

# Education and Encouragement Techniques



# Foster life-long habits



# Education and encouragement strategies can often begin right away



# Education programs



# Who needs educational messages?

1. Children
2. Parents
3. Neighbors



# 1. Educating children

- Pedestrian and bicyclist safety
- Personal safety
- Health benefits
- Environment



# Pedestrian and bicyclist safety skills



# Pedestrian safety



# A. Crossing safely

- Where to cross
- How to cross



# B. Choosing where to walk

- Sidewalks preferred
- Facing traffic if no sidewalk



# Bicyclist safety



# A. Preparing for the ride



# B. Following the rules of the road



# Personal safety



# Health and environment

- Health benefits of physical activity
- Concern for the environment



# Sources of instructors

- Teacher
- Police or fire personnel
- Local bike club/advocate
- Public health professional
- Local Safe Kids coalition
- League of American Bicyclists (LAB) instructor



# Strategies for teaching children



# Hold an assembly



# Classroom or PE instruction



# Integrate walking and bicycling education into traditional subjects

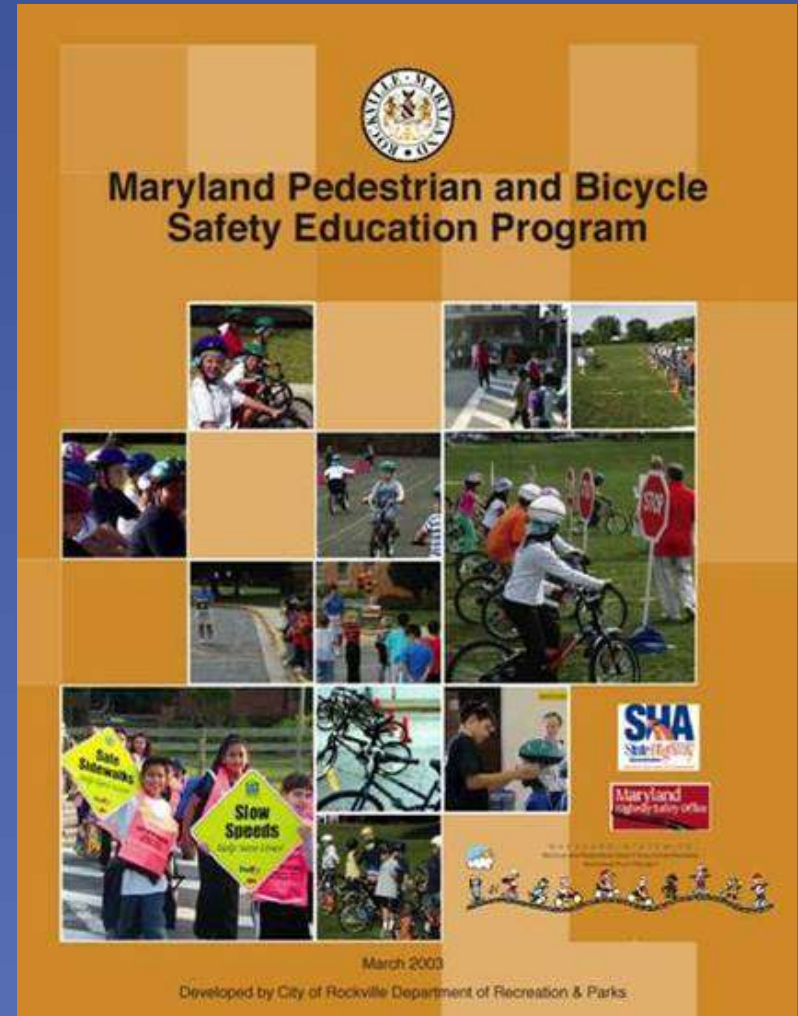
- Math
- Biology
- Reading
- Language arts
- Geography



# Get curriculum adopted

Free, downloadable programs:

See Resources at [www.walktoschool.org](http://www.walktoschool.org)



# Success story: Institutionalized safety education



Rockville, MD

# Skills practice



# Success story: After school bike club



Charlottesville, VA

# Supporting school-based education

- Enthusiastic, well supported teachers
- Lesson plans provided



# 2. Educating parents

- Pedestrian and bicyclist safety guidelines to reinforce with children
- Safe driving near the school
- School pick up and drop off procedures



# Include parents in education



# Parents teach and reinforce safety skills



# Safe driving near the school



# School drop-off and pick-up procedures



# Strategies for reaching parents

HOME ABOUT BOARD CONTACT HISTORY LINKS CRIME PREVENTION



## Hosford-Abernethy Neighborhood Development

A site for all who live, work and play in our inner-southeast Portland neighborhood.



