

Welcome to the 2011 Walk to School Day Toolkit

Dear Walk to School Day Organizer,

The enclosed toolkit contains resources to promote walking and pedestrian safety. San Francisco has already been rated one of the most walkable cities in the U.S., but we can do even better! Walking to school helps children gain mastery of their world, creates a feeling of confidence, establishes a sense of direction and distance, and provides regular exercise. Principals and organizers play an important role in encouraging walking and in ensuring the safety of their students by working with parents and safety volunteers.

This year, Walk to School Day will be held on Wednesday, October 5, 2011. International Walk to School Day is a global event that gives children, parents, teachers, administrators and community members an opportunity to work together to make their communities safer and more pleasant for walking. Last year, more than 30 San Francisco schools hosted a Walk to School event.

This toolkit is designed to help you prepare for a simple, successful Walk to School Day event. For those schools interested in hosting a more extensive event or in having health and safety promotions throughout the school year, we have a variety of additional information - just let us know if you're interested!

Materials and Support for San Francisco's Walk to School Day

By 5 P.M. on Friday, September 16th, please contact the Walk to School Day Coordinator, with the following details:

- The name, phone number, and e-mail for a coordinator (e.g. parent, teacher, principal or PTA member) as the main point person to arrange for pick up of donations for your school,
- Completed *Request Form* for free prizes, help, and additional information, and
- Approximate # of students who will be walking.

SF Safe Routes to School Project
SF Department of Public Health
(415) 581-2430

TOOLKIT CONTENTS

- Walk to School Day Fact Sheet
- 5 Steps to Walk to School Day
- Promoting Walk to School Day
- City and County of San Francisco Resources
- “Create a pedestrian visibility sign!” Activity
- Consent form to permit district to use student photographs, images, or schoolwork
- Request Form

FACT SHEET

WHAT IS WALK TO SCHOOL DAY?

- A global event held in early October that gives children, parents, school staff and community members an opportunity to work together to make their communities safer and more pleasant for walking.
- A collective walk to school with a purpose – to promote health, safety, physical activity and concern for the environment.

WHY SHOULD YOUR SCHOOL PARTICIPATE?

- Your school drop off/pick up zone is unruly.
- You're worried about pedestrian safety near your school.
- You'd like more physically active and alert students.
- Children are increasingly overweight. Approximately 25% of San Francisco children are overweight.
- Walking to school is a good way to exercise regularly and to help prevent obesity, heart disease, and some forms of cancer.
- Pedestrian injuries are the second leading cause of fatal injuries among 5-12 year olds in California.
- San Francisco has been ranked one of the most walkable cities in the U.S., with transit-rich neighborhoods and homes, schools, shops, and parks all in close proximity to each other.

Get resources, updates and helpful tips from www.sfsaferoutes.org

Adapted with permission from the Oakland Pedestrian Safety Project



5 STEPS TO WALK TO SCHOOL DAY

- 1. Choose a MEETING SITE** within 3 blocks of your school.
This is where everyone can gather before walking! There should be adequate space for a large group to meet. Having available parking nearby can help children who live far from the school join in the fun too.
- 2. Choose a TIME** to assemble at your meeting site.
So everyone can walk together and still arrive on time.
- 3. ADVERTISE** Walk to School Day meeting **SITE** and **TIME**.
Hang posters, email flyers to listservs, use an auto dialer to remind parents the night before. Get resources, updates and helpful tips from www.sfsaferoutes.org.
- 4. Contact VOLUNTEERS**, including the Walk to School Day coordinator, to encourage students.
Get assistance from parents, caregivers, teachers and staff.
- 5. Order PRIZES** from the Walk to School Day coordinator*.
Reward students who walk or roll and/or the class with the highest participation rate.
*See Request Form in this toolkit.

