



Thomas Edison Language Institute Walk / Bike to School Program Guide

Prepared by
WALKSacramento
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Table of Contents

Introduction	3
1. Benefits of Safe Routes to School: Talking Points.....	4
Improves physical and mental health	4
Increases attentiveness and readiness to learn at school	4
Increases safety.....	4
Reduces traffic congestion around schools and improves air quality and respiratory health	5
Provides economical travel options in response to busing cuts.....	5
Responsibility and empowerment for children	5
2. Getting Started.....	6
Get principal support	6
Recruit parents.....	6
3. Safe Kids Greater Sacramento	7
4. Identifying Obstacles to Walking and Biking: Walk Audits	8
Walk Audits	8
Performing a Walk Audit.....	8
5. Encouragement Ideas	9
Walk and Roll to School Day	9
Promotion	9
Securing Donations	9
Getting to School	10
Next Steps	13
6. Education Ideas.....	14
Bike Rodeos.....	14
Organizing a Bike Rodeo	14
Bike Rodeo Stations	15
Bike Clubs.....	16
Video Voice	17
Recess Education	18
In-Class Education	18
7. Resources	19
Local contacts.....	19

Program resources 19

Vendors for prizes and equipment 20

 Prizes 20

 Equipment..... 20

Introduction

Safe Routes to School (SRTS) is a worldwide effort to create safe, easy and fun ways for students to walk and bike to school. Physical activity before school improves behavior and helps students concentrate in class while walking and biking also improves health and cuts down on traffic and pollution from cars.

Here is your *Thomas Edison Language Institute Walk/Bike to School Program Guide*, a step-by-step guide that helps to continue the programs already established by WALKSacramento. This toolkit provides the necessary information to continue the program at your schools through Walk to School Day, bike rodeos, recess education, walking school buses, and bike clubs.

This toolkit provides the necessary information to continue the program at your school through Walk to School Day, bike rodeos, recess education, walking school buses, and bike clubs. This toolkit is an adaptation of WALKSacramento's Sacramento County Safe Routes to School Toolkit prepared for the Sacramento County Department of Transportation (2012), updated to meet the needs of Thomas Edison Language Institute.



**1 STUDENTS AT THOMAS EDISON LANGUAGE INSTITUTE PARTICIPATING IN
WALK TO SCHOOL DAY, OCTOBER 8, 2014**

1. Benefits of Safe Routes to School: Talking Points

The concept of Safe Routes to School is to increase the numbers of children who walk or bike to school by funding projects that remove the barriers that prevent them from doing so. The following is a brief overview of the various benefits of Safe Routes to School projects. These points can serve as basic talking points when introducing SRTS to people or when talking with those who might have concerns about letting children walk or bike to school. Refer to the National Highway Traffic Safety Administration's Safe Routes to School guide for more information on [health, environment, and safety benefits](#).

Improves physical and mental health

According to the Centers for Disease Control, children need at least one hour of moderate activity a day.¹ Regular physical activity for children is associated with improved muscle and cardiovascular fitness, healthy bones and joints, and a decrease in risk for heart disease, high blood pressure, and diabetes later in life. Recent research shows that children who walk or bicycle to school have higher daily levels of physical activity and better cardiovascular fitness than do children who do not actively commute to school.² Children who get regular physical activity also get mental health benefits with improved self-esteem, as well as reductions in anxiety, stress, and depression.³

Increases attentiveness and readiness to learn at school

A simple walk or bicycle ride to and from school can reduce stress reactivity in children during the school day, which means they will be more attentive and ready to learn.⁴

Increases safety

Pedestrian injuries and deaths are the second leading cause of death for 5 to 12 year olds in California, following motor vehicle occupant fatalities.⁵ However, there is a *decline* in the number of child pedestrian and bicycle injuries in areas that implement Safe Routes to School programs.⁶ The Five E's program teaches students the traffic and pedestrian rules of the road through education and enforcement programs.

¹ US Departments of Health and Human Services and Agriculture, "Physical Activity for Everyone," last modified March 30, 2011, accessed September 29, 2011, <http://www.cdc.gov/physicalactivity/everyone/guidelines/children.html>.

² Davison KK, Werder JL, Lawson CT. "Children's active commuting to school: current knowledge and future directions," *Preventing Chronic Disease* 2008;5(3).