### Pages

- About
- Board
- Contact
- Crime Prevention
- History
- Links

### Meta

- Log in
- Entries [RSS](#)
- Comments [RSS](#)
- [WordPress.org](#)

### HAND on Flickr

« Abernethy School's first 'Tour de Ladd' »

7 Corners Workshop, Oct. 6 »

## Int'l Walk and Bike to School Day, Wed., Oct. 8

From Abernethy Walk & Bike organizers:

International Walk and Bike to School Day is supported by Safe Routes To School (<http://www.walknbike.org>) which oversees a statewide effort to promote walking, biking, scooting, skating—any clean, green, and healthy way for kids to get to school. Safe Routes To



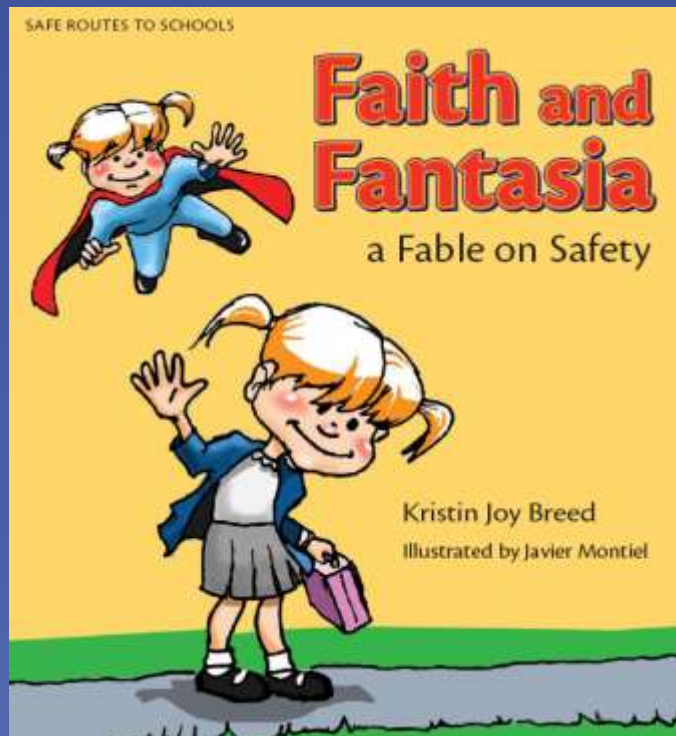
### Categories

- Crime
- Events
- Land Use Issues
- Meeting Minutes
- Meetings
- Schools
- Transportation
- Uncategorized

### HAND Groups

- Division/Clinton Association
- Friends of Ladd Gardens

# Faith and Fantasia



I don't know how they taught driving a hundred years ago when mom was in school. But I know that stop signs mean STOP.

# 3. Educating neighbors

- Watch for / yield to pedestrians and cyclists
- Drive slowly
- Keep sidewalks clear
- Prune plants



# Neighbors are key allies



# Strategies for reaching neighbors



Meetings



Flyers

# More strategies:

- Signs
- Safety campaigns
- Pace car
- Pruning party



# Street Smarts

- Banners and signs
- Brochures
- Community outreach
- Neighborhood kits
- Website
- Press coverage



# Education summary

## ■ Children

- Pedestrian and bicyclist safety
- Personal safety
- Health
- Environment

## ■ Parents

- Pedestrian and bicyclist safety guidelines to reinforce
- School pick up and drop off procedures
- Tips for safe driving near the school

## ■ Neighbors

- Watch for / yield to pedestrians and bicyclists
- Drive slowly
- Keep sidewalks clear
- Prune plants

# Encouragement programs



# Encouragement programs

1. Events
2. Walking school buses
3. Individual competition
4. Contests
5. Park and walk sites
6. Route map promotion



# 1. Events



# An opportunity to include everyone and invite support



# Celebrate International Walk to School Day / Month in October



# Include a walkability checklist

## Walkability Checklist

### How walkable is your community?

#### Take a walk with a child and decide for yourselves.

Everyone benefits from walking. These benefits include improved fitness, cleaner air, reduced risks of certain health problems, and a greater sense of community. But walking needs to be safe and easy. Take a walk with your child and use this checklist to decide if your neighborhood is a friendly place to walk. Take heart if you find problems; there are ways you can make things better.



