



WALK and ROLL Wednesdays



WALK AND ROLL WEDNESDAYS TOOL-KIT

This tool-kit is intended to provide Safe Routes to School Champions at your school with the tools and resources needed to implement and promote a Walk and Roll Wednesdays Program at your school.



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There are four primary travel modes:

- Walk
- Bike
- Carpool
- Bus

SAFE ROUTES VOLUNTEER PARENTS & TEACHERS



Parent and teacher volunteers are our SRTS Champions.

Toledo Safe Routes to School Champions serve as team leaders and represent their schools' commitment to SRTS. They are dedicated to changing the way the children in their community travel to school. They work closely with volunteers to promote active travel by students and developing healthy lifelong habits. SRTS Champions and volunteers are instrumental in helping the Toledo SRTS Initiative increase the number of students walking and biking in their community.

We recommend there are co-leader position at every school, in which two Safe Routes Champions "team up" and work collaboratively and creatively together promoting our programs. This could be either two parents, a teacher or other staff person, and parent at your school. It is beneficial to collaborate with a Parent Organization, your student leadership, or other student organizations.

WALK AND ROLL WEDNESDAYS



HOW TO GET STARTED

- ✓ Get permission for Walk and Roll Wednesdays
- ✓ Set up a monthly Welcome Table
- ✓ Recruit a volunteer team
- ✓ Promote WEEKLY Walk and Roll Wednesdays

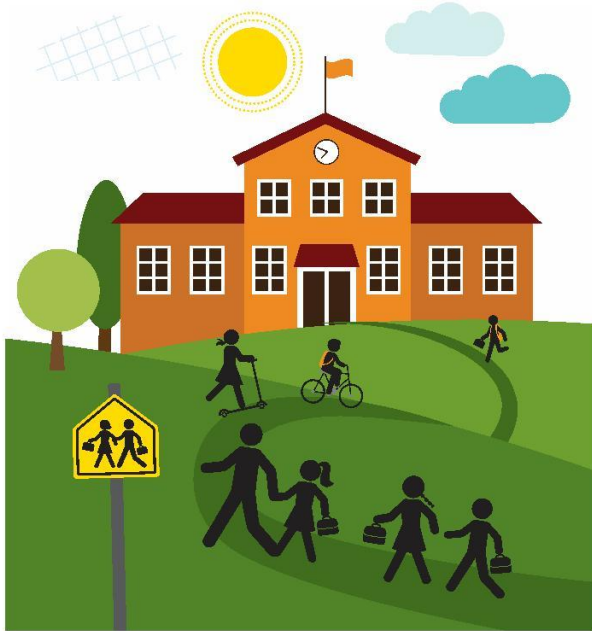
Your primary role as the Safe Routes to Schools champion at your school is to organize and make Walk and Roll Wednesdays exciting, fun and “popular”.

The overall goal of SRTS is to create communities that supports and enhances opportunities for safe walking and biking to school. Walk and Roll Wednesdays encourage young children today to use their feet to get places, while developing daily habits that can last a lifetime.

The Toledo SRTS Program provides guidance, tools, incentives, and other resources to assist schools in cultivating a culture which nurtures active travel.

Publish Walk and Roll Wednesday 2021-222 Dates on Your School’s Master Calendar

- **April 6** – Launch date for Walk and Roll Wednesday Program –School Spirit
- **April 13** -
- **Spring Break**
- **April 20** – Earth Day
- **April 27**
- **May 4** – National WBTS
- **May 11**
- **May 18**



THE ABC'S OF ORGANIZING YOUR WELCOME TABLE

A

Ask your Principal for permission to host Walk and Roll Wednesdays, and set up a meeting with them if you would like to discuss highlights of this guide. Let your Principal know that you will need them to send an e-mail to all parents publicizing the school launch date of Walk and Roll Wednesdays in at your school.

Announce the dates in the school calendar and advertise on any school social media pages before and after each event. Next contact your local SRTS Coordinator right away to discuss incentives and resources they are able to provide. Arrange a meeting with your PTO/PCO President to get support for organizing and implementing Walk and Roll Wednesdays Program.

