



4. IMPLEMENTATION

This section lays out the implementation of the Active and Safe Routes to School program with information and resources about each individual component:

- 4.1 Special Events (International Walk to School Month, Clean Air Day)
- 4.2 Walking/Wheeling Wednesdays Club
- 4.3 Walking School Bus
- 4.4 Walking Buddies
- 4.5 Walk-a-Block Zones
- 4.6 Neighbourhood Walkabouts and Walkability Surveys
- 4.7 Best Routes to School Maps and Mapping Activities
- 4.8 Idle-Free Zones

4.1 SPECIAL EVENTS – FROM INTERNATIONAL WALK TO SCHOOL MONTH (IWALK) TO CLEAN AIR DAY

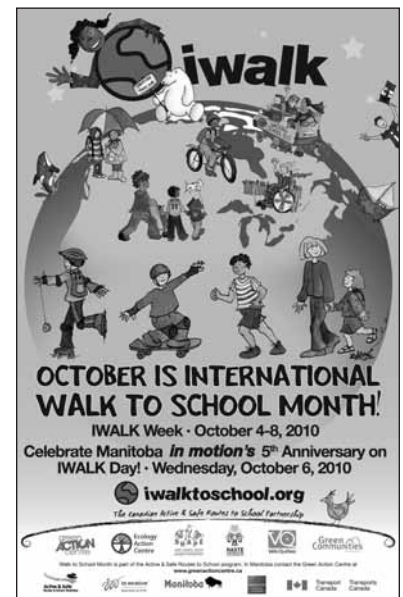
Special events are the cornerstones of the Active and Safe Routes to School Program, and an important part of celebrating school successes and promoting active transportation.

International Walk to School Day, Week and Month in October and the Clean Air Day Walk to School in June bookend the school year, providing schools that are working on a School Travel Plan with a launch pad and wrap up for their program.

4.1.1 INTERNATIONAL WALK TO SCHOOL MONTH (IWALK)

International Walk to School Month (IWALK) is the annual, premier event of the Active and Safe Routes to School program in Canada and around the world. It is a multi-national celebration of walking, biking and other active modes of transportation, and it provides an opportunity to introduce communities to the Active and Safe Routes to School program.

“Active and safe walking and biking routes to school are important to Stonewall Centennial because it keeps our air clean and provides good exercise for our students. Healthy students are more successful in school.” —Bonnie Davies, Guidance Counsellor, Stonewall Centennial School





—Tyndall Park Community School (Winnipeg)

Why an International Month?

An international month creates a higher level of awareness of the issues surrounding the journey to and from school, and at the same time provides an opportunity to share expertise and promote best practices around the world.

For many parents, the car has become the main means of transporting children to and from school. Convenience, work commitments, safety concerns, a more sedentary lifestyle and land use patterns are just some of the factors influencing their choice of travel mode.

The proportion of journeys to school made by car has increased dramatically in the last several years, with one side effect being a steady decline in the numbers of children walking to and from school on a regular basis.

The general themes that are promoted during IWALK MONTH include:

- Increasing daily physical activity
- Improving safety
- Enhancing the environment
- Reducing levels of crime
- Developing community
- Promoting social interaction
- Reducing traffic congestion, pollution and speed near schools

IWALK Month is hosted internationally by www.iwalktoschool.org and in Canada by the Canadian Active and Safe Routes to School Partnership. For more information about the program in Canada, please visit www.greenactioncentre.ca under programs.

Safety Issues

IWALK Month provides a creative way to teach about safety issues in your school community. It can be a great opportunity to do a Neighbourhood Walkabout and Walkability Survey (section 4.6) and to start the process of developing a School Travel Plan. Use the month to look at traffic safety issues in the area and to provide students with safe pedestrian and cycling tools. Combine this with regular school bus safety and public transit safety.

