



TIMELINE FOR EVENT COORDINATORS

Start early, and follow these steps for a successful Walk to School Month.

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March – June

Determine which school(s) to involve

- Schools you or your children attend...of course!
- Schools where children walk regularly, but are exposed daily to serious safety hazards.
- Schools where many children could walk in 15-20 minutes, but don't because of traffic or other safety hazards.
- Schools where the local Public Works Dept. or School District/School will be applying for a Safe Routes to School grant from Caltrans.
- Schools with a traffic safety committee, teacher, or community leader who will be the event 'champion.'
- Schools in neighborhoods where elected officials live (perhaps those up for election in November).
CA Walk to School Headquarters can tell you which schools have held events before and who to contact.

Find out who wants to participate in event planning

- Get contacts from previous Walk to School event coordinators from your school or schools in your community.
- With permission, recruit school volunteers with a notice in staff mailboxes, school and PTA newsletters.
- To recruit community volunteers, contact police, sheriff or CHP, public health department, high school student groups, environmental organizations, neighborhood associations and your local officials.

Get Walk to School Month on the school's calendar

- Meet with the principal before June; early contact is key to cooperation.
- Have a contact at the school who is easy to reach by phone (i.e. admin. or the principal's secretary).
- If October poses a conflict, find another month to schedule activities.

Register your events

- Register on-line at our website: www.caactivecommunities.org, or call us, toll-free: 1-888-393-0353.

June – August

Develop the specifics of your event/activities

- Hold a meeting to bring together stakeholders and organize volunteers.
- Contact local businesses and service clubs to underwrite healthy snacks, printing of the walkability checklists and other flyers, posters, prizes, etc.
- Order give-away incentive items for the event/activities.
- Request a Walk to School Month proclamation or resolution from local government and school board officials.
- Recruit escorts and other support from community leaders (i.e. mayor, local elected officials, school superintendents, etc.) and community groups (i.e., walking or bicycling groups).

September

- Ask the school for time to make classroom presentations, permission to distribute informational take-home packets to the students, to put a notice in the school newsletter, or hold an assembly/traffic safety faire, etc.
- Assist teachers and students who are conducting classroom activities related to the event.
- Put up posters at the schools and in the community.

The Week Before

- Assist teachers and students who are conducting classroom activities related to the event.
- Contact media to request feature story and event coverage.
- Be sure daily announcements are made at school.
- Send the "Walkability Checklist" home to the parents.

During Walk Month

- Be a role model ... walk and have fun!

CA Walk to School Headquarters
www.caactivecommunities.org
Toll-free: 1-888-393-0353

