

WALK & WHEEL SCHOOL WEEK

October 1-5, 2018

Supported by:



Guidebook



Welcome!

Thank you for participating in CRD Walk & Wheel to School Week 2018!

About the Campaign

Walk & Wheel to School Week is a kick-start campaign to encourage year-round active school travel at your school. In the capital region, almost half of all students are driven to school (CRD Origin Destination Study, 2017). Many trips to school are less than 3km or some even less than 500m! The campaign is designed to provide the foundation for sustained behaviour change. This guidebook provides information, tools and resources to help make 2018 Walk and Wheel to School Week a success at your school.

Walk & Wheel to School Week is offered with support from Island Health and the CRD Traffic Safety Commission.

For more information, please visit www.crd.bc.ca/walkwheel

Questions? Please contact Katie Pearson at kpearson@crd.b.c.ca 250.360.3039

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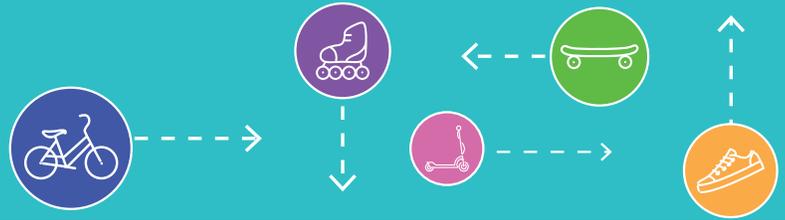
- What do we receive?
- How to Participate
- Active Travel Incentives
- Newsletter Content
- Letter to Parents/Guardians
- Social Media Tweets & Posts
- Announcements
- Travel Trivia
- Resources

What do we receive?

Your kits includes:

- Guidebook
- Promotional Posters
- Trip Tracking Poster
- Trip Tracking Stickers
 - shoe (for walking trips)
 - wheel (for bussing, biking, scooting, skating etc.)
- Active Travel Tools and Incentives
 - reflective zipper-pulls
 - bandanas
 - "I love clean air" frisbee

WALK & WHEEL 2 SCHOOL WEEK October 1-5



How to Participate

Before (in September)

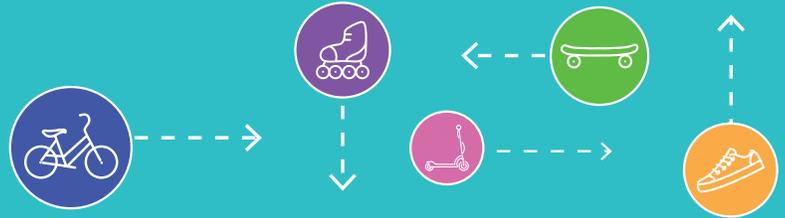
1. Make a plan to celebrate and encourage participation.
 - How will you use the active travel tools and incentives (reflective zipper-pulls, bandanas)? For ideas, see page 3.
 - Will you host an event?
2. Promote that your school is participating.

Calendar of Activities Sample

Drive to Five Monday	Two (or 4) Wheeled Tuesday	Walk on Wednesday	Transit Thursday	Freedom Friday
Encourage families to “Drive to Five” to reduce congestion before and after school.	A bike train groups of children roll together to school guided by an adult.	A walking school bus, groups of children walk together guided by an adult.	Make active transportation even more fun. Play games on your trip to school.	Provide Walk & Wheel Punch Cards to keep the good times rolling.
<ul style="list-style-type: none"> • Identify safe location(s) within a 5 minute walk to school • Parents/guardians can accompany or drop-off children to walk with others to school • Send home maps and info-sheets • Contact CRD for parking signage to post a 5 minute walk from school • Bonus- offer coffee or coffee cards to thank adults for empowering students to use active transportation. 	<ul style="list-style-type: none"> • Pick a safe and comfortable route to wheel to school • Identify stops and pick-up times • Advertise days that volunteers will be biking 	<ul style="list-style-type: none"> • Pick a safe and comfortable route to walk to school • Identify stops and pick-up times • Advertise days that volunteers will be walking • For more information, visit walkingschoolbus.org 	<ul style="list-style-type: none"> • I Spy – how many things can students find on their trip to school? • Spot It - Pick the item before you leave home (e.g. fire hydrant), see it first, yell it out to win a point (e.g. be the first to yell “hydrant” when you see a fire hydrant). Highest score when you arrive at school wins. 	<ul style="list-style-type: none"> • Provide a punch card to students • Hole punch the card for each trip (all or part way) students use active transportation • Offer prizes or draws after 10 trips.