³ Tomson LM, Andrew P. Hills NAK, Nuala MB, "Physical activity behavior in children and the measurement of physical activity," *Children, Obesity and Exercise Prevention, Treatment and Management of Childhood and Adolescent Obesity*, Routledge 2007:pp.113–129.

⁴ Lambiase MJ, Barry HM, Roemmich JN. "Effect of a simulated active commute to school on cardiovascular stress reactivity," *Medicine and science in sports and exercise*, 2010;42(8):1609-1616.

⁵ California Department of Public Health, "Health Information and Strategic Planning, Vital Statistics Query System," last modified July 18, 2011, accessed September 29, 2011, <http://www.apps.cdph.ca.gov/vsq/instruct.asp>.

⁶ Orenstein MR, University of California BTSC, California. Dept. of T. *Safe routes to school, safety & mobility analysis report to the California Legislature*. [Sacramento, Calif.]: California Dept. of Transportation; 2007.

Reduces traffic congestion around schools and improves air quality and respiratory health

Most schools have major traffic congestion around the school at drop-off and pick-up times. Walking and biking to school is one way to decrease congestion, as well as improve the air quality around the school. According to California Breathing, asthma rates in our state have increased over the past 10 years.⁷ Air quality is measurably better around schools with more walkers and bicyclists.⁸ Cars are a major source of air pollutants, especially carbon monoxide, particulate matter, ozone, and carbon dioxide (greenhouse gas).

Provides economical travel options in response to busing cuts

In the last few years many school districts have responded to budget shortfalls and deficits by cutting bus routes. Safe Routes to School programs can help identify and create safe alternatives to school buses such as walking school buses and bike trains. A side benefit is that walking and biking to school results in fewer trips to school by car, which saves on gas costs and wear and tear on the car.

Responsibility and empowerment for children

Walking to school develops time and task management: to dress, pack supplies, get organized and start the trip in a timely and organized manner, which are good life skills to start learning as a child.

⁷ California Breathing. The Burden of Asthma in California: A Surveillance Report. 2007, accessed September 29, 2011, <http://www.cdph.ca.gov/programs/ohsep/Documents/asthmaburden.pdf>.

⁸ United States Environmental Protection Agency. Travel and environmental implications of school siting. 2003, accessed September 29, 2001, <http://purl.access.gpo.gov/GPO/LPS77249>.

2. Getting Started

WALKSacramento and Safe Kids California (SKC) established Safe Routes to School programs at Thomas Edison Language Institute in San Juan Unified School District (SJUSD). While this toolkit provides information to sustain these programs, it can also be used to start new programs. The following information will help you start Safe Routes to School programs at other schools in Sacramento County.

Get principal support

Discuss a potential program or project with the school principal. The degree to which a principal will be supportive of your project may depend on factors beyond your control, so don't lose motivation if your principal doesn't share your enthusiasm. If you think there may be some apprehension on the principal's part, set a meeting and come prepared to discuss specific goals of the project, commitment of resources from the school, and liability issues.

If a formal school-endorsed project seems out of reach, consider growing support for your program by talking with the school district. You may also try to get support from parents and neighbors on your way to school and encourage informally walking together. You can still grow SRTS at your school. However, school administration support is required for Safe Routes to School grant funding.

Recruit parents

Parent or guardian involvement is key in building SRTS programs. Some programs start with just one motivated parent. Where can you find parents to help you with your SRTS program? Start by talking to parents who already walk or bike with their children to school and find out if they are interested in working together to get more students walking and biking. You can also approach your parent-teacher association or organization (PTA or PTO). If your school's parent-teacher association is not active, try the school site council. Another great way to meet interested parents is to set up a table or informational session at a school event such as Back-to-School Night or Safety Week. Set up a mingling area for parents, provide coffee, and start chatting.

As you talk to people, remember to ask them if they know anyone else who might be interested. You may consider creating a sign-in sheet, or carrying a business card or small informational handout for people to contact you later. The [International Walk to School Day](#) website has templates available for download that can help you recruit support from parents and your principal.

After you've made contact with people who want to help hold an introductory meeting. Take this time to get to know the group and discuss your vision for a Safe Routes to School program.

Topics to Discuss

How can parents help?

- Create and pass out promotional materials.
- Organize walking school buses, bike trains, drop-off locations, etc.
- Greet or walk with students the day of the event.
- Gather donations.

What do volunteers have access to that you might not?

- Access to a copy machine, meeting spaces.
- Contact information for others who might want to help.