- Learn about Elmer the Safety Elephant at www.elmer.ca and find out what he has to say about safety.
- Paint or chalk footsteps along the safest routes to school.
- Invite speakers to talk to the students about traffic issues, street safety, physical health and the environment, e.g. your local police, bike safety groups, Public Health Nurses and Manitoba Public Insurance representatives.
- Order publications about safety for distribution to walking students, cyclists, skateboarders and inline skaters prior to the event. Contact your local police division and public health department for appropriate materials for your community. Manitoba Public Insurance also produces cycling and pedestrian safety materials for communities and schools.
- Use Best Routes to School Mapping (section 4.7) to educate children and their families about the safest way to walk or bike to school and identify any challenges as well as how to overcome them.
- Give students digital cameras and have them take pictures of the hazards that students and their families face on the way to school. These can then be used to initiate community discussions about how to make the route to school safer. (Active and Safe Routes to School in Manitoba is always expanding our photo library, so please consider sending your photos to asrts@greenactioncentre.ca)
- Invite community police officers to provide extra safe eyes on the street during your IWALK MONTH event. See if they can provide officers on bikes or on horses!



—Waverly Park School
(Winnipeg)



- Invite a transportation engineer or a municipal planner to join students and parents in a walk around the school prior to the event to identify pedestrian safety issues.
- With permission and assistance from local police, block off traffic at the front of your school and have a car-free street festival!

A STEP-BY-STEP GUIDE ON HOW TO ORGANIZE AN IWALK MONTH EVENT IN YOUR COMMUNITY

The following pages contain proven ideas and suggestions to help you organize a fun and interesting event in your community. This material may be customized to suit your unique needs.



—Stevenson Britannia School
(Winnipeg)

Step 1: Organize an IWALK Month Event at Your School

A successful event requires good organization. Get students, parents and teachers involved in planning your IWALK Month event. Here are some ideas to help you get started:

- Register for IWALK Month on the Active and Safe Routes to School Manitoba website at www.greenactioncentre.ca. You will receive a confirmation e-mail with information about how to access the online kit, and a package with posters to put up around your school and community.
- Display the provided posters around the school, on the parents' bulletin board, and in the staff room. You can also have students at your school design a school-specific poster for promotion of the day.
- Make IWALK MONTH announcements at your September Parent Advisory Committee meeting and in the school newsletter. Make special note of it during school orientation and have the students brainstorm ideas at any type of student leadership meetings at your school. Continue to bring awareness to the event throughout the entire month.
- Plan a creative launch for the month and don't forget to plan a celebration at the end!

- Have students create announcements and read them each day on the school PA system.
- Approach local businesses for prize donations, juice, snacks, and treats.

Step 2: Ideas for a Successful Event

Here are some ideas that have been submitted by other schools that have proven successful for them. Feel free to use the ideas as they are or adapt them for your school.

The ideas below are just that, ideas – if you come up with something innovative and new, or if you elaborate on any of the ideas, please share your thoughts and fun pictures of your event with us! Contact Active and Safe Routes to School in Manitoba at (204) 925-3773 or email details to asrts@greenactioncentre.ca.

Cool Contests

Make your event fun and memorable by getting everyone engaged and building a sense of friendly competition and collaboration among students and classrooms at your school. Consider partnering with a sister school in the same school division, elsewhere in Manitoba, Canada, or in another country to see who can get the most kids walking.

- Hold a school contest to get the “Best Ideas For Getting Your Parents To Walk to School With You.”
- Walk across Canada by adding up the kilometres from walking to and from school, starting at the beginning of October. Use a map of Canada and learn about the different regions, provinces and cities along the way.
- Pair up with another school anywhere in the world that you already may be in contact with and challenge them to walk to school. If you would like help finding a partner school, contact Active and Safe Routes to School in Manitoba at (204) 925-3773 or asrts@greenactioncentre.ca.



