



Webinar

Celebrating Ruby Bridges Walk to School Day

Wednesday, September 4, 2024
2 p.m.–3 p.m. ET



Welcome!



Say hello in the chat!

- Name
- Location
- Have you hosted, or are you planning to host, a Ruby Bridges Walk to School Day celebration? Tell us about it!

Safe Routes Partnership



The mission of the Safe Routes Partnership is 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.



SAFE ROUTES PARTNERSHIP

Ruby Bridges Walk to School Day



- Celebrated November 14th
- Honors the living legacy of civil rights activist Ruby Bridges
- Encourages youth activism, anti-racism, and anti-bullying

The Story of Ruby Bridges



Associated Press



Bettmann Archive/Getty Images

- 1954 – Brown vs. Board of Education desegregates schools
- November 14, 1960 – Six year old Ruby integrates all-white William Frantz Elementary in New Orleans
- Ruby was met by a mob of angry protestors, but her courage made her a civil rights icon



History of Ruby Bridges Walk to School Day



- Started by fifth grade students in South San Francisco
- Supported by San Mateo County Safe Routes to School program
- 2018 – First Ruby Bridges Walk to School Day celebration
- 2021 – California State Senate passes a Ruby Bridges Walk to School Day resolution

Ruby Bridge Walk to School Day Mini-Grants



Support a Ruby Bridges Walk to School Day celebration on November 14, 2024

- [Grant Application](#)
- Event must take place in November 2024

Project must align with event goals:

- Promote constructive dialogue about activism, racism, and anti-bullying
- Inspire young people to make positive changes in their community



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Funding Allotments



Awards distributed based on number of students reached

- \$500 for reaching less than 400 students
- \$1000 for reaching over 400 students



Eligible Applicants



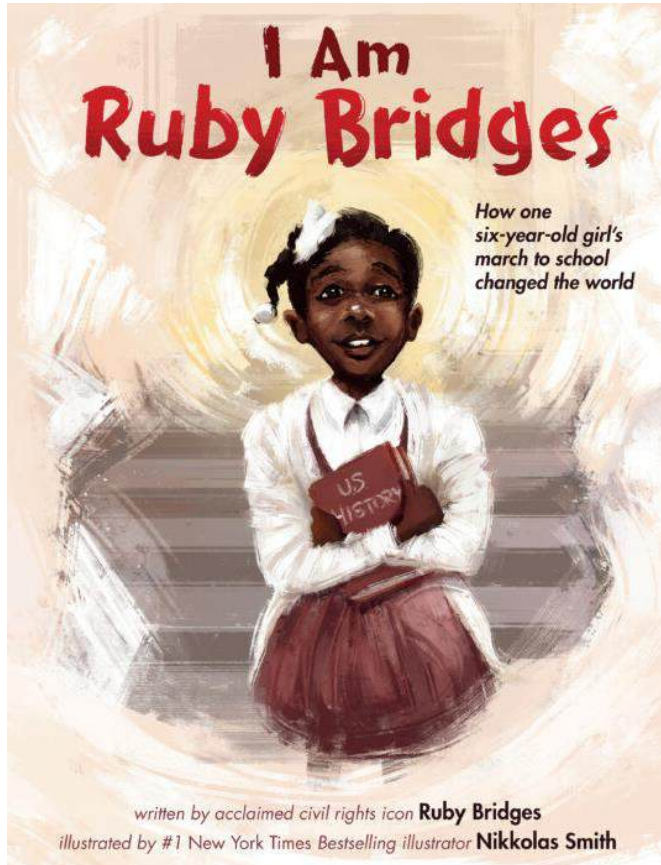
- Local governments
- Public school/system
- Nonprofits with 501c3 status (individuals can partner with community organizations, PTA/Os, etc. with nonprofit status)
- Open to Safe Routes to School programs (cities, schools, districts, counties, and regional entities)
- Community partners (non-profits, libraries, PTA/PTO/caregiver groups, artists)