MORE MATERIALS ARE AVAILABLE FOR DOWNLOAD WHEN YOU REGISTER AT
<http://www.walktoschool-usa.org/register/new/new1.cfm>

Available Items:

- Access to additional downloadable materials, including templates for printing stickers, certificates and puzzles
- The chance to win prizes for your school
- A weekly e-newsletter leading up to Walk to School Day with valuable tips for holding a great event



SAN FRANCISCO *every* WALK TO SCHOOL DAY

PROMOTING WALK TO SCHOOL DAY - The key to a successful Walk to School Day is to promote the event widely. Here are a few opportunities for you to promote Walk to School Day:

- 1. ANNOUNCEMENTS** - Whether it's during Back to School Night, Morning Circle, or at PTA Meetings, tell parents that your school will be participating in Walk to School Day and that you need THEIR help in order to make it the best Walk to School Day ever.
- 2. PARENT POCKETS** - Throughout the month of September, don't forget to keep parents informed about Walk to School Day. Insert a flyer in the first parent pocket of the year, and as details emerge about Walking School Buses, include information about meeting location(s) and times.
- 3. POSTERS** - Hang posters at every entrance to the school, in the main office, and near drop off zones. Your Walk to School Day Coordinator can request posters from the SF Safe Routes to School Coalition. When you have picked a meeting site and location for your walking school buses, put together a flyer (including a map!) and tape them to the posters.
- 4. EMAILS** - Much of the success of Walk to School Day is dependent on recruiting quality volunteers to lead Walking School Buses, make signs, and to get kids excited for the event. Utilize parent listservs to identify champions who will help you prepare for and promote the event.
- 5. AUTO DIALER** - Ask your principal for permission to use the SFUSD auto dialer. Record a message (in Spanish/Chinese, if applicable!) and schedule the auto dialer for the night before Walk to School Day. Be sure to include the meeting time and location(s) for Walking School Buses.
- 6. INVOLVE STUDENTS** - Ask classrooms to make posters about why walking and biking to school is important to them. Post them around the classroom and the school. Ask the morning or afterschool programs to make banners or pedestrian visibility signs (see template in this toolkit) for Walk to School Day. Create a cardboard School Bus for kids to paint and carry on Walk to School Day.
- 7. Make it fun!** Use a theme to make it fun and encourage kids to Walk to School like "Wacky hat" Walkers where parents and kids can wear their craziest hat on their walk to school. Create a competition among classrooms to see which class has the most walkers. Be creative and have fun! Make sure students have signed the Media Consent Form (enclosed in this packet) so you can share the success of the program with local media.