#### Getting started:

First, you'll need to pick a place to walk, like the route to school, a friend's house or just somewhere fun to go.

The second step involves the checklist. Read over the checklist before you go, and as you walk, note the locations of things you would like to change. At the end of your walk, give each question a rating. Then add up the numbers to see how you rated your walk overall.

After you've rated your walk and identified any problem areas, the next step is to figure out what you can do to improve your community's score. You'll find both immediate answers and long-term solutions under "Improving Your Community's Score..." on the third page.



# Media coverage



**International Walk to School in the USA**

Join kids and families around the globe to walk and bicycle to school in October!

October is International Walk to School Month. In the USA, more communities than ever before participated in Walk to School Day on October 4 and events continue throughout October.

**LEARN MORE:**  
[Why Walk or Bike About](#)  
[Who's Walking](#)  
[FAQ](#)  
[Contact](#)  
[Media](#)

**GET INVOLVED:**  
[Register](#)  
[Getting Started](#)  
[Event Ideas](#)  
[Resources](#)

[Site Map](#)

- ➔ **Complete an event report**  
Tell us how your Walk to School events went this year by filling out our online survey by November 1, 2006.
- ➔ **Register for 2006**  
Register your event or sign up to be a resource person for your state.
- ➔ **Share photos of your event**  
Submit photos of your Walk to School event to the international web site.
- ➔ **See which schools are walking**  
Visit our interactive map to find out which schools have registered in each state.
- ➔ **Visit the International site**  
Find out which other countries are walking and biking to school, and view photos from past events.

**WHY promote walking and bicycling?**

- ➔ To enhance the health of kids
- ➔ To improve air quality and the environment
- ➔ To create safer routes for walking and bicycling

**WALK all year long with SAFE ROUTES TO SCHOOL**

Go beyond your Walk to School event to support safe walking and bicycling all year long with Safe Routes to School programs. New Federal legislation has recognized the value of ongoing walking and bicycling and is providing funding for states to establish programs.

[www.saferoutesinfo.org](http://www.saferoutesinfo.org)