B

Before the first day select a high visibility location to set up your weekly Welcome Table. If your school has multiple entrances, you might need multiple tables. Is there a separate entrance use by active travelers, bus riders, and car riders? You don't want to miss anyone, so put some thought into the best location to greet walkers and bikers.

Be sure to visit the Toledo SRTS website [here](#) for logos, activity ideas, customizable and printable templates, and other resources.

C

Contact your PTO/PCO President for assistance in recruiting volunteers to help at the Welcome Table(s) throughout the school year. You can also reach out to school staff, and recruit your student leadership to help out. You should actively be recruiting volunteers throughout the school via newsletters and parent events. Individual asks get the best results

Community resources should not be overlooked. Reach out to local stores, restaurant, fresh markets, family fun centers, etc... for snack, incentives, and raffle prize donations. You can find a donation letter template [here](#).

Create a sign-up sheet for volunteers and be sure to have this posted at all PTO/PCO meetings, parent nights and school events. Compose a newsletter blurb for the school newsletter each month, and be sure to find out what the deadline is for submission.





CHECKLIST FOR SETTING UP YOUR WELCOME TABLE

HERE THEY COME! You will need to arrive to school at least 45 minutes before school starts, to set up your Walk and Roll Welcome Table.

Be ready and have your table set up at least 30 minutes before the school bell rings for those children who arrive early. Your Welcome Table is also a place for early arrivers to socialize. Bring your own children or recruit different students each week to help. Kids working at a Welcome Table can be motivating mini-ambassadors of the Walk and Roll Wednesday program.

Checklist of what you will need to set up your monthly Welcome Table:

- ✓ Safe Routes to Schools T-Shirts for you and other parent volunteers to wear
- ✓ A portable table and a few chairs, make arrangements in advance with the custodian
- ✓ Walk and Roll Wednesdays banner
- ✓ Clear duct tape to adhere the banner to the table
- ✓ Safe Pedestrian Bicycling and pamphlets
- ✓ A trash container if you are serving healthy snacks and drinks
- ✓ Incentives –SRTS can provide fitness finder tokens
- ✓ Raffle supplies (if you obtain prize donations): A raffle box, pens, pencils.
- ✓ Invite your school principal – Principals are powerful role models for elementary school children. It would be beneficial if you can prompt your Principal to be present to welcome students whenever possible.



Be sure to contact your local SRTS Coordinator for supplies. They will be able to provide most of what is listed above.
Jenny Hansen – jhansen@ymcatoledo.org

INCENTIVES FOR KIDS TO WALK AND ROLL



Weekly incentives are motivating! Fitness Finder Tokens come in all shapes and sizes and kids love collecting them. Toledo SRTS can provide your school with a variety of tokens, and the chains for students to collect them on. We recommend distributing one token each week to participants.

Here are some fun suggestions for themed in addition to the many foot styles to distribute each month. Feel free to reach out to the Toledo SRTS Coordinator for any special requests. You can visit the fitness finders website for ideas.

<https://www.fitnessfinders.net/>

- September - October : **walker, books, apple, pumpkin, leaves and I don't bully, tennis shoe**
- November - December : **Pilgrim hat, turkey, present, holiday lights and twinkle tree**

- January - February - **Snowflake, Snowman, penguin, heart, groundhog, flag**
- March - May - **Clover, kite, umbrella, raindrop, Sun, flower, bicycle**

Monthly Raffles can be used as an additional motivator for students. The SRTS Coordinator can provide you with some raffle prizes, see available options below. You can solicit donations from local organizations and businesses.

- Water bottles, pedometers, pencils, bike lights, bike helmets, bike locks, and hats.

Providing a snack, serving hot cocoa, or lemonade occasionally when students arrive is another idea for incentivizing. This will need to be funded by your PTO/PCO, or through donations.

- See page 8 with some tips for soliciting donations.



www.livewelltoledo.org



GREETING STUDENTS AT YOUR WELCOME TABLE

SMILE!

As a Safe Routes to Schools champion, it is important to acknowledge students for their efforts to travel green to school when they arrive at your Welcome Table. Here are some examples of what you can say to help build a walking and biking culture at your school:

- Keep walking to school every day!
- Great job riding your bike to school!
- How did you get to school today?
- Welcome! Isn't walking or Biking to School Fun?
- Is there a friend you would like to invite next time?