Brainstorm what you will need and ask if anyone has access to anything on the list.

Be creative!

3. Safe Kids Greater Sacramento

Safe Kids Greater Sacramento (<http://www.safekidssacramento.org/who-we-are/membersboard>) has increased its involvement in Safe Routes to School activities over the past two years and should be contacted for assistance with future activities. As your program grows you should consider involving other groups as needed. Neighborhood associations are sometimes interested in SRTS, particularly for the impact on traffic and crime in the area.

The Arden Manor Community Action Group was instrumental in garnering community support for sidewalks along Howe Avenue. Community meetings helped build support for infrastructure projects, and are a way to get the word out about upcoming events, such as Walk and Roll to School Day.

- [Richard Morat](#), Arden Manor Community Action Group, rjmorat@gmail.com

Below is a list of some people you may consider involving:

School	Community	Local Government
• Teachers (physical education or health teachers are a good place to start) • PTA/PTO representative • School nurse • School district transportation director • School improvement team or site council member • Adult school crossing guards • Special Education teacher	• Nearby residents • Neighborhood or community association members • Local businesses • Local pedestrian, bicycle and safety advocates • Groups representing people with disabilities	• Board of supervisors member • Transportation or traffic engineer • Local planner • Public health professional • Public works representative • Law enforcement officer • State or local pedestrian and bicycle coordinator

4. Identifying Obstacles to Walking and Biking: Walk Audits

Walk Audits

Infrastructure and non-infrastructure barriers to walking and biking to school were identified through a walk audit, field observations, and discussions with school staff and parents.

A walk audit was conducted on April 8, 2014. Participants included Thomas Edison Language Institute school officials and parents, Arden Manor Community Action Group members, Arden Manor Recreation and Park District staff, Safe Kids Greater Sacramento Coalition staff, WALKSacramento staff, and a California Highway Patrol officer.

The main barrier to safe walking and biking identified by the walk audit is the lack of pedestrian infrastructure, namely sidewalks.

Performing a Walk Audit

In order to evaluate the quality of the routes available for students to use to get to school, you may consider performing a walk audit. Walk audits study the conditions of a community to identify challenges or opportunities to improve pedestrian safety and comfort.

1. Invite participants. Include local stakeholders, school officials, community members, planners, public works, engineers, public health and safety, parents, students, and elected and appointed officials.
2. Create a map of possible routes to walk on the day of the audit. Include not only the most popular routes, but routes that some students may have to travel despite infrastructure barriers.
3. Gather that day to perform the audit. Provide a brief introduction and decide who will travel on which routes. Take notes and photos on the infrastructure and nature of the community. Consider the following: sidewalks, crossings, traffic, ambience, behavior of motorists, bicyclists, pedestrians.
4. Review the notes everyone made and make a list of necessary changes. Try to prioritize the changes.
5. Write a report of the observations with recommendations for each. Include photos to better illustrate the conditions. Review the final report with the walk audit participants and local planning departments or district facilities department to recommend changes.

5. Encouragement Ideas

Walk and Roll to School Day

Many successful Safe Routes to School programs are launched after a successful Walk to School Day. International Walk to School Day is the first Wednesday in October annually. You can hold your event any time, but participating in International Walk to School Day gives your school a reason for getting involved and sense of belonging to a larger movement. Visit walkbiketoschool.org to register your school.

WALKSacramento hosted successful Walk to School Day events at Thomas Edison Language Institute in fall 2013, spring 2014, fall 2014, and spring 2015.

Think of a Walk to School Day as a celebration. It is easier to organize and build enthusiasm for a single event than an ongoing program.

- **Test the waters.** How much interest in a long-term program did your Walk to School day generate?
- **Dress Rehearsal.** Doing one event before launching a Safe Routes to School program can help you identify what went well and what can be improved. Use this opportunity to work out the kinks.

Promotion

Reach out to parents and volunteers to assist with the promotion, preparation, and execution of the event. There are many ways to get the word out about your event. The tactics to promote Walk to School Day can be used for many other Safe Routes events.

- Letters, emails, and phone calls
 - Ask the principal if you can send a letter to parents home with the students. Also ask if there is any other way the school contacts parents such as by mass emails or phone calls.
- Newsletter and school marquee announcements
 - Write an article or place an announcement about your event in the school newsletter. Advertise the upcoming date on the school's marquee.
- Use existing programs.
 - Does the PTA or a similar group have a newsletter, email list, or phone tree? Ask them if they would be willing to promote Walk to School Day.
 - Enlist your school's after-school program to make posters for the event. Ask your principal if these can be hung up around the school.