Find out why Safe Routes to School matter

Learn more about what's happening in your state

Example Safe Routes to School activities



Mt. Juliet, TN



Phoenix, AZ



Seattle, WA

# Hold walk and bike to school days throughout the year



# Success story: Walking Wednesdays

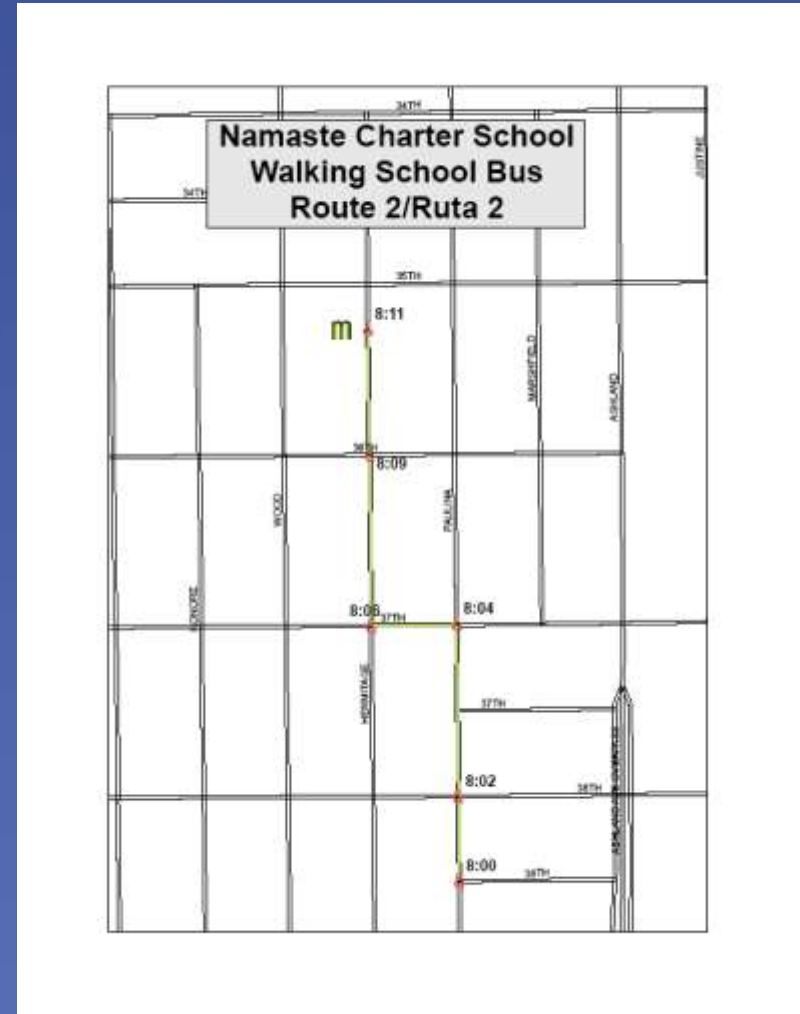


Charlottesville, VA

## 2. Walking school buses and bicycle trains



# Can be informal or formal



# Success story: Gorham, NH



# 3. Individual competition

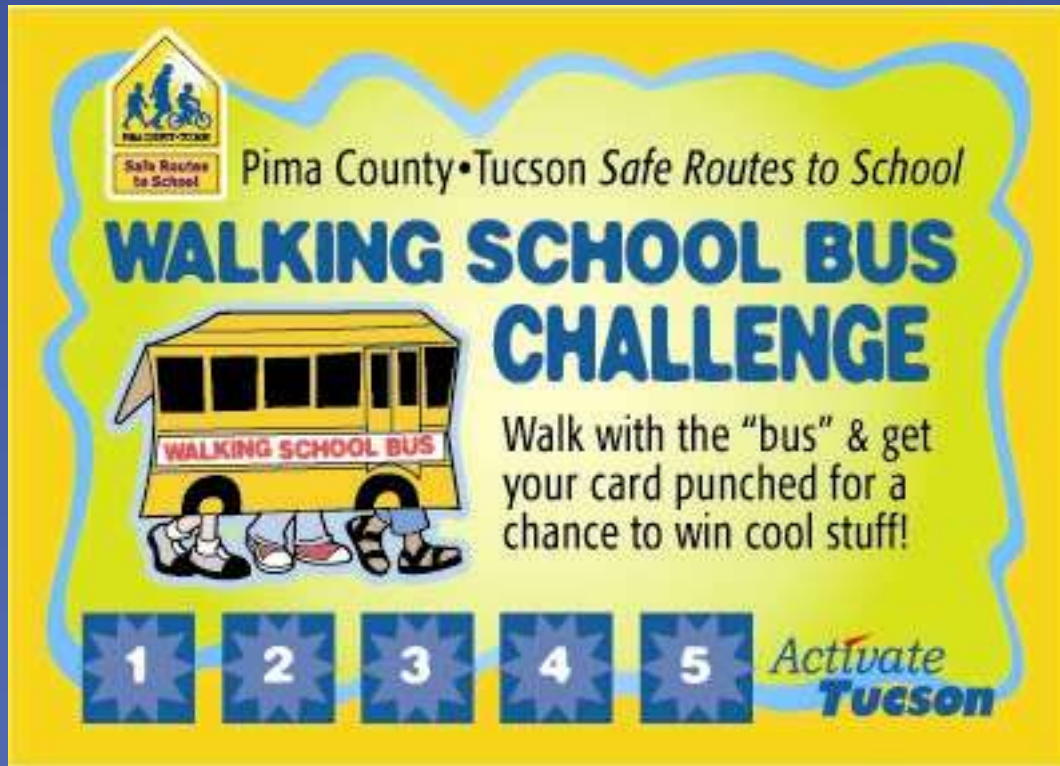


# Success story: Go for Gold program

- Buckinghamshire County, UK
- Gold card, stamped when walk
- Car use reduced from 62% to 26% in ONE YEAR
- Still low (13%) in 2007



