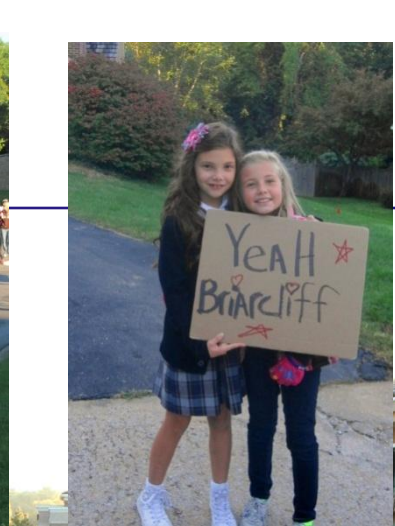


Briarcliff Elementary

Walk to School Day

September 28th, 2012



There are several key steps
to organizing a successful International Walk to School Day ...

INTERNATIONAL WALK TO SCHOOL DAY PREPARATION

GAIN SUPPORT

GET ORGANIZED

IDENTIFY AN APPROPRIATE ROUTE

DETERMINE A CULMINATION EVENT

CONTINUE TO PROMOTE

HOPE FOR GOOD WEATHER

The first, and most critical step, is to gain support from various constituents

GAIN SUPPORT

Principal

- Inform principal about the event and benefits
- Gain principal commitment on a date and also to promote the event

PTA / PTO

- Propose event to the PTA board and gain buy in
- Request funding, support, and volunteers for event

Long Term

Community

- Reach out to local community officials
- Gain commitment from local businesses

Having a committee with dedicated chairman (or preferably co-chairs) is key and will increase the momentum and enthusiasm

GET ORGANIZED

Committee

- Work with the PTA or Principal to target a co-chair
- Establish a committee that is passionate about healthy living
- Work together to plan WTSD

Date & Time

- WTSD is an annual event each October (or can be an alternative date)
- Determine if the event will be before school, or the first part of school
- Put event on the school calendar

An appropriate starting point
and distance is a critical success factor for WTSD

DETERMINE ROUTE

Logistics

- An origination point between ½ to 1 mile away from elementary school
- Ideally low traffic, with side walk access (yet visible in the community)
- Ample parking at origination, ideally centered around a local business or landmark (e.g., coffee house, park)
- Ensure route is walkable without too many intersections / stoplights
- Establish a shuttle system to return parents to cars after event

Safety

- Coordinate with local police for escort and redirection of traffic
- Communicate that children must be accompanied by parent or adult
- Gain commitment from select parents / teachers to serve as leaders during the event

Having a tie in to another event at the end of WTSD
will both enhance interest and bring everyone together after the event

DECIDE ON END OF ROUTE EVENT

Determine Event

- To make WTSD as fun as possible and look forward to participating for both children and parents
- Provide snack and drink (door prizes)
- Event examples may include a Pep rally, breakfast with books, assembly with a theme, class contests, etc.

Long Term

Separate Committees

- Depending upon the size of the end of route event, establish a second committee focused on culmination event
- A fun final event will help to solidify WTSD as an annual event

Ongoing promotion
will increase awareness and lead to improved and broader turnout

CONTINUE TO PROMOTE

Communication

- To parents on back to school night, in backpack mail & calling
- To teachers asking for participation and support reminding kids

Community

- Invite local representatives, school district administrators & neighbors
- Advertising / signs (particularly along route)

Business

- Targeting business with healthy life styles (door prizes, gifts, etc.)
- Using a business as a starting point also has advantages

Long Term

Expanded Programs

- Turn one day event into other programs (Walking school bus, Fitness Fridays, Running club for KC Marathon, etc.)
- Class participation contests with awards

And when the big day finally arrives ...

COMPLETE THE EVENT

HOPE FOR GOOD WEATHER!

DON'T OVERSLEEP!!

HAVE FUN!!!

- Then after the event, formally send thank you notes to those individuals, groups, businesses involved in making WTSD a success