



# Walk/Bike to School Event Planner

Walking and biking to school is a great way to promote a healthy, active lifestyle. Students learn responsibility, good decision making, community awareness and traffic safety, while reducing traffic and pollution at your school.

**5 Steps to Success: Follow these simple steps to make your walk/bike to school event a success:**

## Step 1

**PICK YOUR DATE / SEEK SUPPORT** Your event can be whenever it best fits with your school's schedule. Be sure to seek your principal's permission and input. Also, notify your local leaders and police department for support and suggestions. *Hint: If distance is an issue, suggest parents meet at a convenient location, at least five blocks from school.*

## Step 2

**RECRUIT VOLUNTEERS** Volunteers help build support and encourage students, distribute fliers and greet students on the big day. If you're handing out incentives, be sure someone is assigned to that task so you'll be free to organize and walk or bike with the students. *Hint: Getting volunteers involved also helps build sustainability.*

## Step 3

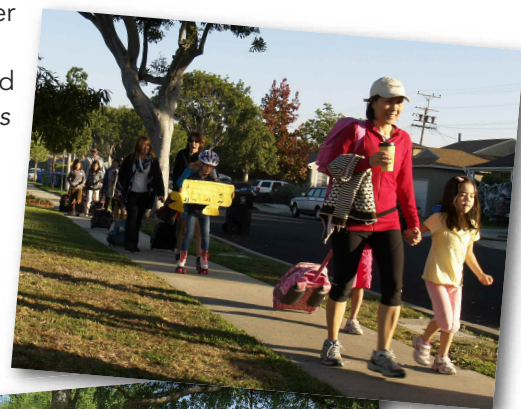
**PROMOTE YOUR EVENT** Start with inviting students and parents to participate. Fliers, posters, banners, school newsletters, and intercom announcements are all good places to promote. Remember to take advantage of social media too. Encourage the students to create banners, fliers and signs to place around school or carry with them. *Hint: Be your biggest fan. Students, volunteers and other parents will feed off your energy and enthusiasm.*

## Step 4

**ALMOST THERE** A few days before, check in with your volunteers to make sure everything is ready. The day before, make an intercom announcement to remind students to walk to school and one last e-mail to parents. *Hint: Don't panic. whether you get 5 students or 500, you're on the right track.*

## Step 5

**START WALKING!** If you're meeting at a common location, be sure to discuss safe rules of the road and why you're promoting this activity. At school, gather everyone at a common meeting place or in front of the school to congratulate them for participating. *Hint: Take photos of the students and parents (clear this with your principal first).*



For more information (310) 204-4346  
[www.WalkMoreBikeMore.org](http://www.WalkMoreBikeMore.org)