

Five Ideas for How Walk and Bike to School Days Can Promote Road Safety for Youth and Everyone Else

Communities celebrate Walk to School Day and Bike to School Day for a variety of reasons, but safety is always at the core. This year, use your event to promote the importance of walking and biking safety for the entire community, starting with the trip to school. Take action using one or more of these ideas to connect your event to broader community safety goals. Wednesday, October 6th is international walk your child to school day. visit www.WalkBikeToSchool.org to register your school and to view pedestrian safety tools and resources.

1. Motivate your elected officials! Invite your mayor to walk or bike as part of your event. Ask him/her to speak. Let them know that child pedestrian and bicycle safety is an important issue community-wide, not just on the route to school. Ask them to sign the Mayor's Statement on Safe Walking and Biking for Youth
2. Engage local transportation officials. Ask them to walk with you and a few parents and students to examine safety concerns on walking and biking routes. Ask them what their department does to protect children.
3. Empower students to take the lead in identifying safety issues that are important to them. They may want to create messages to display on the day of the event or present a request for safety improvements to the local city council or county commission.
4. How about selfies with a message? Raise awareness by taking pictures of students with the mayor, principal or the crossing guard holding signs with special messages. Create your own safety messages or use one of our downloadable signs that promote safety and spirit. Seek media attention and have a message that resonates for your community.
5. Check out these key messages. Share the messages with media and other stakeholders on the day of your event.

For more information or questions about planning a walk to school event, visit www.safekids.org