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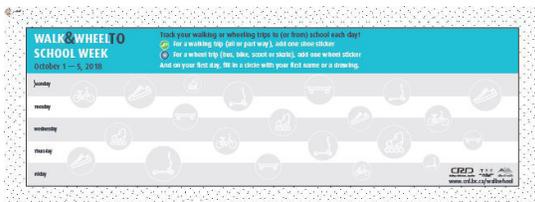


How to Participate continued...

During Walk and Wheel to School Week (October 1-5)

1. Celebrate and encourage active and safe routes to school.
2. Hang your Trip Tracking Poster in a high-traffic area

Tip: put it on a rolling board and bring it outside to make it visible to kids and parents in the morning.



3. On the border of the trip tracking poster, participating students write their name or draw a picture the first day they walk or wheel.



4. Each day, hand-out trip tracking stickers to students (1/person/trip) for active trips (all or part way*) to or from school. *Note: trip tracking stickers are divided into 25% wheels & 75% shoes.*



give a shoe sticker for a walking trip



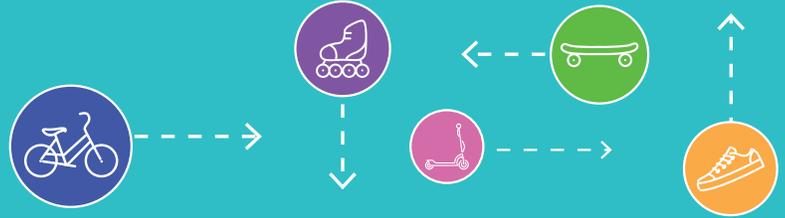
give a wheel sticker for a wheeling (bus, bike, scoot or skate) trip

3. Students add their stickers to the trip tracking poster.



*Note: Trips must be active for **at least 1 block** (to the bus stop, from a parked vehicle).

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After (October - November)

To be eligible for school grand prizes:

1. Send a picture of your Trip Tracking Poster and tallied active trips to kpearson@crd.bc.ca by **October 19**.



School Prizes

Curious to know what your school could win for participating in Walk & Wheel to School Week?

Visit www.crd.bc.ca/walkwheel

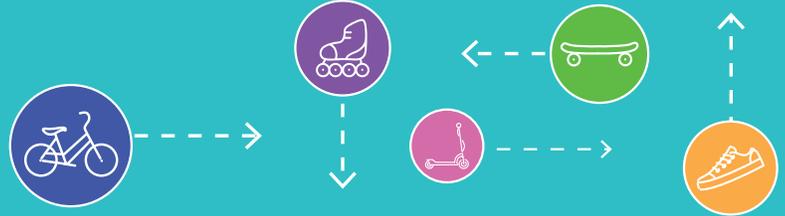
2. Registration opens November 2018 for Walk and Wheel to School Week 2019.

Active Travel Incentives

Use bandanas, reflective zipper-pulls and other active travel tools and incentives to celebrate and encourage participation. How? We'll leave the details to you, but here are some ideas:

- participation prizes
- gift for helpers
- for volunteers to stand out at events

WALK & WHEEL 2 SCHOOL WEEK October 1-5



Newsletter (sample)

Our school is participating in the 2018 Walk & Wheel to School Week from October 1-5.

We will be celebrating active travel all week!

Students who walk or wheel (bus, bike, scoot or skate) all or part way to/from school, will get a sticker to put on our school trip tracking poster. At the end of the week, we will send a picture of our poster to the Capital Regional District (CRD) to show off our active travelling and a chance to win prizes.

Here are some ways you can get involved:

- Participate in a walking school bus or bike train
- If driving, 'Drive to Five' - look for a convenient parking location with a safe 5 minute walking route to the school (it's good exercise and helps reduce traffic congestion)
- Help us promote walking and wheeling through social media #CRDWalkWheel

