

# Active School Travel Encouragement Ideas & Parent Newsletter Supporting Messaging

This resource was designed to support schools in hosting & promoting equitable active travel education & encouragement activities. Use it to inform families on key seasonal safety reminders while brainstorming lessons ideas & events to promote active travel at your school.

Find the full list of Ready Step Roll resources for school communities at [www.crd.bc.ca/ready](http://www.crd.bc.ca/ready)

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	Summer
Active Travel Safety Theme	Back to School Brakes	Walk & Wheel to School Week	Brights & Lights	Conquering Challenging Conditions	Action Against Distraction	Crossing Guard Appreciation Month	Plan Prepare & Practice	Active Travel April	GoByBike Week	Plan Prepare & Practice
Target Audience	Parents Motorists	Parents Students	Parents Students	Parents Students	Parents Students Motorists	Parents Students Motorists	Parents Students	Parents Students Motorists	Parents Students Motorists	Parents Students
Campaign Strategies Ideas & Messages	<p><b>Parent Messaging:</b></p> <p>Don't forget your Back to School Brakes! Slow down in our school zone and be sure to shoulder check before turning &amp; opening car doors around our school.</p> <p><b>Motorist Awareness:</b></p> <p>Contact <a href="http://www.crd.bc.ca/ready">ICBC or CRD Regional Planning</a> to request lawn stake signs for your school zone to remind drivers to slow down.</p>	<p><b>Parent Messaging:</b></p> <p>Suggested messaging is included annually in the <a href="#">CRD Walk &amp; Wheel to School Week Guidebook</a>.</p> <p><b>Student Encouragement:</b></p> <p>This campaign supplies tools &amp; incentives to encourage active travel in addition to suggestions to support student education &amp; encouragement in the <a href="#">CRD Walk &amp; Wheel to School Week Guidebook</a>.</p>	<p><b>Parent Messaging:</b></p> <p>It's a bright idea to carry a light! If your student is walking &amp; wheeling to school, it can be hard for others to see them in the dark. Wear bright, reflective clothing or carry a light for safety. Be seen, Be safe!</p> <p><b>Student Encouragement:</b></p> <p>Be seen, Be Safe! Consider hosting a spirit day where students wear their brightest/neon clothing to raise awareness about being seen on dark roads.</p>	<p><b>Parent Messaging:</b></p> <p>Your family can Walk and Wheel all winter long with the right gear, clothes &amp; knowledge. Talk to your child about street hazards caused by ice &amp; snow &amp; make sure they dress right for the weather.</p> <p><b>Student Encouragement:</b></p> <p>Teach students to "Walk like a penguin over ice" to avoid slipping Play "Red light, Green light", to encourage students to practice walking with a waddle.</p>	<p><b>Parent Messaging:</b></p> <p>New year, new gadget? The same rules still apply. In BC, distracted driving causes more fatalities than impaired driving. Keep everyone safe by keeping your phone in it's place.</p> <p><b>Student Encouragement:</b></p> <p>Teach students about the dangers of distracted travel. Make a small classroom obstacle course for students to <i>Wa d'YH</i> while focused and again while typing equations into a calculator.</p>	<p><b>Parent Messaging:</b></p> <p>Crossings can be the biggest barrier for walkers &amp; wheelers. Luckily, our school's Crossing Guard, [NAME], helps everyone cross the road -- rain or shine! February is Crossing Guard Appreciation Month so be sure to give a shout out to [NAME at GUARD'S LOCATION] to say thanks for all that they do!</p> <p><b>Student Encouragement:</b></p> <p>Teach students tips to safely cross roads without a crossing guard. Have students sign a card to show their thanks!</p>	<p><b>Parent Messaging:</b></p> <p>Are you using your best route? Plan, Prepare &amp; Practice walking &amp; wheeling to school by completing the <i>Plan Your Route to School</i> activity with your child.</p> <p><b>Student Encouragement:</b></p> <p>Teach students to route plan using the <i>Plan Your Route to School</i> activity to travel as a destination. Have class to a local students check they're prepared with the right gear &amp; practice good habits on the trails/roads!</p>	<p>Host fun school activities all month long or kick start a new initiative to support families with walking and wheeling to and from school.</p> <p><b>Ideas may include:</b></p> <ul style="list-style-type: none"> <li>✓ School Streets</li> <li>✓ Walking School Buses</li> <li>✓ Biking School Buses</li> <li>✓ Celebration Stations</li> <li>✓ Classroom Walks</li> <li>✓ Outdoor Art Class: Walk and wheel to a local park &amp; have students draw their surroundings.</li> </ul> <p>Find more ideas at <a href="http://www.crd.bc.ca/ready">www.crd.bc.ca/ready</a></p>	<p><b>Parent/Student Messaging:</b></p> <p>Bc'a UHYfk \YfY' nci [cZ; c6n6]_Y'' H\j'a cbhZ ; c6n6]_Y'k YY_]g [YH]b[ i'gci h]XY' UbX'VUM'cb'hY' gJXX'Y''K \YH.Yf' nci f]f]XY'hc' gWcc'Z'Zcf' YffUbXg'cf' ↑ ghZcf' Z b'Y] YfncbY'Jg' ]bj ]HX'hc' dUfH]VdUH''</p> <p>HcghZ]YbX'm Wca dYH]hcbg YVYk YYb'HYUWYfgZ VUg]HYUa g'cf' UbcaYf'gWcc''</p> <p>Learn more at: <a href="http://www.GoByBike.ca">www.GoByBike.ca</a></p>	<p><b>Parent/Student Messaging:</b></p> <p>After a year of growth and learning, you may be surprised with how independent your child can be with the right support!</p> <p>Take advantage of quieter school streets and try to plan, prepare and practice walking and wheeling to school with your child, to create a new routine for next September.</p> <p>Use the <i>Plan your Route to School activity</i> or Google maps to help with route planning in your local area.</p>
Find full resource kits at:	<a href="http://www.crd.bc.ca/ready">www.crd.bc.ca/ready</a>									
See "Resources for School Communities"										