Securing Donations

Having snacks and goodies can put the finishing touches on your Walk to School Day, and getting these things free is easier than one might expect—all you have to do is ask! Here are some tips on asking for donations from businesses:

- Prepare a letter formally requesting a donation. Businesses will want a tax exempt identification number, so you will need to ask permission to use that of your school or PTA.
- Identify yourself, offer a brief description of the event you are planning, and describe why you are asking for a donation.

- Be specific about what you are asking for. For example, if you need drinks ask for bottles of water or juice boxes.
- Businesses often prefer giving goods rather than money, so ask for things at places that sell things you will use such as grocery stores and coffee shops.
- After your event, send a thank you card with a picture included to all of your donors.

Getting to School

A Walk to School Day is not just about walking—it is about getting out of the car or bus and having an active journey to school. All forms of human-powered transportation are encouraged—walking, biking, scooters, skates, or even pogo sticks!

Make sure that all students have the opportunity to participate in your event.

- **Bus riders**—Arrange for buses to drop students off a little further from school. Then have volunteers walk with the students the rest of the way.
- **Students who live too far to walk or bike**—Arrange a parent drop-off location away from the school. Schedule a departure time for the group to walk to school from here.

There are many activities that can add interest to the walk to school. Try one or a combination of the following ideas.

- **Walking School Bus** —Students love walking in groups. This “bus” follows a route through the neighborhood, making stops and picking up students along the way. Make a map of your Walking School Bus route and stops to send home with students. Stops can be at intersections, parks, or landmarks. Parents are encouraged to “ride” the Walking School Bus. Consider bringing a wagon for heavy backpacks. Teach students how to be safe walkers as you go.
- **Bike Train** — A bike train is similar to a Walking School Bus. Bikers follow a pre-determined route and pick up other riders as they go. Have a parent in front and another in back to keep the group together.
- **How many miles?** — In the classroom or at a school assembly, estimate how many net miles the students walked. Explain to them how far this is using a location they are familiar with. For example, “Together you walked far enough to get from here to Disneyland!”
- **Greeters** — Have volunteers and staff greet the children as they arrive at school. Make students feel like they have accomplished something and reward them for participation and safe behavior.



When picking a route, answer these four questions:

1. **Do you have room to walk?**
 - a. Are there sidewalks and paths?
 - b. Is there too much traffic?
2. **Is it easy to cross the street?**
3. **Do drivers behave well?**
 - a. Do they yield to walkers?
 - b. Do they speed?
4. **Does the environment feel safe?**
 - a. Are there loose dogs?
 - b. Is there criminal behavior?

Include maps of preferred routes on your flyers so students know the best way to get to school, and where to meet volunteer parents and friends along the way.

Safety is key! Teach students these safety tips⁹ before or on your trip to school.

Pedestrian Safety	
• Walk, don't run, across the street. • Walk facing traffic. • Do not play in driveways, streets, or parking lots. • Stop at the curb before crossing the street. • Do not cross the street alone if you're younger than ten years old.	• Look left, right, and left again before crossing. • Make sure drivers see you before crossing in front of them. Wave at the drivers who stop for you. • Cross at least ten feet in front of a school bus. • Cross at corners, using traffic signals and crosswalks.

⁹ Safe Students USA. 2009. *Bike/Helmet: Protecting Your Family*. Available at usa.safestudents.org/tier3_cd.cfm?content_item_id=304&folder_id=169. Last accessed: 23 July 2009.

Bicycle Safety

Helmets

- It's the law! Minors (under 18) must wear a helmet on streets and public trails.¹⁰
 - Correct fit is essential. Do the "Eyes, Ears and Mouth" check.
1. Eyes: Position the helmet on your head. Look up and you should see the bottom rim of the helmet (one to two fingers above the eyebrows).
 2. Ears: Make sure the straps of the helmet form a "V" under your ears when buckled. The strap should be snug but comfortable.
 3. Mouth: Open your mouth as wide as you can. Do you feel the helmet hug your head? If not, tighten those straps!