—Woodlawn School (Woodlawn)

Photos: Rod Kehler



—Dufferin School (Winnipeg)

- Ask one or two parents or older student volunteers to organize an IWALK Month contest for the school.
- Have a Golden Sneaker Award where you spray paint an old shoe gold and present it weekly or daily to the winning class.
- Give the winning class a free recess or an extra gym class.
- Reward students who walk to school every day by allowing them to be first in line for gym, the cafeteria, or to go out for recess.
- Pair up with a partner school in another part of Canada. Set up a Skype chat between classes to celebrate walking to school. Contact Active and Safe Routes to School in Manitoba at (204) 925-3773 or asrts@greenactioncentre.ca to help you make this connection.
- Hold a school contest to see which grade or class had the highest participation throughout IWALK Month and find a fun way to recognize them.

Other Fun and Creative IWALK Month Activity Ideas

- Have students make banners and posters announcing IWALK Month and hang them around the school and/or have them carry their banners and posters to school during IWALK Month from a local community centre, library or park.
- Create works of art that portray the people, plants, animals and interesting buildings in the neighbourhood that can be seen on the walk to school.
- Design colourful badges, scarves, headbands, or crazy hats to wear on the walk to school.
- Organize a sneaker parade or a rubber boot parade if it rains.
- Have a sneaker decoration station set up at the school for children, parents and community members.
- Hold a community clean-up combined with the walk to school.
- Have children write about the importance of walking to school or about observations and experiences along the route to school (e.g. poems, songs, stories or skits) for a special edition of the school newsletter.

- Invite local media to your walk and talk about the importance of the event in the school and for the community. Or take photographs and videos of the walkers and submit them to local newspapers and TV stations. Make sure you have proper photo release forms for the students.
- Organize a bike rodeo through Manitoba Public Insurance or start a school bike club.
- Use IWALK Month to launch an ongoing monthly or weekly Walk to School Day to keep up the momentum throughout the year.
- Check out www.iwalktoschool.org for more ideas!

How to Include Children Who Require Bussing or Private Transportation

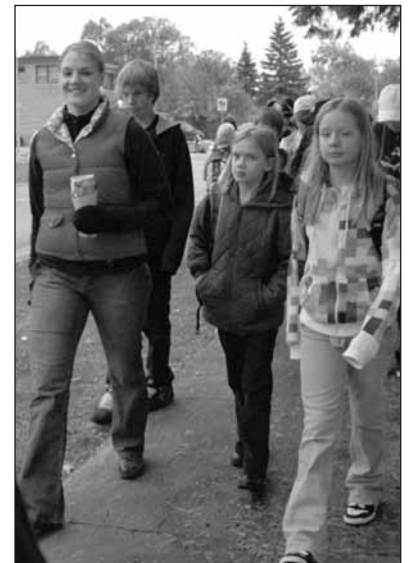
It is important to include students who have to be bussed or driven to school. Here are some ideas on how to include them in your IWALK Month activities:

- If the Parent Council and Principal approve, consider organizing an alternative drop-off point close to the school for school buses and driving parents. This allows all students to participate, especially those who live far away. Invite parents, teachers, community members and other responsible adults to help with supervision on the day. Find more information in section 4.5 – Walk-a-Block Zones.
- Alternatively, have bussed students walk two laps around the school grounds before school begins or at lunchtime.
- Some schools hold their annual Terry Fox run as part of their IWALK Month celebration. This is a good way to get bussed students and teachers active too.

Examples from Manitoba Schools

Here are some of the ways that Manitoba schools have celebrated IWALK Month:

- We talked about the key reasons for the IWALK, conducted a walk on the morning of October 8, submitted a newspaper article to our local newspaper (The Carillon) and next year plan on incorporating a walking club.



