



Safe Routes
to School
National
Partnership



Talking About Safe Routes to School: Spice Up Your Communication

September 11, 2018

Hannah Williams

ABOUT US

We are a nonprofit organization that works to advance safe walking and bicycling to and from schools, to improve the health and wellbeing of kids of all races, income levels and abilities and to foster the creation of healthy communities for everyone.



WHAT WE DO

- Improve quality of life for **kids, families, and communities**
- Advance **policy change** at the federal, state, regional, and local levels
- Catalyze support for **safe, healthy, active communities**
- Share our **deep expertise**



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Webinar Housekeeping

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

Dial: +1 (3: [redacted])
Access Code: [redacted]
Audio PIN: [redacted]

CITRIX

File View Help

Audio

Computer audio
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You are connected at
+1 (213) 929-4232

Access Code: 129-467-341

Talking: Sara Zimmerman

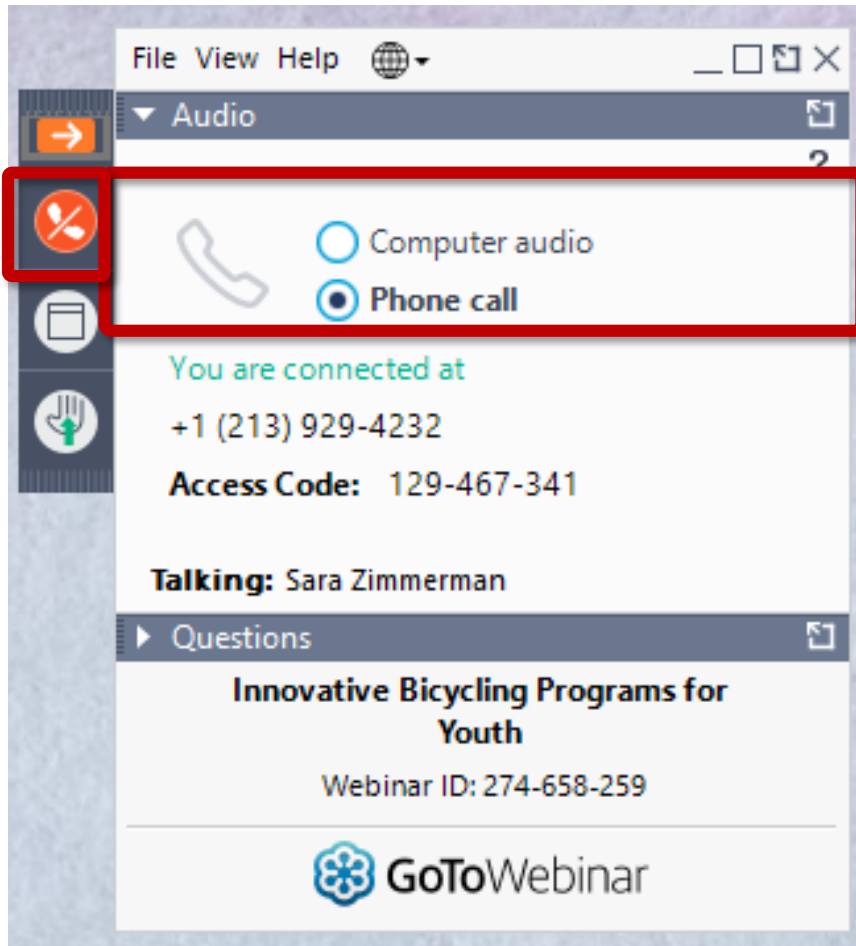
Questions

Innovative Bicycling Programs for Youth

Webinar ID: 274-658-259

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AUDIO CONTROLS



AUDIO

Open or hide your control panel

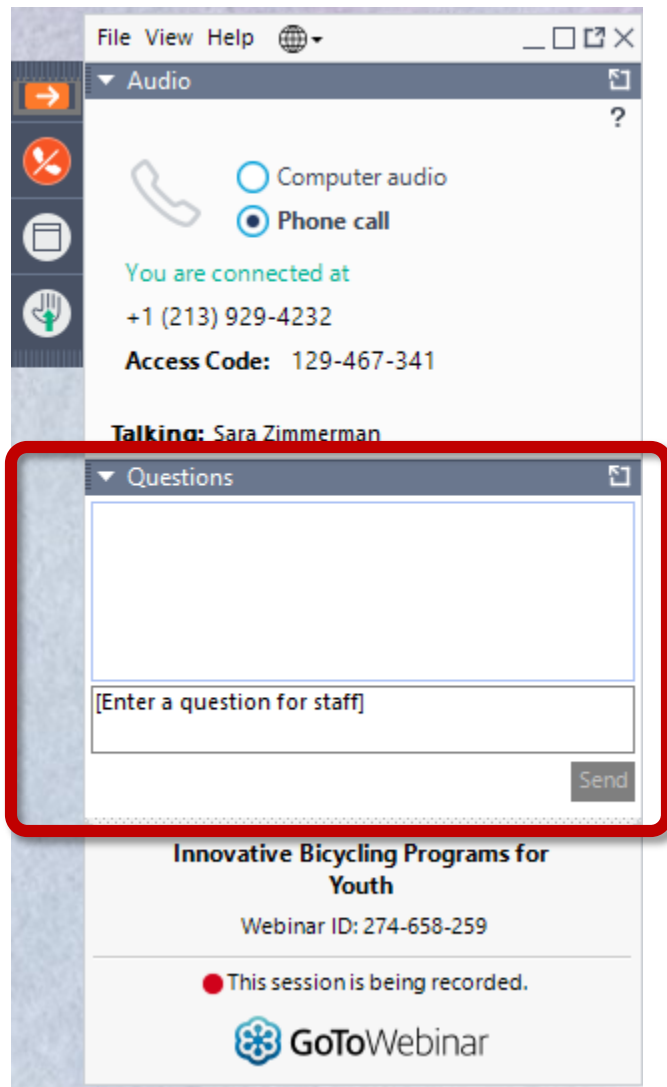
Join audio:

Choose "Telephone" and dial-in using numbers on screen

OR

Choose "Mic & Speakers" to use your computer's sound

HAVE A QUESTION?



