

Winter Walk + Roll to School Day

This document is provided to help in your preparation for Winter Walk + Roll to School Day on February 23rd, 2022. Please feel free to directly copy the social media posts and activities below, or adapt them to fit your community needs.

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Social Media Templates

To Share January 24th-February 8th:

**WINTER WALK+ROLL
TO SCHOOL DAY**
is coming up in
February

FEATURING: STRIDER & VIV!

Oregon Department of Transportation
Safe Routes to School

ALTA · COMMUTE OPTIONS · THE STREET TRUST

The image is a social media template for 'Winter Walk+Roll to School Day'. It features a cartoon fox character named Viv, wearing a yellow jacket, purple pants, blue boots, and a pink and purple hat with a pom-pom. Next to her is a pink and purple robot named Strider. The background is a blue sky with white stars and a yellow and green ground. The text 'WINTER WALK+ROLL TO SCHOOL DAY' is in large, bold, blue letters with a white outline. Below it, 'is coming up in' is in black, and 'February' is in white on a purple rectangular background. At the bottom left, it says 'FEATURING: STRIDER & VIV!'. At the bottom right, there is a logo for 'Oregon Department of Transportation Safe Routes to School' with icons for walking, running, cycling, and bus, and the text 'ALTA · COMMUTE OPTIONS · THE STREET TRUST'.



¡Ya viene!

¡EL DÍA DE CAMINAR+ RODAR DE INVIERNO A LA ESCUELA

es en **Febrero!**

CON: STRIDER & VIV!

Oregon Department of Transportation
Safe Routes to School

ALTA · COMMUTE OPTIONS · THE STREET TRUST

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Caption:

This year [insert community] is celebrating Winter Walk + Roll to School Day! On February 23rd, put on your best boots and coat, and walk with your classmates to school.

[Sp] ¡Este año [insert community] está celebrando el día de Caminar + Rodar a la escuela de Invierno! El 23 de febrero ponte tus mejores botas y abrigo, y camina con tus compañeros a la escuela.



To Share February 4th-February 11th:

WINTER WALK+ROLL TO SCHOOL DAY

is in

February



Oregon Department of Transportation
Safe Routes to School



ALTA · COMMUTE OPTIONS · THE STREET TRUST

FEATURING: STRIDER & VIV!



¡EL DÍA DE CAMINAR+ RODAR DE INVIERNO A LA ESCUELA

es en

Febrero!



CON: **STRIDER & VIV!**

Oregon Department of Transportation
Safe Routes to School



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Caption:

Winter Walk + Roll to School Day is February 23rd! Planning on participating? Then check out these tips to make the most out of your walk to school.

[Sp] ¡El día de Caminar + Rodar de Invierno a la escuela es el 23 de febrero! ¿Vas a participar? Estos consejos te ayudarán a disfrutar de tu caminata a la escuela.

- Plan your route out in advance. While winter walking is fun, you don't want to get caught out in the cold or rain for too long!

[Sp] Planifica tu ruta antes de salir. Caminando en invierno es divertido, pero no quieres caminar en el frío y la lluvia por mucho tiempo.

- Wear layers! Winter in Oregon can be wet and snowy - put on some warm coats, and a hat.

*[Sp] Vístete con capas de ropa. El invierno en Oregon puede ser mojado y con mucha nieve.
Ponte botas cálidas, calcetines gruesos, un abrigo y un sombrero.*

- Make it fun by bringing along a thermos of hot cocoa - or coffee for the adults!

[Sp] ¡Divertirse! Lleva un termo de chocolate caliente y café para los adultos.

We look forward to walking with you on the 23rd!

[Sp] ¡Estamos emocionados de caminar contigo el día 23!



To Share February 11th-February 18th:

Join us and walk + roll to school in

February for

**WINTER WALK+ROLL
TO SCHOOL DAY!**



Oregon Department of Transportation
Safe Routes to School



ALTA · COMMUTE OPTIONS · THE STREET TRUST

FEATURING: **STRIDER & VIV!**



¡Participa con nosotros para
caminar+rodar a la escuela en

Febrero para

**EL DÍA DE
CAMINAR+RODAR
DE INVIERNO!**



CON: **STRIDER & VIV!**

Oregon Department of Transportation
Safe Routes to School



ALTA · COMMUTE OPTIONS · THE STREET TRUST

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Caption:

Winter Walk + Roll to School Day is almost here! Join us on February 23rd as we walk to school. Why walk to school in the winter? It is a great way to stay active during the long winter months, and take notice of the changes in your neighborhood throughout the seasons.

[Sp] ¡Ya casi llega el día de Caminar + Rodar de Invierno a la escuela! El 23 de febrero participa con nosotros para caminar a escuela. ¿Por qué caminas a la escuela en invierno? Te mantiene activo durante los meses de invierno que son largos y puedes notar los cambios de estación en tu vecindario.

Dress in your winter clothes, grab a hot drink, and walk to school on February 23rd.

[Sp] Vístete ropa de invierno, toma una bebida caliente y camina a la escuela el 23 de febrero.



To Share February 23rd:

WINTER WALK+ROLL TO SCHOOL DAY

is here!

Oregon Department of Transportation
Safe Routes to School

ALTA · COMMUTE OPTIONS · THE STREET TRUST

FEATURING: STRIDER & VIV!