—École Golden Gate
Middle School (Winnipeg)



—Balmoral Hall School (Winnipeg)

- We participated in the Walking School Bus every Monday, Wednesday and Friday for three weeks. Students, staff and parents parked their vehicles at a location on the opposite side of the river and then together, rain or shine, we walked the 30-minute route over the bridge and through the neighbourhood to school. It was a lovely way to start the day.
- We sent home an October Calendar with a variety of events on it. October 1-3 we had an afternoon recess walking club, and all students received a walking ticket to enter a draw for a healthy snack. We had over 200 walkers during the three days – many kids walked all three days. Next was “Walk to School Week” – all kids who walked to school filled in a shoe puzzle and we put on display in the hall.... On Thursday, October 16 we celebrated World Food Day with a walk to school and then came into the gym for a community breakfast. We had over 80 students and parents join in for this event. On Tuesday, October 22 it was “apple day” – all kids who walked to school received an apple to colour and cut out to put on our huge apple tree in the hallway. Next we had a “Buddy Poster Assignment” where kids needed to create a poster in pairs, signifying how they “Love to Be Active”; prizes were handed out for top posters. Finally, on October 31 we invited parents and community members to join in our “Halloween Walk Around Parade.”
- We had “Footloose and Fancy Free” Walking Club every Monday and Friday. We promoted it and counted who walked to school on October 8 and handed out the Golden Shoe Award to the winning Grade 1 students.
- We sent out a newsletter with all students about the day and asked them to make an effort to walk or bike to school.
- We met as a school (staff, students and families) at a park that is half a km from school and walked to school together. We had bus students dropped off there as well to walk with us. Students who normally get a ride or take the bus were encouraged to walk to school instead for the month of October.

- We integrated the Phys. Ed fitness unit with the environmental and health benefits of walking to school. We promoted the walk with eligibility to enter a draw for prizes related to activity and walking to school safely.
- We walked to school from a nearby building each day for a week as a whole school.
- We made announcements on the PA encouraging activity and clean air. Students walked the track if they rode the bus to school. Posters encouraging fitness were posted in the halls.
- At our school, classes kept track of the number of students who walked all month.
- We had Walk to School Wednesdays each and every week in October. We had parent volunteers out along Wolseley Avenue ensuring there was a safe corridor for students. We encouraged students to walk everyday. However, we provided the support with volunteers only on Wednesdays.
- We started a Wednesday Walking Club. We invited parents to join us for the start-up of the Wednesday walking club. We had healthy snacks a few times after walking.
- We participated in Walking Wednesday all month, walked to school each day, tallied laps around the colony (1 lap = 0.6 km) and kept track on a graph entitled Kilometre Club; older students kept activity logs. We promoted it in our school newspaper and hung posters.
- We went on a school-wide walk with the patrol team and encouraged students to walk to school.
- We had a poster contest and picture taking. We put up a sign outside the school and played music outside as students arrived at school. All students in the school wore the stickers on the day.



—Kent Road School (Winnipeg)



—Ruth Hooker School (Selkirk)

Step 3: Promote IWALK Month in Your Community

- (i) Create a media release for your local newspaper, radio and cable TV stations.
- Ask your city or town council to proclaim October as International Walk to School (IWALK) Month.
 - Invite your Mayor, councillor, MLA or other local dignitaries and community leaders to your launch or wrap-up celebrations.
 - Invite your school trustees and superintendent to walk with you as part of IWALK Month.
 - Send the media release by fax or email to local media outlets one or two days before the event.

The following sample media release is available electronically on our website at www.greenactioncentre.ca under programs and as part of the electronic registration kit you'll receive when you register for IWALK Month.



SAMPLE MEDIA RELEASE FOR INTERNATIONAL WALK TO SCHOOL MONTH

(insert local contact information here)

(Name of City or Town)

Students Walk to School for Fun, Fitness, Safety and Sustainability

(insert date here) – Schools from **(insert name of City/Town)**

will join millions of children today, in many nations around the globe, participating in International Walk to School Month events.

IWALK MONTH is an annual event designed to address the issues of physical activity, safer communities, and environmental health.

(Add quotation from a representative of your community or school about the reasons for participating here).