Funding Ideas

- Incentives and giveaways
- Printing costs – posters, handouts, banners
- Supplies for students to make banners, posters
- StoryWalk® supplies
- Stipends for staff/volunteer organizing
- Books about Ruby Bridges, activism, anti-bullying, anti-racism, diversity, equity, and inclusion
- Guest speakers and presentation
- Educational workshops and activities
- Art, photo, or essay contests
- T-shirts, badges, or other commemorative items (bookmarks, pins, wristbands)
- Food and refreshments
- Media Roundtable

Planning Your Celebration



- [Register your event: The Ruby Bridges Foundation](#)
- [Getting Started: Ruby Bridges Walk to School Day](#)
- Figure out your “why”
- Connect with your partners
- Plan with purpose
- Share and document
- Reflect and take action

What's your "why?"

- Why are you hosting a Ruby Bridges Walk to School Day celebration?
- How can you use Ruby Bridges Walk to School Day to elevate conversations about racism, anti-bullying, and activism?
- Student question: What is one change you would like to see in your community as a result of Ruby Bridges Walk to School Day?
- School/class question: What can we do to make our school a better place?
- [Day of Dialogue Guide](#): The Ruby Bridges Foundation



Partner Up!



- Teachers
- Librarians
- Local media
- Elected officials
- Artists
- Community organizations
- Local historians
- Others?



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Celebrating Ruby Bridges Walk to School Day



Strategy: Issue a Ruby Bridges Walk to School Day Proclamation

- Shows support from elected officials and local leaders
- Increases public buy-in, builds awareness, improves sustainability
- [Video: New Jersey celebrates Ruby Bridges Walk to School Day proclamation](#)



Celebrating Ruby Bridges Walk to School Day



Strategy: Contact local media to run a news story

- Spreads awareness, gives neighbors a heads up, promotes key messages around safety and anti-racism
- [Tip Sheet: How to reach out to local media](#)
- [Video: Students in Chandler, Arizona prepare for Ruby Bridges Walk to School Day](#)

Celebrating Ruby Bridges Walk to School Day



Strategy: Create a puzzle or game

- Builds enthusiasm and excitement, makes learning fun, accessible to different audiences
- [Oregon Safe Routes to School Ruby Bridges Walk to School Day Bingo Card](#)
- [Solving Fun Ruby Bridges Walk to School Day Activity Book](#)
- [Ruby Bridges: A Virtual Walk Through History](#)



Celebrating Ruby Bridges Walk to School Day



Strategy: Organize a schoolwide celebration

- Breakfast
- Ruby Bridges Read Aloud from school librarian
- Elected officials, teachers, PTA, local media
- Designated walking route or StoryWalk
- [Video: Students in Salt Lake City, Utah celebrate Ruby Bridges Walk to School Day](#)



Celebrating Ruby Bridges Walk to School Day



Strategy: Honor local history and advocate for change

- Invite local civil rights leaders, neighbors, community elders
- Elevate traffic safety concerns in the community
- Spark conversations about transportation equity and education equity
- [Blogpost: Students in Nashville use Ruby Bridges walk to school day to build awareness about traffic safety](#)



Sustaining the Movement



- Share highlights with community partners
- Social media posts, news clips, videos, photos
- State and regional programs – create a Ruby Bridges Walk to School Day webpage
- Create regular opportunities for students to discuss issues that are important to them
- Spin-off celebrations: Organize a walk to school day event for a local hero
- Put Ruby Bridges Walk to School Day in your annual program calendar

Ruby Bridges Walk to School Day Mini-Grants



Apply by September 13th, 11:59pm PT

- [Grant Application](#)
- [Getting Started Guide](#)

Questions?

Email kori@saferoutespartnership.org

Join the Safe Routes to School Google Group!

Email christina@saferoutespartnership.org

- Provide the email address you want to use to sign up