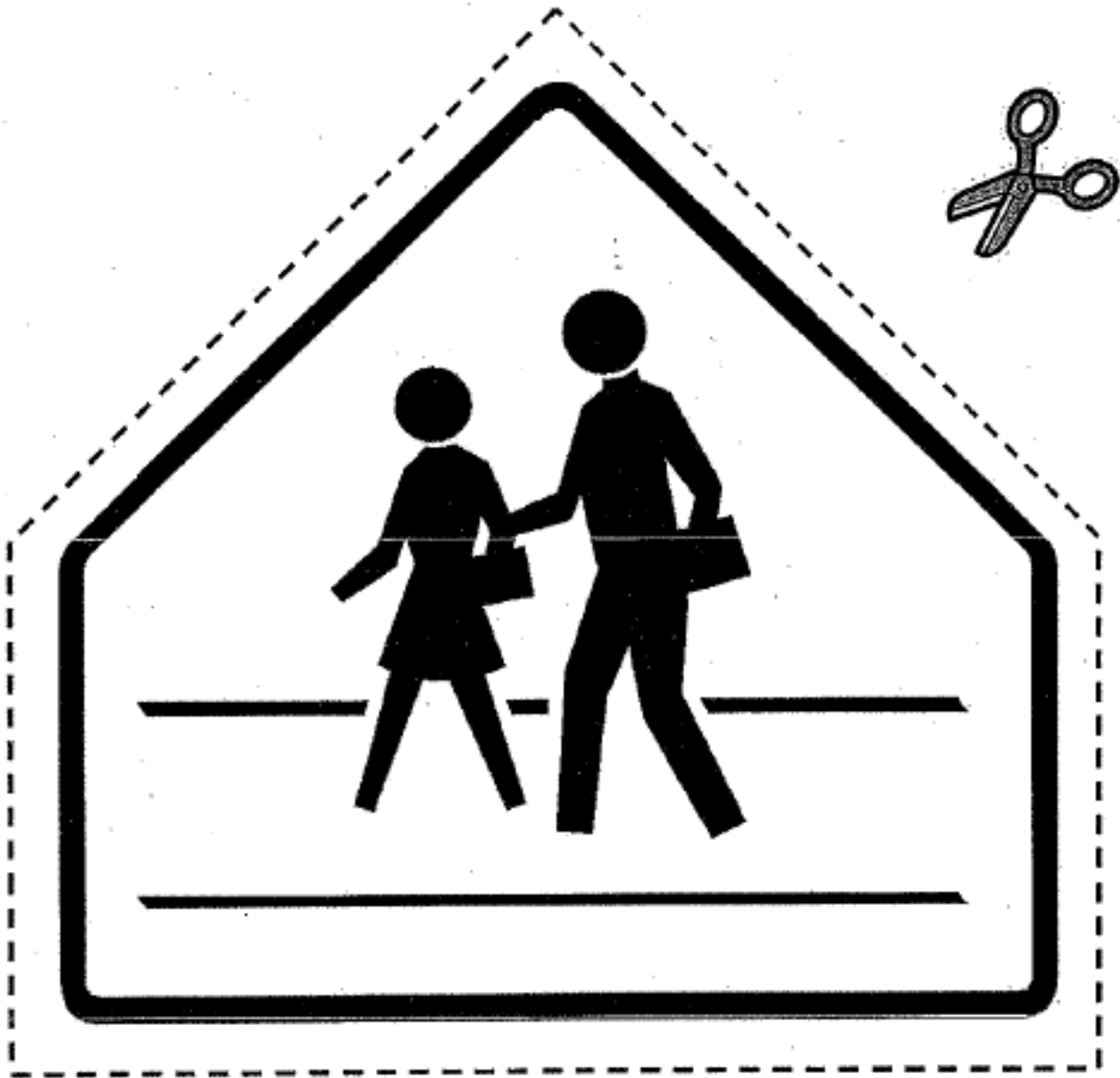
RESOURCES for SAFE WALKING

All of the following services are now available by **calling 311**, the City and County of San Francisco's Customer Service Center. For multilingual information on 311, contact them directly at: 3-1-1, 415.701.3100 (if outside San Francisco), or at sf311@sfgov.org.

Public Transit	<ul style="list-style-type: none"> Muni Routes/Schedules Muni Accessible Services
Automobiles and Parking	<ul style="list-style-type: none"> Vehicles Blocking Sidewalks – SFMTA Parking Enforcement Traffic Violations – SF Police Traffic Enforcement Abandoned Vehicles Residential Parking Permit
Streets and Sidewalks	<ul style="list-style-type: none"> Traffic Signal Repair Sign Repair Emergency Sign/Signal Repair (4 PM – 8 AM) General Traffic Engineering Requests Sidewalk Repair Streetlight Repair Sewer Emergencies Public Works Emergencies Water Department Emergencies
School Crossing	<ul style="list-style-type: none"> Adult Crossing Guards Traffic Engineering Requests
Pedestrian Facilities Planning	<ul style="list-style-type: none"> SFMTA Livable Streets
Shape Up SF Walking Challenge	<ul style="list-style-type: none"> Department of Children, Youth and Families www.shapeupsfwalkingchallenge.org

Create a Pedestrian Visibility Sign!

1. Make copies of template below
2. Color
3. Cut along the dotted line
4. Glue or tape sign to a popsicle stick
5. Carry with you on your walk!