(List all dignitaries and guests) will be on hand at **(insert name of school)** to meet the media, and we invite you to get out

your walking shoes and join us in the celebration. **(Enter location and event details here.)**

Each year, millions of children, parents and community leaders around the world join together to celebrate the simple yet healthy, community-building, environmentally sound practice of walking to school.

BACKGROUNDER

In Manitoba, the IWALK MONTH event is part of a larger active transportation initiative called Active and Safe Routes to School (ASRTS), a program of Green Action Centre. ASRTS engages young students in active transportation such as walking, biking and in-line skating as a healthy, sustainable way to get around. This program has followed on the success of similar programs in Canada, as well as international programs in the UK, Australia and the United States. It has been very successful in addressing the issue of school-based active transportation and has helped to create a healthy way for families to start their day as part of a healthy community.

The ASRTS program and International Walk to School Month address province-wide concerns about the health of our children, as well as climate change issues through the reduction of greenhouse gas emissions. These include:

- Obesity and physical inactivity, particularly among children, is on the rise.
- Physical activity improves self-esteem, enhances psychological well-being and academic performance, overcomes boredom and provides positive leisure pursuits, yet two-thirds of Canadian children don't get the 90 minutes of daily physical activity required for healthy development and fewer than 50% of Canadian children walk to school.
- Passenger transportation accounts for almost half of greenhouse gas emissions produced by the average Canadian family. By reducing the number of short car trips, such as the ride to school, Canadian families can take personal action to slow climate change.



—Stevenson Britannia School
(Winnipeg)



—Ruth Hooker School (Selkirk)

IWALK Month provides families and communities with the chance to discover the simple joy of walking to school together. **(Insert a quotation from a participant about the benefits of IWALK here.)**

Throughout the month of October, students from around Manitoba and across Canada will be walking and wheeling to school to start their day in a healthy way. Studies have repeatedly demonstrated the positive effects that daily physical activity has on improving self-esteem and academic achievement. With reports of obesity among Canadians on the rise, it is crucial that we help our children establish healthy habits that will last a lifetime, such as walking to school.

(Name of school/community) hopes that you can join us in demonstrating our commitment to active modes of transportation throughout the month of October!

(Name and phone number of available spokesperson who can answer media questions) is available for interviews. Please also refer to **(school website link if applicable)** and www.greenactioncentre.ca for more information about this event, the participants and the organization behind it.

- (ii) Create a Public Service Announcement (PSA) for your local radio and TV stations.

Feel free to edit and enhance the sample PSAs below. They are available electronically on our website at www.greenactioncentre.ca under programs and as part of the electronic registration kit you'll receive when you register for IWALK Month.



SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT #1 (45 SECONDS)

When was the last time you felt happy and energized in the morning? Was it after some exercise? Exercise causes the brain to release endorphins that give us happy moods and boost our self-esteem and psychological well-being. Despite the many benefits, however, our children have fewer opportunities for physical activity and are increasingly becoming overweight. This is why walking to school is so important.

By walking regularly to and from school, children can spend quality time with their parents or older siblings while also learning to be healthy and fit. During International Walk to School Month, join millions of parents, students and school staff across Canada and around the world. Plan to get your children to school during the month of October through ACTIVE transportation!

Visit www.greenactioncentre.ca under programs for more information or to register.



—Stevenson School (Winnipeg)

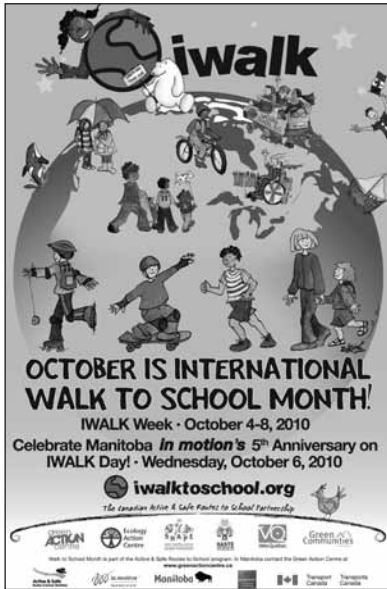


SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT #2 (35 SECONDS)

Morning traffic congestion around school zones is an unpleasant but common sight in Manitoba cities. Not only does it create dangerous situations for nearby pedestrians and cyclists, it is also bad for the environment and air quality. Cars are one of the largest sources of greenhouse gas emissions contributing to climate change and smog in our cities.