Riding Tips

- Ride with traffic, not against it. Ride as far to the right as possible.
- Use appropriate hand signals.
- Respect traffic signals. Stop at all stop signs and red lights.
- Stop and look left, right, and left again before entering a street.
- Look back and yield to traffic coming from behind before turning left at intersections.
- Secure your bike with a lock when you park it.
- If riding in a bike train, listen to the adult leader and always ride behind them.

Make It Fun!

One of the most effective ways to get students walking and biking to school more is it to make them excited about doing it. Don't underestimate the power of prizes to get students excited about walking.

Think about what prizes will also improve the safety of students walking or biking to school. Reflective prizes such as zipper-pulls and slap bracelets are fun to wear, and improve visibility when walking or biking at night. Bike lights are also a great functional prize that kids love to receive. See

¹⁰ California Vehicle Code, Section 21212(a).

Larger prizes can be given away through a drawing. Give raffle tickets to students as they arrive. You might want to consider giving tickets to the parents who walked with their child. Try to make the gifts walk-to-school-oriented such as shoes, helmets, skateboards, or even a bicycle. Another popular prize is restaurant gift cards.

Awarding a class prize can be very effective in getting more students to walk. Because the prize, such as a pizza party, goes to the class with the most participants, students will encourage each other to participate.

Provide refreshments for people as they arrive. Fresh fruit and juice are good choices, and parents will appreciate the availability of coffee.

Remember to take lots of pictures to document the fun you had!

Next Steps

Congratulations on completing your first Walk to School Day! Take a moment to give yourself a hand and acknowledge all the people who were involved. Send thank you letters to your volunteers, donors, and school staff. Now is the time to build on the enthusiasm to make an ongoing Safe Routes to School program.

Have a recap meeting with your volunteers. Express your desire to keep going and ask people what they think. What did they think of the Walk to School Day? What went well and what could be improved upon? How would they like to help on a long-term project? Don't be frustrated with starting slowly. Aim for one Walk to School Day per quarter or per month. The important thing is to sustain the interest of both the volunteers and the students.

Write an article for the school newsletter about the success of Walk to School Day. Include pictures of the students in action, and send a copy to your donors.

In order to continue the momentum built by Walk to School Day, continue a **walking school bus** at your school. Consider starting with a monthly walking school bus, and work your way up to a weekly program.

6. Education Ideas

Bike Rodeos

A bike rodeo is a hands-on exercise using bikes and an obstacle course to teach students the skills they need to safely stop and control their bikes. Bicycle Rodeos are usually for the age group of 4–13 years old. Each rodeo usually begins with a short lecture on bicycle safety.

Organizing a Bike Rodeo

1. Organize a planning committee. Contact local service organizations, parent-teacher clubs, the health department, local bike shops, cycling clubs, your local law enforcement agency, and the media.
2. Make a list of all the tasks that need to be accomplished and turn it into a planning timeline.
3. Choose a date and time for your event. Make sure to hold the event at a convenient location with a flat, hard surface that's easy for bike riding. Choose the site and make sure you get permission to use it.
4. Gather volunteers. For the day of the event, you will need several volunteers. You must have at least one person for each station who is familiar with the purpose of the rodeo and that specific station. Most stations will be difficult to manage without extra help. Some tasks can be handled by last-minute recruits (such as parents), who can assist the instructors or serve as evaluators at each station. This allows each instructor to actively direct the cyclists. These recruits may also help move kids from station to station to avoid long lines.
 - a. Don't forget to seek the involvement of your local law enforcement agency. In the past, police have been invited to inspect or register bicycles at rodeos. With more and more agencies forming units with police on bicycles, you may find them an increasingly valuable resource. A police cyclist who has participated in a police cyclist training course is a highly skilled cyclist, and someone you can look to for first-hand information on cycling skills.
 - b. A bike mechanic is an asset to have at the inspection station. Sometimes local bike shops or your local bike club will provide a person with some tools and cycling expertise.
5. Check with your local bike shops and health departments for helmets. They are generally aware of special programs that could be set up to offer helmets for very reasonable prices.
6. Plan and design the course and train volunteers for each station.

Bike Rodeo Stations

Here are examples of possible stations for your bike rodeo.

