



## **4 Simple Media Messages**

Use these messages to concisely answer questions like “Why is the Walk+Roll May Challenge important?” and “Why is your school participating?”

### **1. To enhance the health of families.**

Walking, bicycling, skating, scooting, and rolling to and from school are excellent ways to add physical activity into your daily routine while staying social distanced. Kids need at least sixty minutes of physical activity every day to keep them healthy – and many kids in Oregon just don’t get enough! Walking and rolling to school can help kids improve their strength and endurance, decrease anxiety and stress, and maintain a healthy weight. Positive experiences gained through walking and rolling to school will pave the way for being physically active throughout life.

### **2. To improve the health of the community.**

Walking and rolling to school reduces traffic pollution and congestion and improves air quality. It also frees up space on buses to help with social distancing. Walk+Roll events also encourage families to walk and roll with their kids.

### **3. To create permanent, safe walking and biking routes.**

Well-maintained routes designed for walking and bicycling calm traffic and reduce collisions. Walking and rolling to school helps create driver awareness in school zones, which increases safety for all.

### **4. To improve neighborhood livability for everyone.**

Studies show that more people walking and rolling in a neighborhood makes people feel better about their neighborhood. It helps make public streets lively and friendly, encourages community interaction, and attracts people to commercial and recreational areas.