The screenshot shows a webinar interface with a top menu bar containing 'File View Help' and a globe icon. Below the menu is a toolbar with icons for navigation and audio. The main content area is divided into two panels: 'Audio' and 'Questions'. The 'Audio' panel shows options for 'Computer audio' and 'Phone call', with 'Phone call' selected. It also displays connection information: 'You are connected at +1 (213) 929-4232' and 'Access Code: 129-467-341'. The 'Questions' panel is highlighted with a red border and contains a text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button. At the bottom of the interface, there is a title 'Innovative Cycling Programs for Youth', a 'Webinar ID: 274-658-259', a recording indicator 'This session is being recorded.', and the 'GoToWebinar' logo.

QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel

Who We Are

Healthy Communities



Expert Help

Resources

Resources

- ▶ BROWSE
- ▶ ADVANCED SEARCH TOOL
- ▶ BLOG
- ▶ OUR PUBLICATIONS
- ▶ **WEBINARS**
- ▶ E-NEWS
- ▶ RESEARCH
- ▶ RECURSOS EN ESPAÑOL
- ▶ SUBMIT A SUCCESS STORY

Webinars

One of the great ways that we love to share resources and expertise is through our regular webinars. Our webinars feature our staff and incredible advocates, Safe Routes to School program staff, government officials, elected leaders, and others from around the country sharing their knowledge and learning on a diverse range of topics.

UPCOMING WEBINARS



June 27, 2018

Making Strides 2018: A Look at Our State Report Cards

Join this webinar to learn about the Safe Routes to School National Partnership's updated state report cards and report, Making Strides: 2018 State Report Cards on Support for Walking, Bicycling, and Active Kids and Communities.

