

Explore the

Event Planning Guide

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What is

Ruby Bridges Walk to School Day?

Ruby Bridges Walk to School Day honors the living legacy of civil rights activist Ruby Bridges. Every November 14th, we celebrate Ruby's courageous and historic act by encouraging students to walk to school and engaging in a day of dialogue about activism, anti-racism, and anti-bullying. The goal is to inspire kids to make positive changes in their school and community.

Explore the Life of Ruby Bridges

In 1960, six-year-old Ruby Bridges etched her name in history when she integrated all-white William Frantz Elementary School in New Orleans. Since then, Ruby has become a national icon for her courageous action and continues to inspire people to stand up to racism and bullying. Ruby Bridges Walk to School Day has introduced her story to a new generation of young people and sparked meaningful conversations about transportation equity. We encourage you to learn about Ruby's story and share it with others.

- Kid-Friendly Ruby Bridges Biography – [Britannica Kids Time for Kids](#)
- [The Ruby Bridges Foundation](#)
- Book: [I Am Ruby Bridges](#)
- Book: [The Story of Ruby Bridges](#)

History of Ruby Bridges Walk to School Day

Ruby Bridges Walk to School Day began with a group of fifth grade students in South San Francisco. After learning about Ruby Bridges in school, the students wanted to create a special day to celebrate Ruby's courage. With support from the San Mateo County Safe Routes to School program, the students turned their idea into a Walk to School Day celebration. In 2021, the California State Senate passed an official resolution proclaiming November 14th as Ruby Bridges Walk to School Day.

These resources explain the history of Ruby Bridges Walk to School Day and the students who inspired the movement. Share them with school staff, community members, and students as you begin planning your event.

- [San Mateo County Ruby Bridges Walk to School Day](#)
- [San Mateo County Ruby Bridges Walk to School Day Video](#)

Have a question? [Email us!](#)

How to Plan Your Event

Define your purpose

The goal of Ruby Bridges Walk to School Day is to engage in constructive conversations about racism, bullying, and activism. These conversations will be different depending on where you are and what issues are most important to students. Before you plan your event, reflect on the purpose of Ruby Bridges Walk to School Day. Think about how the celebration can positively impact your community. Discuss your ideas with your Safe Routes team or with students.

- Why do you want to host a Ruby Bridges Walk to School Day celebration?
- What conversations do you want to have in your school/community about activism, racism, and anti-bullying?
- How can you use Ruby Bridges Walk to School Day to elevate these topics?
- Student question: What do you see that needs to be improved in your school, neighborhood, or city/town?
- What is one change you would like to see in your community as a result of Ruby Bridges Walk to School Day?

Plan your activities

Ruby Bridges Walk to School Day weaves together history, activism, and transportation. Your activities can be a unique blend of different subjects, artforms, and learning styles. Here are a few activity ideas and examples of how other communities celebrate Ruby Bridges Walk to School Day:

- Organize a poster-making or banner-making session
- Create a [Ruby Bridges StoryWalk®](#)
- Organize a Ruby Bridges Storytime or Read Aloud – [I Am Ruby Bridges The Story of Ruby Bridges](#)
- Organize an art, photo, or essay contest
- Invite a guest speaker and presentation
- Create a [Ruby Bridges Walk to School Day song](#)
- Issue a [Ruby Bridges Walk to School Day proclamation](#)
 - [Check out this proclamation from New Jersey!](#)

Have a question? [Email us!](#)

How to Document Your Event

The big day is finally here! Assign people to take pictures, videos, and share on social media. This is a good time to partner with a Communications person at your local government or school district. You can also include interactive elements that invite students to share their thoughts about the celebration.

- Collect photos and videos in accordance with your district's photo release protocol
- Gather quotes from students, school staff, and community members
- Have students share ideas about how they can make change in their community
- Create a photo gallery or highlight reel
- Tag Safe Routes Partnership on social media posts - [Facebook](#), [LinkedIn](#),

Need help? Email christina@saferoutespartnership.org 😊

How to Share Your Event

One of the best ways to build momentum around Ruby Bridges Walk to School Day is by sharing your celebration with the public. Inviting local press to your event, posting on social media, and inviting community members to participate increases the visibility of Ruby Bridges Walk to School Day and elevates student voices within the larger community. Here are a few ways you can spread the word about your event:

- Create a primer on Ruby Bridges to share with students, families, and community members
- Create or download Ruby Bridges Walk to School Day social media graphics to share on district, school or PTO social media (see the Google folder for more!)
- Post about the event in a school newsletter
- Create posters and flyers (Google folder)
- Issue a press release to local media (Google folder)

How to

Keep Up the Momentum

Ruby Bridges Walk to School Day aims to make long-lasting, positive change. After your event, think about how to continue conversations about racism, bullying, and activism throughout the year. Incorporate these ideas into future Ruby Bridges Walk to School Day celebrations.

- Share highlights with the Safe Routes to School team, local media, elected officials, and the [Safe Routes Partnership](#)
- Reflect on successes and opportunities for improvement
- Host a discussion with your Safe Routes to School committee and partners about ways to make your program more equitable
- State partners: Create a Ruby Bridges Walk to School Day toolkit for local practitioners
- Join classroom discussion about improving the school, neighborhood, or city/town – see prompts and activities in Day of Dialogue guide



What is the **Safe Routes Partnership?**

The Safe Routes Partnership is a national nonprofit organization working to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.

Through its initiatives, the Safe Routes Partnership offers a wide range of resources, including technical assistance, training, and advocacy tools, to help local organizations, schools, and communities implement effective Safe Routes to School programs. The Partnership collaborates with transportation professionals, school administrators, public health experts, and policymakers to create and sustain safe environments for active transportation. They also provide access to best practices, case studies, and educational materials that support Safe Routes projects nationwide.

The Safe Routes Partnership serves diverse stakeholders, from grassroots advocates working in local neighborhoods to national policymakers shaping transportation policy. Their efforts particularly benefit underserved communities by ensuring equitable access to safe walking and biking routes. The Partnership's resources and advocacy work empower communities to prioritize safer streets, healthier students, and more sustainable transportation options.

Interested in learning more?

www.saferoutespartnership.org



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