CON: STRIDER & VIV!

[Download English](#), [Download Spanish](#)

Caption:

Winter Walk + Roll to School Day is here! Don your coat, grab some cocoa, and walk to school. Be sure to share photos of you walking to school with us.

[Sp] ¡Ya Esta! ¡El día de Caminar + Rodar de Invierno a la escuela! Vístete con tu abrigo, lleva chocolate caliente y camina a la escuela. Envíanos fotos de ti caminando a la escuela.

Alt:

Winter Walk + Roll to School Day is here! Meet us at [location] to get to [school] together. Be sure to wear warm clothing.

[Sp] ¡Ya Esta! ¡El día de Caminar + Rodar de Invierno a la escuela! Reúne en [location] para caminar a [school] juntos. Vístete con ropa abrigada.

Activities

Below are some recommended activities you can do with your schools and communities to promote Winter Walk to School Day:

- Before your event, host a clothing swap or coat drive. Some students may not have appropriate cold weather gear, or may need newer gear. Encourage community members to donate gently used or new cold weather clothing such as rain and snow jackets, gloves, boots or hats for students to use.
- Ask students to take pictures of what they see on their winter walk to school. What looks different from what they see in other seasons? What do they find the most interesting? Use this Bingo Card for guidance.
- Have students bring in objects they found (e.g., a pinecone, a leaf) on their walk to school to share with their class. Ask them to return the object on their walk back home.
- Host a winter clothing fashion show. Ask students to dress in appropriate winter walking outfits, and inappropriate winter walking outfits (e.g. shorts, t-shirts) and have them show them off to fellow students. Watch this video for an example
- Order incentives to give out to participants in Winter Walk to School Day. You can order incentives here.
- Set up walking school buses and bike trains for students to travel together. Share information with families so they can plan to either walk/bike or drive to the meetup location. If you have students who can only ride the bus, celebrate with them too at school!
- Share winter safety tips with your community! A few examples are:
 - Dress in layers to stay dry and help regulate your body's temperature
 - Keep your toes warm by wearing winter boots and warm socks - consider bringing some pocket hand and feet warmers along
 - Take your time, and enjoy a leisurely pace - going too fast in the snow and rain can cause slips and falls! Try using the penguin shuffle.
 - Wear hats and mittens to keep your head and hands warm. If it's raining, wear a raincoat or bring an umbrella to stay dry.
 - Stay hydrated by drinking water before and after your walk to school.

Graphics & Flyer

Below are graphics created by Alta Planning + Design and are available for your use promoting Winter Walk + Roll to School Day:

Strider & Viv:

Strider & Viv are ready for winter fun on their walk to school! Use these to help promote your event.

[Strider & Viv in the rain](#)

[Strider & Viv posing in the rain](#)

[Strider & Viv sledding](#)

[Strider & Viv with snowmen](#)

[Strider & Viv posing in the snow](#)

[Strider posing in the rain](#)

[Strider winter pose 1](#)

[Strider winter pose 2](#)

[Viv rain pose 1](#)

[Viv rain pose 2](#)

[Viv winter pose](#)



Flyer:

WINTER WALK+ROLL TO SCHOOL DAY IS

Meet at _____ !
at _____
to walk+roll to school with your classmates. Dress in warm clothes.

¡EL DÍA DE CAMINAR+ RODAR DE INVIERNO A LA ESCUELA ES

Reúne _____ !
a la _____
para caminar+rodar con compañeros de clase. Vístete con ropa abrigada.

FEATURING STRIDER & VIVI

An illustration of two characters, Strider and Vivi, walking in the rain. Strider is a purple fox-like character wearing a yellow raincoat and blue boots, holding a purple umbrella. Vivi is a blue character in a wheelchair wearing a colorful raincoat and holding a colorful umbrella. They are walking on a yellow path with puddles. A yellow star above them says 'FEATURING STRIDER & VIVI'.

Find more information about the event at
www.oregonsaferoutes.org/winter-walk
Contact _____

Encontrar más información sobre el evento
en www.oregonsaferoutes.org/winter-walk
Contacto _____

[Download here.](#)



WINTER WALK+ROLL TO SCHOOL DAY IS

Meet at _____!
at _____
to walk+roll to school with your
classmates. Dress in warm clothes.



FEATURING:
STRIDER & VIV!

¡EL DÍA DE CAMINAR+ RODAR DE INVIERNO A LA ESCUELA ES

Reúne _____!
a la _____
para caminar+rodar con com-
pañeros de clase. Vístete con
ropa abrigada.



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[Download here.](#)

More Winter Walk + Roll Resources

Looking for more ideas? Check out the following toolkits and guides used in SRTS programs around the world,

- Minnesota's Winter Walk to School Day Guide:
<http://www.dot.state.mn.us/mnsaferoutes/news-events/winter-walk-to-school-day.html>
- Ontario's Winter Walk to School Guide:
<https://ontarioactiveschooltravel.ca/wp-content/uploads/2021/12/Sample-Winter-Walk-Day-Messaging-Winter22-ENG.pdf>
- East & Central Wisconsin Winter Walk to School Month Guide:
<http://eastcentralsrts.org/events/winter-walk-to-school-day>