TODAY'S SPEAKERS



Katherine "Swid" Swidarski

Program Manager
Columbus Public Health



Lisa Brady

Director of Safe Routes to School
Treasure Valley YMCA



Hannah Williams

Program Services Manager
Safe Routes to School National
Partnership

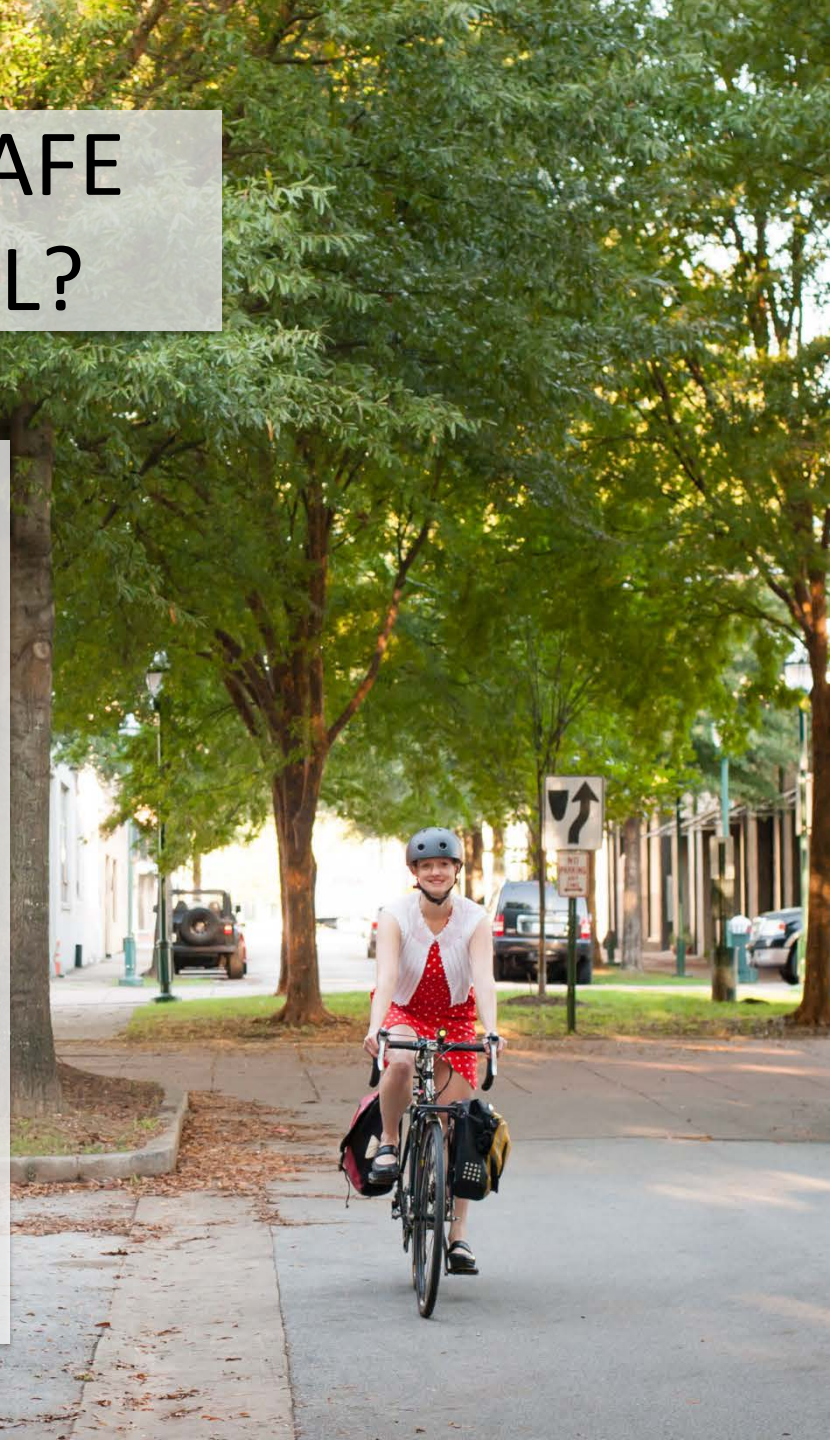





Safe Routes to School
Messaging for Pros: A
Communications
Toolkit for Schools
and School Districts

WHY TALK ABOUT SAFE ROUTES TO SCHOOL?

- Schools and school districts have unique relationships with students.
- Schools and school districts have direct access to students and families.
- Schools and school districts can enable students to be safe, knowledgeable, and skilled at walking and biking from an early age.