SOLICITING DONATIONS

A monthly raffle with fun local prizes is a great way to boost the popularity of Walk and Roll Wednesdays. You might also ask your PTO/PCO for an annual Safe Routes to Schools' budget for prizes, like ice cream certificates, movie passes, or pizza gift certificates. You can download a sample donation letter from our website:

<http://saferoutestoschools.org/documents/DonationsGuide.pdf>

Donation Requests from Toledo SRTS Coordinator:

Please complete the form at this link to request donations for raffles from your Toledo SRTS Coordinator. Allow up to 2 -4 weeks for the items to be delivered, depending on if they are in stock or need to be ordered.

[<insert link here>](#)

Here are some links to other local on-line requests you can make for donations.

Mudhens game tickets:

<https://www.milb.com/toledo/community/donation-requests>

Walleye Hockey game tickets:

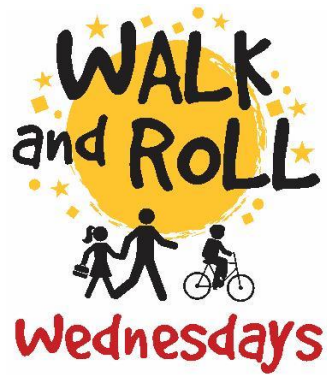
<https://www.toledowalleye.com/en/about/community/donation-requests>

Cinemark Movie Theatres

<https://www.cinemark.com/about-cinemark/donations-information>

Imagination Station:

<https://www.imaginationstationtoledo.org/about/our-community/request-for-donation/>



SIMPLE MARKETING STEPS:

- W & R Posters in the Classroom
- Principal Email blast
- Newsletter Submissions
- Facebook
- Web Site
- Backpack mail
- PTA
- Announcements
- Assemblies
- Poster Art

MARKETING WALK AND ROLL WEDNESDAYS AT YOUR SCHOOL

GET FAMILIES THINKING ABOUT WALKING AND BIKING TO SCHOOL BY COMMUNICATING REASONS.

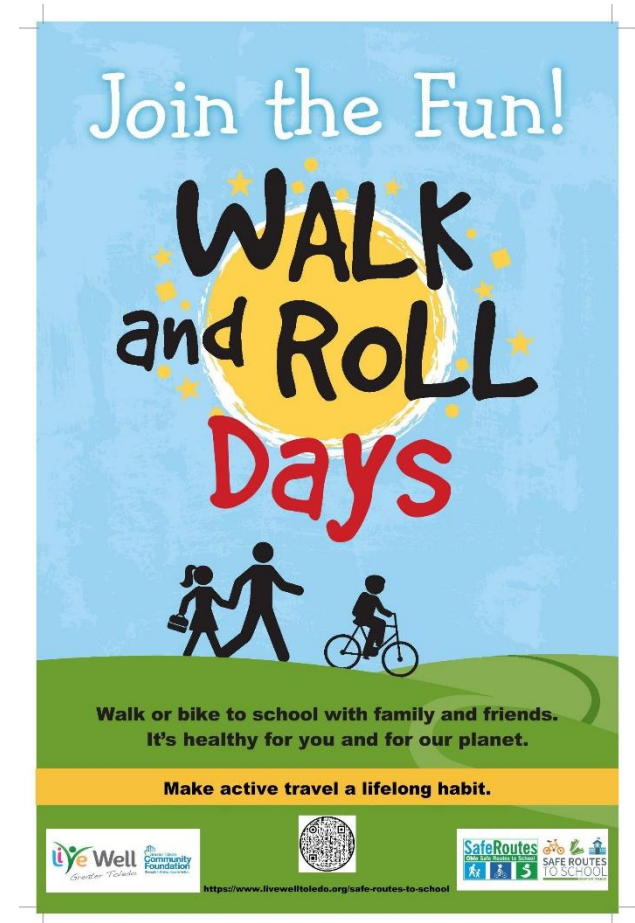
Promotion is critical in establishing a successful walking and biking culture at your school. A strong sense of school pride is created by students and their families who participate in a regular Walk and Roll Wednesday initiative. The school community effort feels good to everyone and becomes a contagious cultural force. Always ask your principal and/or teachers to join you to greet students at the WELCOME TABLE!

