



5 STEPS TO ORGANIZING A SUCCESSFUL EVENT

1. Get Organized: Form a Walk and Bike to School team that includes students, parents, teachers, and community members, such as school or city transportation authority, law enforcement officers, and local officials. Get an endorsement from the school principal.

Start planning your event:

- Determine Walking School Bus routes (see Walking School Bus flyer)
- Pre walk routes and determine walk times
- Post route maps and times in school newsletter and around school
- Invite local officials
- Decide on a school event, possibilities include:
 - o Simple sign-in and draw for prizes
 - o Healthy snacks and safety puzzle contest
 - o Assembly promoting healthy eating/ active living

2. Recruit Volunteers: Check with the PTA, neighborhood association, and school staff. You will need volunteers to help establish routes, walk with children to school, greet students, or help with any celebration you might hold.

3. Get the word out: include information in your school newsletter, and distribute Walk to School Day flyers to students, parents, your local library, community centers, grocery stores, and other public places.

- o Include all students, no matter what their abilities.
- o Encourage classroom and school activities.
- o Seek community support like endorsements and participation from local officials, donations of prizes from businesses, and local media coverage.

4. Plan for safety: Provide basic pedestrian and bike safety information to adults and students that are walking and biking. Contact your local police department for help with the day of the event. (See safety flyer for reproduction is desired)

5. Good health: If food will be part of the day's event, be sure to provide healthy choices like fresh fruit for a quick, healthy energy boost before or after the walk. Avoid empty calorie treats like donuts, pastries, or cookies.

Take it a Step Further: Make walking and biking to school a daily event.

Access www.walknbike.org and the Walk + Bike newsletter for year-round activities and projects. Explore and overcome barriers to walking and biking with parent and student travel and attitude surveys in the Safe Routes to School toolkit and the Oregon Safe Routes to School supplement, available at www.walknbike.org and stay in touch. We'll let you know about any programs or grant opportunities to expand your program.