent forms that are kept for each student in the main office. Create a system, such as a certain colored sticker, or a designated play area, to make sure pictures taken of these students are not published.

## Parent Volunteers

Parent volunteers are key to the success of this program. Recruit reliable parent volunteers to be trained on leading Walking School Buses, Bicycle Trains, and assist with other incentive programs related to Safe Routes to School.

SAN FRANCISCO

# WALK & ROLL TO SCHOOL DAY

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At any outreach event (Back to School Night, Kinder Orientations), please take the opportunity to recruit parent volunteers. We have included parent interest sign-up forms in this toolkit. Chinese and Spanish signup forms are available upon request. Please send completed parent interest sign-up forms to:

**Safe Routes to School**  
25 Van Ness Ave., Suite 345  
San Francisco, CA 94102  
Email: [info@sfsaferoutes.org](mailto:info@sfsaferoutes.org)

This is language you may use to encourage parents to sign up:

## **PARENT VOLUNTEER SIGN UP**

SF Safe Routes to School (SRTS) promotes safe and active walking and biking to and from school. We need parent volunteers to lead or participate in regular **Walking School Buses** or **Bicycle Trains**. A Walking School Bus or Bicycle Train is a parent or caregiver-initiated group of children walking or bicycling to school with one or more adults. The SF SRTS Partnership offers training workshops on how to lead both. Please sign up if you are interested in learning more.

# WALK & ROLL TO SCHOOL DAY

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## I Want to Walk, Bike, Take Transit, or Carpool to & from School!

YES! I'd like to learn more about San Francisco's Safe Routes to School program and get resources for active transportation on the way to school, including assistance connecting with other parents with whom to walk, bike and carpool.

Name	Walk	Bike	Transit	Carpooling	Telephone	Email Address	School

The Safe Routes to School partnership includes the SF Unified School District, SF Department of Public Health, Walk San Francisco, SF Bicycle Coalition, SF Department of the Environment, SF Municipal Agency, and the YBIKE Program. We will contact you about the specific programs you are interested in, but will not share your information with outside groups. For questions about Safe Routes to School, please contact [info@sfsaferoutes.org](mailto:info@sfsaferoutes.org).

Event/School: \_\_\_\_\_ Date: \_\_\_\_\_ Contact: \_\_\_\_\_

[www.sfsaferoutes.org](http://www.sfsaferoutes.org)