



Walk to School Day!

How do you energize your school community,
plan efficiently, and engage volunteers?

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Backwards By Design

- o In a backwards by design model, you hear about the event and then the details are revealed.
- o Walk to School Day--Overview



Walk to School Day in Action



Walk to School Day



Energize Your School Community

o Ped Safety Dance—make it fun!

- 1) Identify a **Champion**
- 2) Consult the experts around you
- 3) Hold informational meetings
- 4) Celebrate little things
- 5) Contact the media and promote your event
- 6) Communicate with stakeholders
- 7) Offer incentives



Plan Efficiently

- o Plan the event with the Champion
- o Contact school administrators
- o Contact local police & fire departments
- o Contact local school board
- o Contact politicians



- o Promote, Promote, Promote

Engage your Volunteers

- o Review the plan (seek support)
- o Be specific with your needs
 - o Identify jobs for each volunteer
 - o Prepare volunteer acknowledgements (card or small gift basket)
- o Review your event with all stakeholders with a survey or a follow up meeting



Questions to Consider

- o Do you have a SRTS program?
- o Do you have a “neighborhood” school?
- o How many children currently walk or bike to school daily?
- o What type of parental support does your school receive?
- o Is the administrator supportive of wellness initiatives?



**HOLT
COMMUNITY
CONNECT**