# Success story: Punch cards



Tucson, AZ

# Success story: Frequent bikers



Boulder, CO

# 4. Contests



# Success story: Golden Sneaker Award



Larkspur, CA

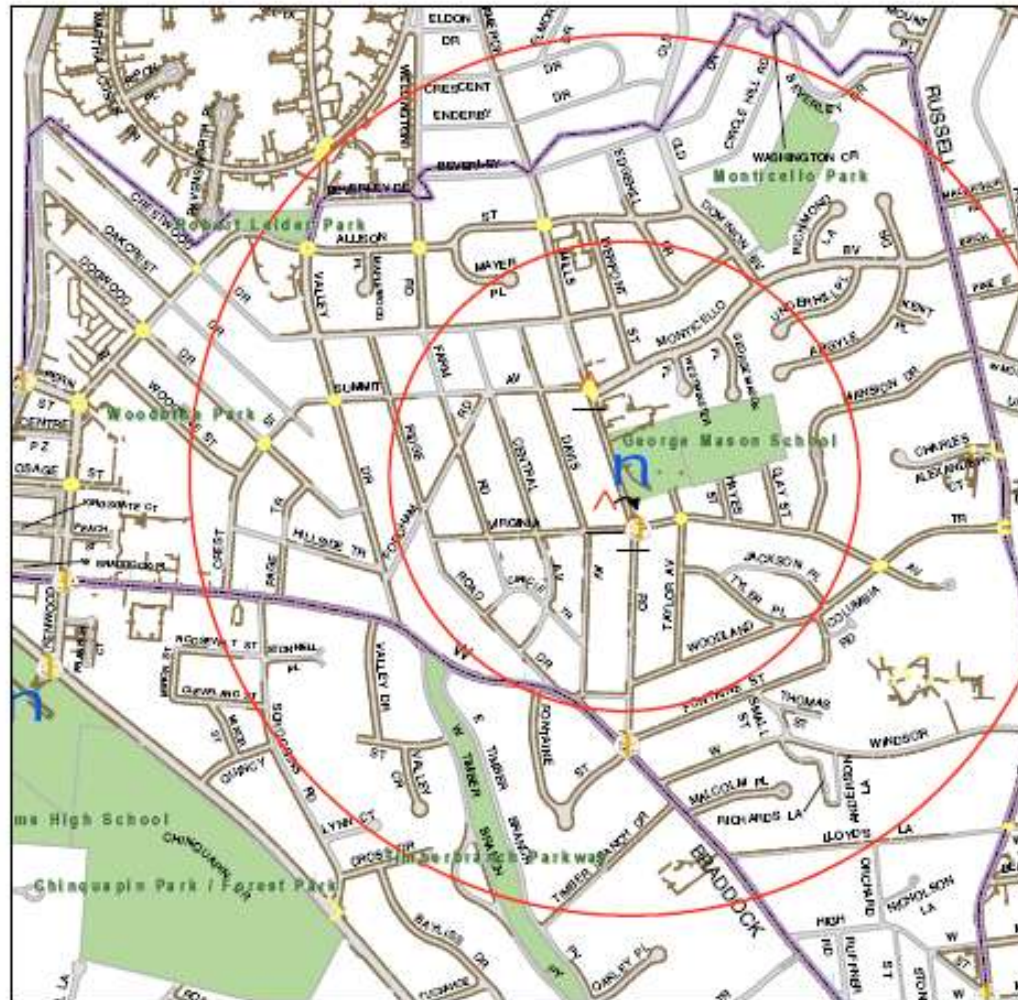
# Success story: “Caught being good”



# 5. Park and walk sites



# 6. Route map promotion



**Walking Map**  
1/4 Mile and 1/2 Mile  
Radii

**George Mason  
Elementary School**  
2601 Cameron Mills Rd

**Legend**

- School
- Traffic Signal
- Crossing Guard
- DASH/MetroBus Stop
- Attendance Boundary
- Marked Crosswalk
- Sidewalk
- Park/School



April 2008

# When it's too far or unsafe

- On-campus options
- Park and walk
- Safe Routes to Bus Stops



# Success story: the “Morning Mile”



Scituate, MA

# SRTS in middle schools

- Make it relevant
- Encourage students to take ownership
- Hold contests with cool prizes



# Success stories: Junior Ambassadors



Alexandria, VA



Chicago, IL

# Types of volunteers

- **Leadership** – event /contest coordinator
- **Direct Service** – information gathering, Walking School Bus leader
- **General Support** – phone calls, mailings/flyers, meeting refreshments

# Sources of volunteers

- Parents
- Students
- Retirees
- Neighbors
- Places of Worship
- Others?



# Encouragement summary

1. Events
2. Walking school buses
3. Individual competition
4. Contests
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# Success stories?