1. *Helmet Check/Fitting*: Provide a helmet to all students with a bike, skateboard, or scooter that do not have one. Check and fit helmets to all students that brought their own. If helmets are unsafe they will receive a new one.
2. *Helmet Decorating*: Provide reflective stickers to students to decorate their helmets. This will be fun for them, and make riding at night safer. Be sure to explain why it is important to wear bright and reflective clothing and gear!
3. *Bike Check*: Contact a local bike shop to attend and perform light bike maintenance. If it can't be fixed, students with unsafe bikes, scooters, or skateboards should not ride the bike drills.
4. *Bike Drills*: Coordinate a League of American Bicyclists League Certified Instructor to perform bike drills. These could include but are not limited to the following:
 - a. *Start and stop*: Student rides to a halfway point, stops successfully, then starts again
 - b. *Ride straight*: Student rides through the tennis balls balanced and confidently
 - c. *Avoidance weave*: Student weaves left and right to ride in order to ride through the middle of the tennis balls
 - d. *Scan and shout*: Student rides through tennis balls and looks over shoulder. Instructor raises one, two, or no arms. Student yells 1, 2, or none.
 - e. *Signaling*: Student rides through tennis balls and instructor raise arm to the left or right. Student mirrors instructor to signal and ride balanced at the same time
 - f. *Slow speed*: Practice riding slowly and balancing.
 - g. *Small Turning Radius*: Ride in a small figure 8.
5. *Bike Safety Paint and Coloring Sheets*: This activity is great for students that want to participate but did not bring a bike. Teach students important walk and bike safety tips, and have them color in pictures that illustrate the need to wear bright clothing or a specific skill.



Bike Clubs

Bike club members learn safe riding skills, basic bike maintenance, and have the chance to build their confidence as cyclists through group rides. Bike clubs can meet during or after school with bike rides usually taking place off campus and outside school hours. Members go on rides through their neighborhoods, expanding their view of the community while getting the exercise they need in order to be healthy students.



1. Identify a bike club coach. Hire a League of American Bicyclist Certified Instructor or provide curriculum for the coach.
2. Advertise bike club meeting dates and times.
3. Hold club meetings where students learn bicycling curriculum.
4. Have students sign district and school waivers of liability to ride on and off campus.
5. Fundraise to purchase supplies and fund group rides or get a local organization to sponsor bike club or group rides.
6. Plan and organize group rides. Take photos. Have fun!

Video Voice

In Spring 2014, WALKSacramento hosted a Video Voice project for the Thomas Edison Leadership team with teacher, Hillary Hartwell and Communication Specialist for the San Juan Unified School District, Daniel Thigpen. In a Video Voice, students discuss their community's strengths or weaknesses through film. Thomas Edison's project highlighted student concerns related to the built environment around the school.

Students participated in National Bike to School Day on May 7 and used the opportunity to film their classmates as they commuted to school. They noted the infrastructure barriers to safe walking and biking on Hurley Way and offered insight into some of the changes that could make the streets safer for walking and biking. Examples include posting signage that alerts motorists that they are entering a school zone and adding sidewalks to protect pedestrians from bicycle and vehicle traffic. The video voice project can be viewed here: <http://vimeo.com/99355701>.



THOMAS EDISON STUDENTS PARTICIPATE IN THE VIDEO VOICE PROJECT

Recess Education

In addition to bike rodeos, pedestrian and bicycle education can be a great way to reach the attention of students.

If you are unable to use class time to teach students traffic safety, consider using time during physical education or resource. During recess, WALKSacramento staff incorporates the lessons of the aforementioned curriculum into fun games, such as “red light green light.” The students enjoyed participating and received fun prizes such as reflective slap bracelets following the lesson or game.

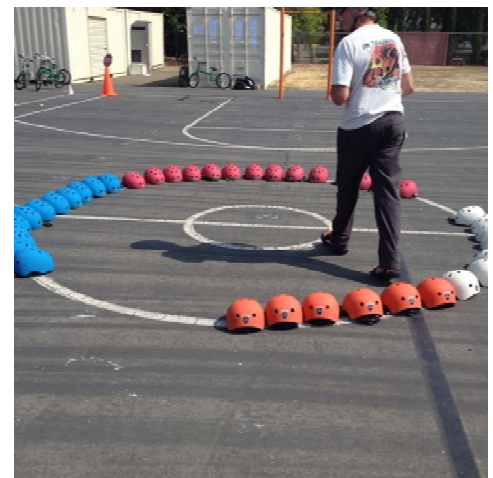


WALKSacramento uses a variety of curriculums when providing pedestrian and bicycle safety education to students. One resource is the [National Highway Traffic Safety Administration Child Safety Pedestrian Curriculum](#). Another great resource is the [Safe Routes Partnership Traffic Safety Training](#) which includes best practices from around the country.