For more information about the campaign visit www.crd.bc.ca/walkwheel

 **Did you know?**

66% of students live within **3km** of their school

Of students who live within **500m** of their school **26%** are driven



*Statistics based off 2016 Active & Safe Routes to School take-home surveys

Increasing walking & cycling to school

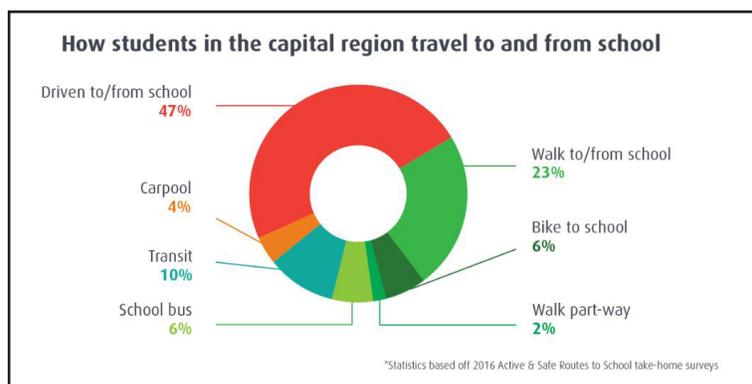
Parents reported that they would let their child walk or bike to school if...

there are safer routes to school 

their child is not alone 

Active & Safe Routes to School works with partners to identify infrastructure improvements and facilitate programming options to help alleviate parents' concerns

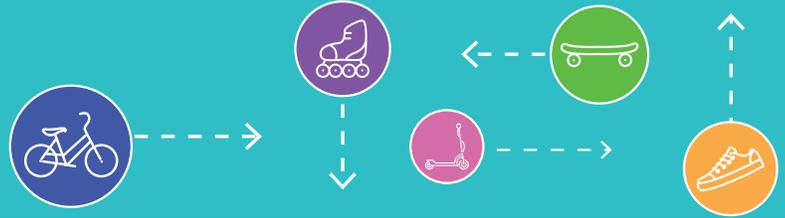
*Statistics based off 2016 Active & Safe Routes to School take-home surveys



[Infographics available to download at www.crd.bc.ca/walkwheel]

WALK & WHEEL SCHOOL WEEK

October 1-5



Letter to Parents/Guardians (sample)

Dear Parents/Guardians,

Our school is participating in Walk & Wheel to School Week from October 1-5, 2018 to celebrate and promote active travel.

This campaign is open to schools across the capital region to encourage and motivate students and their families to walk or wheel (bike, rollerblade, scooter or skateboard) to school, hosted by the Capital Regional District (CRD) and supported by Island Health and the CRD Traffic Safety Commission.

Each day a student walks or wheels (bus, bike, skate or scoot) all or part way to school, they will receive a sticker to put on our school trip-tracking poster. At the end of the week we will send a picture of our poster to the CRD to share our active traveling habits. The school will also have a chance to win prizes.

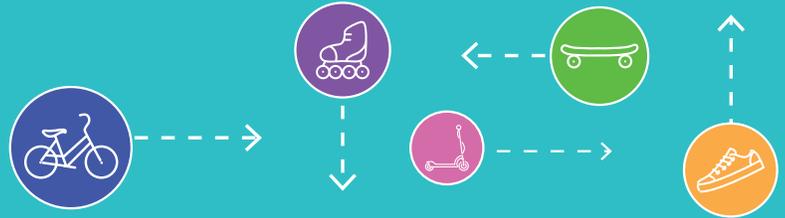
For more information about the program, please visit www.crd.bc.ca/walkwheel

Sincerely,

Supported by:



WALK & WHEEL 2 SCHOOL WEEK October 1-5



Social Media (sample)



September - Week 4

Next week is #CRDWalkWheel week! Walk, bike, bus, scoot or skate all or part way to school to get your sticker for the trip tracking poster.

Don't forget next week is #CRDWalkWheel week!

Did you know that 66% of students in the capital region live within 3km of their school? #CRDWalkWheel [\[Infographic\]](#)

Which active mode of transportation do you think students in the capital region use most? [\[infographic\]](#)

Did you know? Encouraging students to walk and wheel is not only good for their physical health but can improve academic achievement, attention in the classroom and reduces depression, anxiety and levels of stress. [Facebook only]

October 1-5

Walk & Wheel to School Week

- Walkers and Wheelers- come by our #CRDWalkWheel celebration station this morning to pick up your sticker.
- Will you 'Drive to 5' tomorrow morning? Come pick up a free coffee from our #CRDWalkWheel celebration station.
- Are you joining the walking bus or bike train? Check out the stops and schedule. It's all part of #CRDWalkWheel
- In the capital region, almost half of all students are driven to school (CRD Origin Destination Study 2017). What better time to shift behaviour and encourage walking, biking, blading, scooting and skating to school #CRDWalkWheel. [Facebook Only]

