

G R E A T I D E A S
TO 'MIX & MATCH'
FOR WALK TO SCHOOL WEEK EVENTS



1. Use school newsletters to publicize event activities to parents.
2. Have the students help plan the event.
3. Invite community leaders to lead a “walking school bus” along a route. Remember to invite the media, too.
4. Have children decorate the shoes they will wear on Walk to School Day.
5. Let children tour an ambulance or fire truck once they arrive at school.
6. Ask walkers to meet ~ 1/2 mile from school for breakfast prior to the walk. Distribute checklists, posters, balloons, etc.
7. Have students make nutritious snacks after the walk.
8. Purchase disposable cameras so children can photograph the school route from their point of view.
9. Give walkers a Walkability Checklist to complete. Use checklists to identify locations where improvements are most needed.
10. Invite the fire, police and health departments to put on a health and safety fair for students.
11. Ask PTA members to coordinate classroom activities before, during or after the walk.
12. Invite your local newspaper to write a feature story prior to the event.
13. Ask the mayor and school board to sign an official Walk to School Day proclamation.
14. Hold an entire week of pedestrian safety and health events associated with walking.
15. Provide a shuttle service to take parents back to the starting location.
16. Ask the city council to encourage for city staff to join a walk, e.g., count the walk as work time.
17. Ask employers to give staff time off to put up posters and/or escort children along a route.
18. Ask traffic officers to conduct safety events prior to the day, e.g., traffic safety rodeos or special enforcement, such as “crosswalk stings” to improve driver awareness.
19. Ask a restaurant to provide beverages and be the gathering place for a “walking school” bus.
20. Invite McGruff the crime dog and other mascots (e.g., from sports teams) to participate.
21. Schedule a parade during lunchtime, or hold a "walk your kids home from school" event.
22. Ask public works department staff to walk routes before the event, and suggest how event activities could support a grant application for Caltrans' Safe Routes to School grants.
23. Give walkers a mapping exercise or community questionnaire, to spark an educational discussion.
24. Invite local community groups to “adopt” a series of intersections or blocks - places where music, banners, snacks and friendly faces greet the walkers.
25. Hold a poster contest. Invite students, dignitaries, or business clubs to select winning designs to post around school, on city buses, in local businesses, or to carry on Walk to School Day.
26. Hold a pep rally before the walk.
27. Invite teachers, school administrators and staff to walk.
28. Have community leaders greet children and pass out stickers as they arrive at school.
29. Hang banners promoting the event at school, along the walking route and throughout the community.
30. Incorporate bus safety, booster seats, ride sharing or bike safety into the event.
31. Hold a puppet show before or after the walk.
32. Invite students or adults to play music before, after or during the walk.
33. Send home flyers and walkability checklists to prepare families for the walk.
34. Carry colorful balloons during the walk.

Learn more about Walk to School Week at www.cawalktoschool.com or call 1-888-393-0353.