Assemblies work best to reach a wide audience quickly, with lots of visuals and focus on a single-topic. Consider whether you have the resources available to provide continuing education such as in-class bike skills training.

In-Class Education

In-class bicycle and pedestrian safety education can take many forms. San Juan Unified School District staff delivered educational trainings during class time to present both bicycle and pedestrian education. Safe Routes to School Coordinator, Dan Allison, brought the SJUSD bicycle and helmet fleet for students to learn skills drills and safety messaging. Students in 4th and 5th grades were able to participate in on-bicycle education. Students in other grades participated in crosswalk education both in the classroom and in the parking lot crosswalk. These efforts may be continued with assistance from Dan Allison, (dan.allison@sanjuan.edu).



7. Resources

Local contacts

The following list includes partnerships developed through the Safe Kids California Amador Partners.

Clarissa Alva, Parent Liaison, (916) 712-7646

Dan Allison, SJUSD Safe Routes to School Coordinator, dan.allison@sanjuan.edu

Richard Morat, Arden Manor Community Action Group, rjmorat@gmail.com

Arden Manor Recreation and Parks District, info@amrpd.org

Jennifer Rubin, Safe Kids Greater Sacramento Coalition Coordinator, Jennifer.Rubin@dignityhealth.org

Katie Smith, Safe Kids California, KSmith@thecapcenter.org

Emily Alice Gerhart, WALKSacramento, egerhart@walksacramento.org

Ronald Barnes, Spare the Air Scooter mascot for the Sacramento Metropolitan Air Quality Management District, rbarnes@prosiopr.com

Program resources

Bike/Pedestrian Safety Videos/lesson plans:

<http://www.ncdot.gov/bikeped/safetyeducation/letsgonc/default.html>

Global Road Safety Campaign: <http://www.savekidslives2015.org/>

Helmet Fit video: <https://www.youtube.com/watch?v=0X5kTleXgDQ>

Bicycle Safer Journey animated videos: <http://www.pedbikeinfo.org/bicyclesaferjourney/>

Pedestrian Safer Journey animated videos: http://www.pedbikeinfo.org/pedsaferjourney/el_en.html

Vendors for prizes and equipment

Prizes

Company	Website	Products Ordered
I'm Safe-Child Safety Solutions Inc.	www.imsafe.com	Walk n' Roll bookmarks, WALK this way Stickers, Brain Erasers, Bicycle safety tattoos
The Ink Spot	http://www.ink-spot.com	Made in USA, neon smiley face eraser pencils with safety messages
The Reflectory	http://www.saferoutesreflectors.com/product/875-145505800	Sneaker shape zipper tags
Capitol City Promotions	www.capcitypromo.com	Slap bracelets, zipper pulls, other reflective items
Fiks Reflective	www.ridewithfiks.com	Reflective bike and helmet stickers
Fun Reflector	www.funreflector.com	Reflective stickers and decals
Po Campo	www.pocampo.com	Customizable reflective pins
Seward Street Studio	www.etsy.com/shop/SewardStreetStudios	Reflective stickers and decals
Tattly	wholesale@tattly.com	Temporary bicycle tattoos
True Color Litho	www.truecolorlitho.com	Reflective slap bracelets
Promo World	Call Keith Shaw (216) 650-2100	Rear blinking red light, reflectors, reflective wrist bands, reflective leg pant bands

Equipment

Company	Website	Products Ordered
Amazon	http://www.amazon.com/Ameri-Viz-avSSCE18-Stop-Lightweight-Paddle/dp/B0043FWJ9S	Handheld stop sign
Ikea	http://www.ikea.com/us/en/catalog/products/50200916/	Child's safety vest
Home Depot	http://www.homedepot.com/b/Tools-Hardware-Workwear-Safety-Gear-Equipment-Safety-Gear-Safety-Vests/N-5yc1vZc29h	Adult safety vest
Stencil Ease	www.stencilease.com	Stencils, custom stencils for walking school buses

Target	http://www.target.com/p/franklin-mls-flexi-cones-4-ct/-/A-12859891	Orange traffic cones (used for bike drills)
AAA Safety Patrol	Contact Emma Olenberger, emma olenberger@goaaa.com	School safety patrol supplies
Helmets R Us	http://www.helmetsrus.net/nonprofit/product_info.php?products_id=113	Children's bicycle helmets