CONSENT FORM TO PERMIT DISTRICT TO USE STUDENT PHOTOGRAPHS/IMAGES/SCHOOLWORK

Please sign this consent form and return it to your school if you are willing to permit the District to use your child’s photograph/image/schoolwork in District publications, materials or websites.

Background: During the school year, your child may be photographed or filmed by District staff while participating in school programs and activities. We would like to have the opportunity to use these photographs/images for publication on the District/school websites, and/or in related SFUSD publications and promotional materials, or to feature your child’s school work in these publications.

Consent Form: I hereby consent to the San Francisco Unified School District’s use of my child’s photograph, video image or schoolwork for the purpose of advertising or publicizing events, activities, facilities and programs of the District in District publications, materials or websites.

In addition to using my child’s photograph/image/schoolwork, I give the District permission to:
(check one)

- Use my child’s first name in the publications, materials or websites.
- Use my child’s first and last name in the publications, materials or websites.
- I do not want my child’s first or last name in the publications, materials or websites.

I am the parent or legal guardian of the student named below, and hereby fully release and discharge the San Francisco Unified School District and its officers, employees, and agents from any and all debts or liabilities arising out of or in connection with the above described uses of my child’s image/photographs/schoolwork.

Student’s Name	School

Parent/Guardian Name	Date

Parent/Guardian Printed Name

This consent may be revoked at any time in writing delivered to the school office.

SAN FRANCISCO ^{every}
WALK TO SCHOOL DAY
 OCTOBER 5, 2011 | REQUEST FORM

SCHOOL NAME: _____
 SCHOOL ADDRESS: _____ CROSS STREET: _____
 CONTACT NAME: _____
 PHONE: _____ EMAIL: _____

ANTICIPATED NUMBER OF WALK TO SCHOOL DAY PARTICIPANTS* _____

* This is the **maximum** number of materials you may request. Due to limited supplies, requests are subject to availability and are **first come, first served**. Prizes are for students who participate in Walk to School Day (unless otherwise indicated). Thanks for your understanding.

BY SEPTEMBER 16th, FAX or EMAIL completed order forms to:
 Marianne Szeto at 415-581-2490 or marianne.szeto@sfdph.org

	ITEM	QUANTITY
OUTREACH	Walk to School Day Poster (11"x17")	
FUN STUFF	Pencils (<i>*ONLY ITEM available for every student. Enter school enrollment number.</i>)	
	<i>The following items are only for students walking:</i>	
	Reflective Shoe Stickers	
	Reflective Backpack Belt Wraps	
	"I Walked to School Today!" Stickers (sheet of 30 stickers)	
	Sports Basement coupon for 10% off entire purchase	
	Clif Bars	
MAPS & INFORMATION	San Francisco Bike Map and Walking Guide (max 25 per school)	
	"Walking + Biking = Healthy, Alert Children" in Spanish	
	"Getting Children to School Safely"	

AVAILABLE ELECTRONICALLY (PRINT ON YOUR OWN) ✓

Safety Facts – facts about pedestrian safety	
Health Facts – facts about walking and health issues	
"Kids at Risk" – facts about kids and walking	
Mapping Activities – Grades 2-5	
Mapping Activities – Grades 3-8	
Walking School Bus Resources	
"Walking + Biking = Healthy, Alert Children"	<input type="checkbox"/> English <input type="checkbox"/> Spanish
"Walk 2 School Day– Positive Steps for California Communities"	<input type="checkbox"/> English <input type="checkbox"/> Spanish
Crossing Rules for Pedestrians	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Chinese
"Why Risk It?" Brochure	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Chinese
"Safe Drop-off and Pick-up"	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Chinese

Thanks to AAA, Clif Kid, and Sports Basement for their contributions!



www.sfsaferoutes.org
 SF Safe Routes to School is a project of Shape Up San Francisco.