BELOW IS A LIST OF PUBLICITY STRATEGIES TO SUCCESSFULLY PROMOTE WALK AND ROLL WEDNESDAYS

#1 A POSTER IN EVERY CLASSROOM

Please hang our Walk and Roll Wednesdays posters in every classroom at your school in early September. There are three possible ways to do this:

- Ask your Principal to distribute the posters at a staff meeting, or attend yourself and use the staff meeting as an opportunity to let teachers know about the initiative.
- Deliver a poster to each teacher's inbox with a note.
- Go to every classroom and deliver the poster. Make a brief presentation to students reminding them to walk or bike to school every Wednesday.





Visit the Safe Routes website to download this logo and other Walk and Roll promotional materials:

www.saferoutestoschools.org/download.html



#2 PRINCIPAL E-MAIL TO ALL PARENTS

- Ask your Principal to blow the horn! Ask him/her to send an e-mail to parents encouraging families to to walk, bike or carpool to school once a week.
- Ask your Principal to include the file of our Walk and Roll Wednesdays logo.

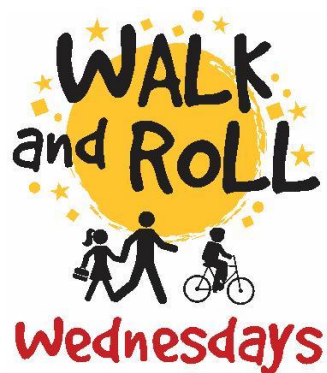
HERE IS SUGGESTED TEXT TO SEND IN THE FIRST SUBMISSION:

Our school is embracing the Toledo Safe Routes to School initiative and encouraging families to walk or bike to school once a week, on Wednesdays. Our launch date is INSERT DATE. Volunteers will be out front at a Welcome Table handing out INCENTIVES to all participating students. If you live too far...drive part way and then walk.

Choose a safe route for your child to walk or bike. Plan a route with the fewest street crossings, and practice it with your child. Wear helmets, obey stop signs and teach your child to bike in the same direction as traffic. Whenever possible walk or bike on sidewalks. Biking and walking to school is fun. It's also healthy for our children, and our planet.

We'll have a Welcome Table set up every Wednesday throughout the school year each week for students that choose active travel to get to and from school. Join the movement! Lace up your shoe laces, put on bright clothing, strap on your helmets, and together let's fill our sidewalks and bike racks every Walk and Roll Wednesday! Active travel decreases school traffic congestion and promotes healthy lifestyle habits.

- Principal Green, Sunshine Elementary School



Visit the Safe Routes website to download this logo and other Walk and Roll promotional materials:

www.saferoutestoschools.org/download.html

#3 SCHOOL NEWSLETTER

- **WHO is your school newsletter editor?**
- **WHAT is their e-mail address?**
- **WHEN is the deadline?**

In addition to the principal announcement, continually promote Walk and Roll Wednesday in your school newsletter. Your first newsletter announcement will introduce the program. Here are two additional strategies for newsletter submissions that you can create to keep the momentum rolling at your school.

WRITE A SHORT STORY

- Is there a neighborhood that bikes together every Wednesday?
- Are there two buddies that walk together or a teacher that rides every day?

PROMOTE A THEME

Encourage participation by promoting a theme with special activities.

- November – Promote Anti Bullying Week – by having kids write “ONE KIND WORD” on a banner.
- February – Frozen Tozen! Serve hot cocoa to students upon arrival.
- April – Collect recycle items for Earth Day.

These are just a few suggestions. Try creating at least one themed week each month.

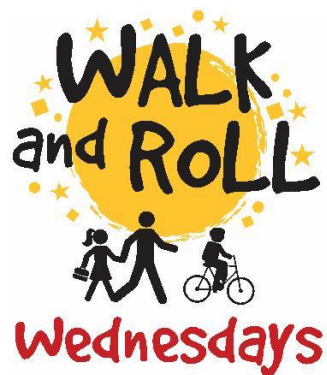
PHOTO WITH A CAPTION

A picture is worth a thousand words. Find out if your school newsletter accepts photos. Take photos on Wednesdays, and obtain the student names in your best photo and submit it to the editor. Check with your principal to make sure that student has been cleared with a photo release. Photos of students walking, biking and carpooling are a great way to create a strong feeling at your school that everyone is traveling green every Wednesday! Lastly, write a creative photo caption with the photo.