Every weekday, millions of Canadian children are DRIVEN short, walkable distances to their neighbourhood schools. Don't become a statistic! During the month of October, join millions of parents, students and school staff across Canada and around the world celebrating International Walk to School Month. Clear the air by walking there!

Visit www.greenactioncentre.ca under programs for more information or to register.



(iii) Display IWALK Month posters and banners.

Promote your event in the wider community by displaying posters in your local libraries, community centres and other public places. Distribute handbills to local homes asking that residents take extra care driving around the school as you expect more pedestrian traffic. Have students design their own poster to keep on their fridge for the month of October to act as a reminder of the month-long event. Consider displaying these posters around the community too.

Have classes work together to design banners that can be displayed prominently outside your school.

(iv) Talk it Up, Write it Down and Sing It Out!

Encourage students to talk about their event at home with their families. Help them to do this by having a class or school assembly on safety or on neighbourhood mapping. Invite the parents too! Many schools find Walk to School events can be great ways to get parents involved with the school.

Encourage students to write poems and songs about walking to school and perform them on the school's PA system or at an assembly.



—Stevenson Britannia students

Step 4: Keep track of participation and results

It is important to track the success of your event, from fewer vehicles around the school during pick-up and drop-off times to more positive attitudes of students, parents and school staff. This will help you make future events even better.

We also keep track at the Active and Safe Routes to School program to ensure that we can help schools plan better and better events. As part of your IWALK Month event, please take note of the number of students and staff using active transportation and email your results to asrts@greenactioncentre.ca.



—Stevenson Britannia students participate in IWALK (Winnipeg)

Send us your feedback, too. We always love to receive any art, photos or media clips related to IWALK Month, so don't be shy – brag about your success! Please provide photo credits and photo use permission for any images you share.



See the following pages for a sample feedback form and classroom tally sheet from our 2010 IWALK Month.

Current versions of these documents can always be found in the International Walk to School Month Coordinator's Kit available online at www.greenactioncentre.ca under programs.



Sample School Tally Sheet

International Walk to School Month 2010 Tally Sheet

Submit your tally sheets via e-mail, fax or phone by **November 13th** to be entered to win one of the Provincial Prize Packages

e: asrts@greenactioncentre.ca

f: (204) 942-4207 p: (204) 925-3773



Contact name and position: _____

School name: _____ Number of students: _____

Address: _____ Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

What did you do to celebrate International Walk to School Month? Please list all events and activities and be as detailed as possible.

What did you do to promote IWALK Month? Please check all that apply.

Posters Newsletter articles PA announcements Classroom announcements

Take home letters Outdoor school sign Community newsletters Media releases

Community event Other (please specify) _____

No. student participants: _____ Number of adult (parent/teacher) participants: _____

Estimate the percentage of students that regularly use active transportation (walking, cycling, scootering, inline skating, etc.) to get to and from school: _____

Do you have any photos we can use for our newsletter and other publications?

Yes / No (please include them if possible – we will contact you for usage restrictions and/or detailed permission)

Are you interested in more detailed information on Active and Safe Routes to School for your school community? Please check all that apply. (All resources listed are free of charge.)