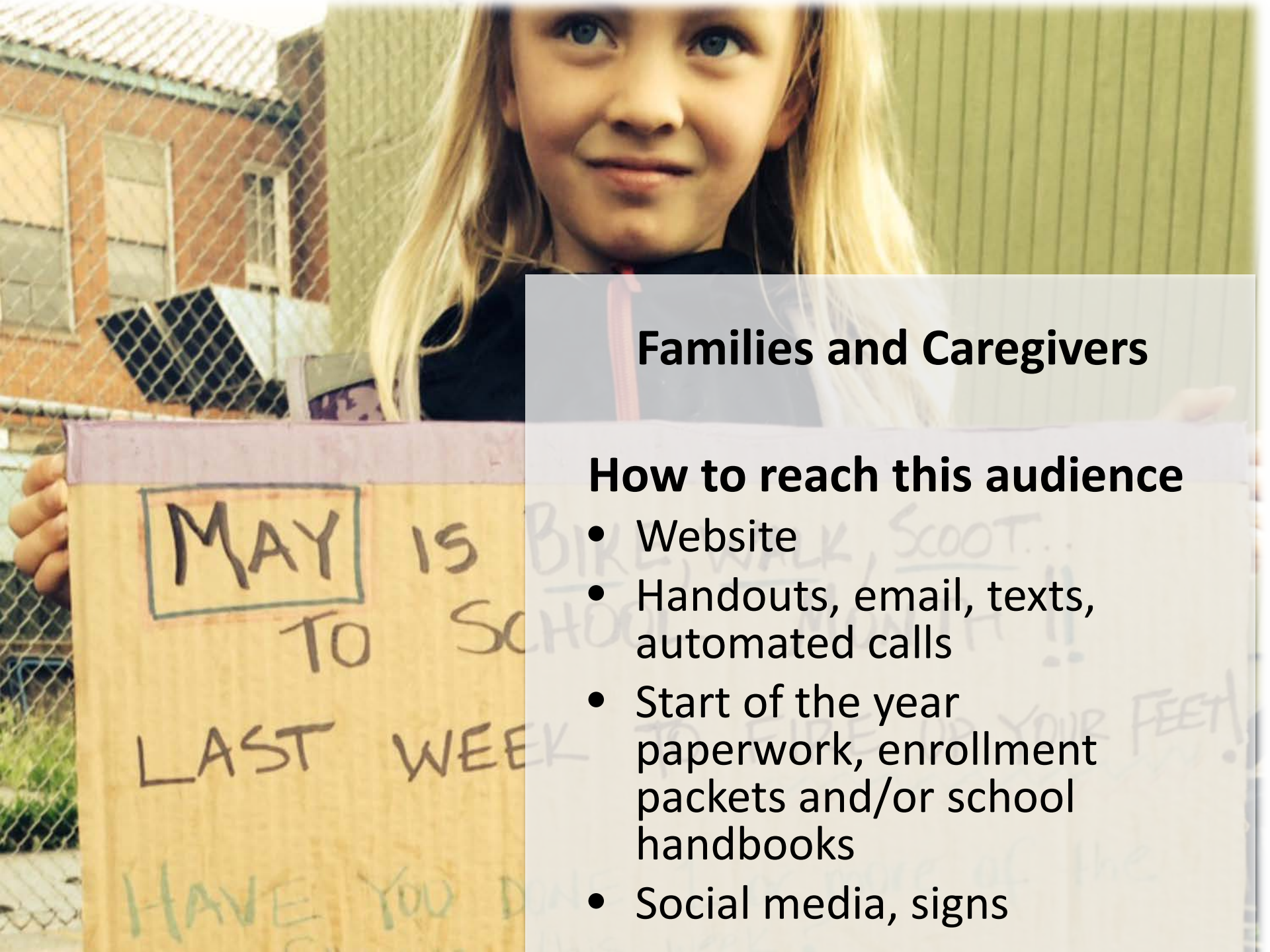
**Targeting Your Message:
Communicating to Different
Audiences About Safe Routes
to School**



Families and Caregivers

Key messages

- Walking and biking to school are safe and normal
- Our school supports healthy active walking students
- Families need to look out for walking and biking students during drop off and pick up.



Families and Caregivers

How to reach this audience

- Website
- Handouts, email, texts, automated calls
- Start of the year paperwork, enrollment packets and/or school handbooks
- Social media, signs



Principals

Key messages

- Highlight the academic benefits of Safe Routes to School
- Students that walk or bike to school arrive awake, alert, and ready to learn
- Physical activity before school increases academic performance and reduces student absences.



Principals

How to reach this audience

- In-person meetings
- Informational resources



Teachers

Key messages

- Highlight the academic, physical, emotional, and environmental benefits possible through walking and biking to school.
- Emphasize the unique role teachers have to shape students' behavior, encouraging individuals to develop healthy and active lifestyles in school and beyond.



Teachers

How to reach this audience

- Letter and handouts
- Staff meeting



Before and After School Program Providers

Key messages

- Walking and biking to before and after school programs are normal and safe ways for students to get around, and support healthy students.



Before and After School Program Providers

How to reach this audience

- In person meeting



Students

Key messages

- Walking and biking are fun and healthy ways to get around
- It's important to be safe when you walk and bike.

A woman and a young girl are walking on a sidewalk in front of a school building. The woman is wearing a white t-shirt and dark pants, and the girl is wearing a pink and white striped shirt and blue pants. They are walking towards the right. The school building is made of red brick and has a playground area with a blue slide and a green structure in the background. There are trees and a grassy area in the foreground.

Students

How to reach this audience

- Bike and pedestrian safety education
- Integration with curricula
- Flyers, texts messages, social media



Community

Key messages

- Walking and biking is a great way for kids to get to school and adults to get around
- Neighbors need to look out for students walking and biking to school
- Safe Routes to School is good for communities because it reduces congestion and makes streets safer and healthier.



Community

How to reach this audience

- Signs, event flyers
- Op-eds or news articles



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Resources

- Student active travel options handout
- Easy ways to incorporate Safe Routes to School in the classroom
- Letter to families
- Letter to teachers
- District webpage examples
- Social media monthly content
- Key Messages and Talking Points



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Next Steps

- Use existing communication channels to send families, teachers, administrators, students, and community partners The Benefits of Safe Routes to School handout.
- Encourage school community members to participate in Walk or Bike to School Day, walking school buses, walk audits, and bicycle trains.
- Provide families, PTOs, and PTAs with detailed information on How to Be A Parent Champion for Safe Routes to School.



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Please take our survey!



Thank you for attending the webinar!

Join us October 24th 10-11 AM PST

Winning Strategies to Engage Diverse Communities in Safe Routes to
School