Here is an example:



JOIN THE MOVEMENT! Biking and walking to school (even partway) is a memory your child will never forget. Be part of the fun and help our school to fill up the bike racks! Biking is energizing and really fun once your child gets into the habit.



Visit the Safe Routes website to download this logo and other Walk and Roll promotional materials:

www.saferoutestoschools.org/download.html



#4 FACEBOOK

- Does your school have a Face Book page?

If the answer is yes, then you can share the same blurb for your school newsletter to Face Book. Post on Face Book to promote the increasing number of walkers and bikers at your school. Share Face Book posts from our Toledo SRTS FB Page, and visit our website for a collection of images or walk to school activities that can be used in your FB Posts.

<https://www.facebook.com/ToledoSRTS>

#5 SCHOOL WEBSITE

- Websites are a great way to educate parents about safe biking tips and local routes. If your school does not have a Safe Routes to Schools section, then we encourage you to visit our website and share resources from it frequently. There are downloads for family activities and educational videos about pedestrian and bicycling safety for kids. Publicize our Walk and Roll Wednesday dates on your school's website, and customize it.

#6 BACKPACK MAIL

- Does your school send home information to parents in their child's backpack? If yes, then send home a copy of our Walk and Roll Wednesday flyer! We can provide colored copies of flyers for the school twice a year

Many schools have gone all electronic for their communications. The tactic is the same – make sure that the flyer or a link to the web page is included on a regular basis.

#7 PTA

- Is the Safe Routes to Schools Champion at your school part of the PTO/PCO?
- The National PTA has endorsed our Safe Routes to Schools program. Work closely with your President to publicize Walk and Roll Wednesdays in their e-mails and newsletters. Do you have a PTO/PCO budget for snacks for your Welcome table? Work together! Attend PTO/PCO meetings.

#8 LOUD SPEAKER ANNOUNCEMENTS

- On Monday or Tuesday, use your school's loud speaker as a way to remind students to walk, bike on Wednesday. You can also ask the teachers to announce a reminder every Tuesday in the classroom.

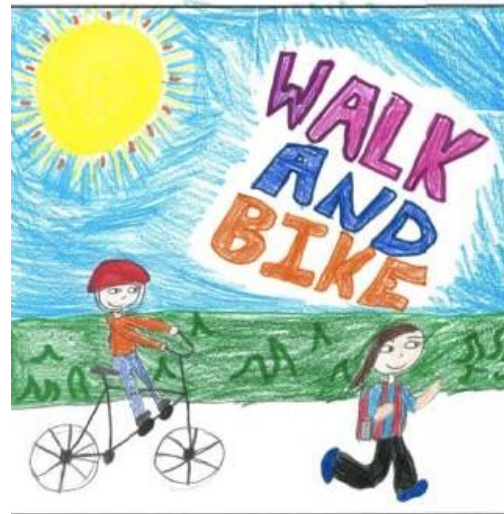
#9 SIGNS AND BANNERS

- The Toledo SRTS Program can provide your school with yard signs to put out on Monday and/or Tuesday to remind students about Walk and Roll Wednesday.
- We can also provide a banner to be hung in your school.
- Ask your principal if you can put a message on your school Marquee.



#10 SCHOOL ASSEMBLIES

- Use an upcoming assembly to do a short presentation about the importance of walking and biking to school. This presentation can include safety tips and/or environmental and health benefits of walking and biking. A staff person from Safe Routes to Schools might be able to assist you. Please contact Jenny Hansen, Toledo Safe Routes to School Coordinator at jhansen@ymcatoledo.org or 419-725-7845. Assemblies are a great way to reach all students!



If you walk or bike to school it can keep the environment healthy. Also it can keep us healthy and it is a good way of getting exercise.



#11 POSTER ART

Does your school have a place to hang multiple posters?