New ASRTS Resource Guide and Handbook Clean Air Day – June 1st, 2011

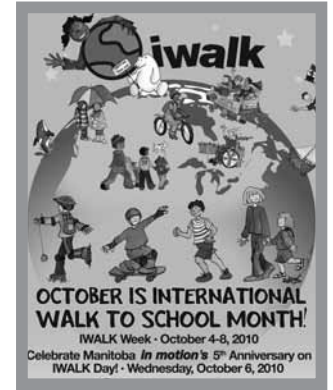
Walking Wednesday Club Walking School Bus Walking Buddies Walk-a-Block Zones

Neighbourhood Walkabouts Best Routes Mapping Idle Free Zones Other _____

Are you interested in creating a School Travel Plan for your school? (A School Travel Plan is a written action plan created with the support of community stakeholders to identify barriers to walking and cycling for your school.) Yes / No

How does your school promote active and safe transportation throughout the school year?

OCTOBER 2010 IS INTERNATIONAL WALK TO SCHOOL MONTH



Dear Homeroom Teacher:

International Walk to School Month is the month when children, parents and schools take part in a worldwide event to celebrate their environment, their health, and the many benefits of walking! Last year, over 118 Manitoba schools, along with parents and community members representing over 35 000 Manitobans participated in International Walk to School Month, and this year promises to be even bigger!

Walk to School Month encourages physical fitness and personal safety. It is a chance to celebrate our environment and clean air, to share walking safety skills with children, to bring safety to our neighbourhoods and reduce crime, to address traffic congestion, pollution and speed around schools, and to spend valuable time with one another. All great reasons to get involved!

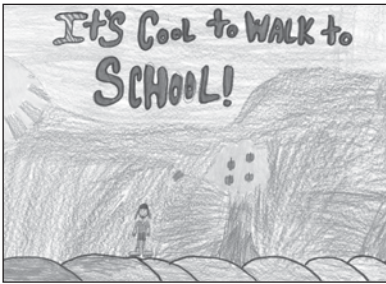
To help make this year's Walk to School Month a success, please take a moment to count the number of students that arrived at school by their own steam (i.e.: walking, scootering, cycling, in-line skating, etc...) and keep track on the table below. At the end of October the school coordinator will pick up your sheets and pass on the information to the local organizer, Green Action Centre, for entry in the contest to win some great prizes!

School: _____ Teacher: _____



Monday	Tuesday	Wednesday	Thursday	Friday
October 2010				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29





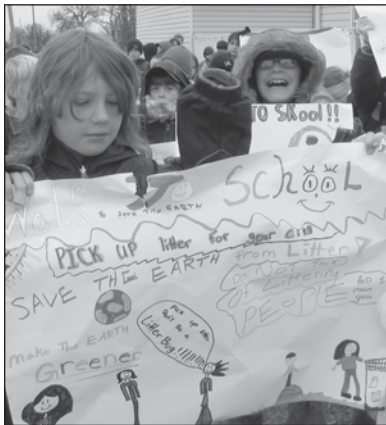
4.1.2 CLEAN AIR DAY

Clean Air Day – the first Wednesday in June – can be an event on its own or used as a celebration of your school’s walking successes throughout the year.

It’s also a special day to celebrate the environment and the positive impact that using active transportation has not only for us as individuals, but for the whole community and the world. Many of the ideas suggested in the previous pages related to IWALK Month – from planning a successful event to keeping track of participation – can be modified and used for Clean Air Day celebrations. See more ideas below on specific environment-related activities you can use to celebrate Clean Air Day.



For more information on Clean Air Day in Manitoba, visit www.greenactioncentre.ca under programs.



CLEAN AIR DAY POSTER COMPETITION

Each year, the Active and Safe Routes to School program in Manitoba coordinates a Clean Air Day poster competition and asks students to submit their visions of clean air communities related to walking and wheeling to school. See the information below – have your images submitted by the last Friday in February to be included in the competition!



4.2 WALKING WEDNESDAYS CLUB

Starting a Walking Wednesdays Club follows naturally from International Walk to School Month, especially if your IWALK Month event promotes walking on one day a week. Promoting walking to school once a week throughout the entire year can be a great way to keep up the energy and momentum, and help form positive habits that continue into the summer, the following school year and maybe even for a lifetime!

After IWALK Month is over, set aside one day a week or one day a month to walk to school. Students can create posters to take home