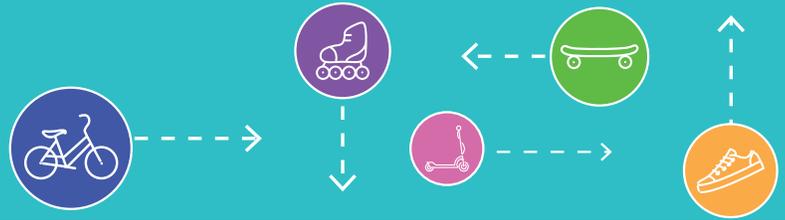
October - Week 2

Thanks to everyone who participated in #CRDWalkWheel

Way to go active travelers! Our school had ## active trips this week! Look at all those stickers on our #CRDWalkWheel trip tracking poster!

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Announcements (sample)



September - Week 4

Don't forget next week is Walk & Wheel to School Week! If you walk, bike, bus, skate or scooter all or part way to school make sure to pick up your sticker to add to our Trip Tracking poster.

October 1st - 5th Walk and Wheel to School Week

Walk and Wheel to School Week

It's finally here! Walk & Wheel to School Week. If you walked, biked, bussed, skated or scooted all or part way to school this morning be sure pick up your trip tracking sticker add it to our Trip Tracking poster _____ (location).

October - Week 2

Thanks to everyone who participated in Walk & Wheel to School week. We will be taking a picture of our poster to show off our active and healthy lifestyles.

We have tallied all our walking and wheeling trips. Can you guess...

- how many walking trips we took?
- how many wheeling trips we took?

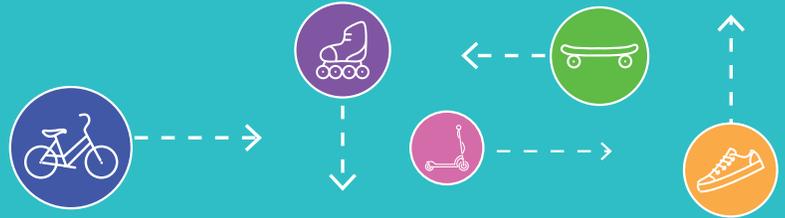
Travel Trivia

- What is our community's greatest source of greenhouse gas (GHG) emissions in the capital region? Transportation, Waste or Buildings (*Answer: Transportation more than 50%*)
- What percentage of students in the capital region live within 3km of their school? 33%, 66% or 88% (*Answer: 66%*)
- Which active mode of transportation do you think students in the capital region use most? Walking, Biking or Bussing (*Answer: Walking*)
- How many steps per day are recommended for kids? 12-15,000 (*Answer: 12-15,000*)
- True or False? Can active travel improve academic achievement, attention in the classroom and reduce depression, anxiety and levels of stress. (*Answer: True*)



WALK & WHEEL SCHOOL WEEK

October 1-5



Resources

CRD Resources

- [Climate Action To-Go Kit](#) borrow a kit from your local library, with resources and activities for you to tune up a bike or track steps while learning about local active transportation routes.
www.crd.bc.ca/actionkit
- [CRD Watershed Warden badge, videos and lesson plans](#). Did you know active travel also protects our watersheds? Celebrate and reward elementary school-aged kids who are helping to protect our local watersheds with a free CRD Watershed Warden badge. Learn more about watershed stewardship with local videos and lesson plans.
www.crd.bc.ca/watersheds
- [CRD Environmental Education Resources](#) follow links for teachers or students to videos, colouring pages, lesson plans and more. www.crd.bc.ca/teacher or www.crd.bc.ca/students
- [Climate Projections for the Capital Region](#). Learn about anticipated changes in precipitation and temperature in the capital region. www.crd.bc.ca/data

Island Health Resources

- [Healthy Schools Initiative](#)
See Island Health's active travel school newsletter inserts
- [Healthy Built Environment](#)
- [Tobacco-Free Schools](#)
- [Way2Go active travel to school video and toolkit for schools](#)

Additional Resources

- [24 Hour Movement Guidelines](#)
ParticipACTION
- [Report Card: The Brain + Body Equation](#)
ParticipACTION
- ["Active Living, Children & Youth: what the evidence is saying?"](#)
The Canadian Institute of Planners
- ["Shaping Active, Healthy Communities"](#)
The Heart and Stroke Foundation
- [Plan H - Active Transportation](#)
BC Healthy Communities Society & Province of BC