- Speak with your school art teacher or classroom teachers about doing a lesson on pedestrian or bicycle safety and having students create posters. The posters can be hung in the school as a way to promote your Walk and Roll Wednesdays. You can also download a poster making template and send home with students to bring on the next Walk and Roll Wednesday and host a poster contest of your own. The template can be downloaded here. <insert link>
- The signs build awareness of the school's efforts to increase the number of walkers and bikers. The posters can also be used by walking neighborhood groups and special events, like International Walk and Roll to School Day.

Contact Jenny Hansen, Toledo SRTS Coordinator at jhansen@ymcatoledo.org for prizes to present to your poster contest winners.

SIMPLE STEPS

- ✓ Reach out to your local SRTS Coordinator for assistance in planning organized walking and biking groups at your school.
- ✓ Establish neighborhood meet-up locations
- ✓ Recruit walk and bike leaders
- ✓ Publicize meet up locations and times

Please contact **Jenny Hansen, Toledo SRTS Coordinator** for assistance with the planning and implementation your Walk and Roll Wednesday Program. We are here to help and have many tips and materials to offer. Our goal is for your program to be fun and successful! You can email jhansen@ymcatoledo.org or call 419-725-7845

Going Above and Beyond

ORGANIZING NEIGHBORHOODS

Creating meeting locations to walk and bike together

When families get to know who walks or bikes in their neighborhood, they will be able to form groups that can travel to school together on a regular basis. The first step in forming these relationships is establishing meet-up locations at strategic places that are walking and/or biking distance from the school. These locations not only serve those who live nearby but also allows those who live farther away an opportunity to park and walk the rest of the way to school. This reduces traffic within the immediate vicinity of the school, making it safer for everyone.



Choose locations on all sides of the school zones that easily serve the nearby neighborhoods. Make sure it has parking areas where parents can safely drop off their children. If there are private parking areas, be sure to ask permission from the owners to allow short term parking.

When publicizing your Walk and Roll Wednesdays, promote these meet-up locations and urge parents to walk or bike with their children. This also ensures enough supervision and safety for the children. You can post a screenshot of a Google Map showing meet-up locations, and include it with your publicity and on your school website.

Find parents who are already walking or biking with their children and ask them if they would be willing to allow other children to join them. As you develop your team for tabling, ask them for information on parents they know who might be willing to lead walking and biking groups. Ask your PTO/PCO to help you find your walk and bike leaders. Stress the minimum time commitment if they are already walking or biking. For safety, recruit enough parents according to the Walking School Bus & Bike Train suggestions on page 15.



SAFETY TIPS

- A walk audit should be done to determine the safest route. A walking school bus map should be created and shared with families. Your Toledo SRTS Coordinator can assist with this.
- Make sure all participating children know the route and their meeting spot. If you will be picking students up along the way, they should know what time to be there.
- Discuss and practice road safety and traffic rules. All parents and students should receive a copy of the Walking School Bus Rules, and sign a consent form that they understand the rules and agree to follow them.
- Yellow vests or armbands help with visibility. You can get them for all participants or just the adults
- If you will be walking students home afterschool, make sure parents know what time to expect them at their bus stop, and if they will be meeting their child or if their child will home themselves.
- Don't let children get too far ahead or behind.

WALKING SCHOOL BUSES & BIKE TRAINS

WALKING SCHOOL BUS

A Walking School Bus is an adult led group that walk a specific route to school picking up kids along the way or meet at a set location and walk to school together. Be sure to have at least 2 adults with the group. If there are more than 12 children walking with the group, you may want to consider adding additional adults. Always have one at the front one at the end and additional adults spread out in the middle.

BIKE TRAIN

A Bike Train is a group of kids who bike together to or from school. For children 8 -12, it is recommended to have at least 2 adults riding with the first children. Add another adult for every additional 5 children. Always have one adult in the front and one in the back one in front and in back, the rest can be spread out evenly in the middle. It is recommended that children under 8 are accompanied by a single adult.

BIKING TIPS

- Make sure that the bikes are in good working condition.
- Make sure that the bike fits the rider.
- Ideally have an adult at the front, one at the back and one in the middle.
- Every rider must wear a helmet, including the adults.
- Older children will likely be experienced riding with their backpack. An adult may want to pull a trailer with backpacks otherwise.

BEST PRACTICES

Route Selection

Spend a weekend day walking or biking the route you will take to school. Time how long it takes. Note any safety concerns and be sure to establish how each will be handled. For instance, if there is no sidewalk on part of the routes, children will walk single file with adults in the front and the back. Report any safety concerns along your route to your Safe Routes to Schools committee.

Bike Trains

Bike trains are recommended for children who are proficient at riding—usually aged 8 or up although some children learn earlier than others. It is the parents' responsibility to assess their child's ability. Consider organizing a Bike Fix It and Bike Rodeo prior to starting your bike train. Student can practice basic skills; starting, stopping, riding in straight line, making turns, basic traffic rules, and hand signals. You can contact your local SRTS Coordinator for more information on this educational opportunity.

Rainy Days

You may decide to walk rain or shine. If not, then have a plan in advance. In the event of a rainy day, you could have a carpool as a back-up plan or cancel all together. Make sure you have a way to communicate to families if necessary.

YOUR CONTACT TO ASSIST YOU IN IMPLEMENTING OUR PROGRAM



JENNY HANSEN

*YMCA of Greater Toledo,
Toledo Safe Routes to
School Coordinator*

jhansen@ymcatoledo.org

419-725-7845

www.livewelltoledo.org

Jenny is available to meet with parent volunteers anytime throughout the school year, as well as with your school's Principal and PTO/PCO President, if desired.

Jenny can assist schools with the implementation of their Walk and Roll Wednesday Program. Our ultimate goal is to ensure that your program is a success, by providing consulting services and most supplies needed for your Walk and Roll Wednesday Program.

**Visit our website to download
Walk and Roll promotional materials:**

PUBLICITY CONTACT

Our Safe Routes to School volunteers are our green travel campaign managers.

It's important to promote Walk and Roll to School Wednesdays on a consistent basis. If you need assistance in developing a customized plan for your school, then please contact us to set up a meeting.



APPENDIX A:

Sample:
Newsletter
submission to
recruit parent
volunteers

Join Our Team of Volunteers Dedicated to Increasing Active Travel to and from School



We need parents to lace up their sneakers and join our new Safe Routes to Schools' team to encourage more walking and Biking at our school. The time commitment is only 30-45 minutes a week.

Our goal is to create a safe biking and walking culture by encouraging active travel every week through promoting Walk and Roll Wednesdays".

Beginning on (insert date), the WLS District declares every Wednesday to be **WALK AND ROLL WEDNESDAY** and encourages student participation. We hope to teach our children the lifelong lesson of using their feet to get places.

Please RSVP to <insert contact person info.>, if you can attend a meeting on <insert date, time and location>; to learn more about this new district wide program.

APPENDIX B:

Volunteer

Sign-Up Sheet

Another way to get volunteer help is to set-up a table during family school events; to promote Safe Routes to Schools and have a volunteer sign-up sheet. The sign-up sheet could also be provided to your PTA president to seek their assistance in recruiting other parents. On the following page is the Safe Routes to Schools' volunteer sign-up sheet for you to use. You can also download this from www.saferoutestoschools.org/download.html



Do you remember riding your bike or walking to school when you were a kid?

Please SIGN UP now to join our fun parent volunteer team and help change the way our students travel to school. Volunteers have flexibility in committing once a month or on multiple Wednesdays. Our Safe Routes to School Champion contact to you to check your availability.

YES! I would like to volunteer to assist with Walk and Roll Wednesdays.

Name	Email	Phone



Toledo Safe Routes to School, established in 2012 is an initiative of Live Well Toledo, a program of the YMCA of Greater Toledo.

In the past 10 years, in partnership with the City of Toledo, the Ohio Department of Transportation and several other local and state organizations we have been able to improve the routes students use while walking and biking to school by securing over 2 million dollars of funding for infrastructure projects such as; sidewalks, improved crosswalks, signage etc., and provided bicycle and pedestrian safety education, free bike repairs and helmets, Walk and Bike to School Day events and several other SRTS program opportunities for thousands of children in the Toledo Public and Washington Local School Districts.



Safe Routes to Schools is a program of Live Well and the YMCA of Greater Toledo

2022