

May Walk+Roll Challenge

Thank you for organizing the Walk+Roll May Challenge at your school! In this packet, you will find many resources to help you start planning and organizing a successful in-person event.

Your role as organizer is to:

- Communicate with students and families about this event, so they might choose active transportation modes like walking, biking, scooting, skating, etc. during May.
- Organize fun events to encourage students to walk and roll to school! Order free incentives to give out to participants. Share our art contest with students and help students win more prizes.
- Optional: track how students travel to and from school during all or part of May

The Walk+Roll May Challenge is a month-long, friendly event that can be enhanced by highlighted events. Kick off the Challenge with an all-school Walk+Roll day, or plan a special event with elected officials for National Bike to School Day on Wednesday, May 4. Use suggested steps below to help you organize a great event. At some schools, Walk+Roll events look like parades of families walking, biking and rolling, converging at the school at drop-off time. The effect is overwhelming. These events typically start small and grow with weekly or monthly repetition.

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Planning

Simplify your Walk+Roll Challenge!

1. Visit oregonsaferoutes.org/may-challenge to get information about ordering incentives.
2. Put up a few Walk+Roll Challenge posters (below in this toolkit, or on oregonsaferoutes.org/may-challenge), in the halls and in the office at school.
3. Get to school a little early on the first day of your event and implement your tracking option. Distribute incentives to students who walk and roll, keeping social distancing in mind. Incentives can be distributed by teachers, with lunch pickups, or whatever makes the most sense for your students.
4. Repeat Step 3 weekly (if you can) and track participation. Email tracking info to lindsay@thestreettrust.org

Want to take it to the next level? Great!

1. See above steps.
2. Attend a staff or PTA meeting to recruit adults to help lead walking school buses on the first day of your event to kick off the Challenge. Pick a couple meeting spots within a quarter-mile or so from the school.
3. Promote the meeting places to families; let them know that they can park near one of the meeting places and walk with their kids into school.
4. Distribute incentives to students who walk and roll.
5. Repeat step 4 and 5 weekly (if you can) and track participation.
6. Submit your results to lindsay@thestreettrust.org

Ready for the pinnacle? You are the superstar of walking and rolling.

1. See above steps.
2. Contact the school board and local officials. Invite them to your event.
3. Send out a press release!
4. Talk to the PTA about creating a “sustainability” chairperson who will work year-round to promote an active, healthy and sustainable school culture.
5. Visit the Oregon Safe Routes to School website (oregonsaferoutes.org) for more information about taking the next steps towards a Safe Routes to School Action Plan.
6. Track how students walk and roll and distribute incentives.
7. Repeat step 9 weekly (if you can) and track participation. In addition to the incentives provided, contact local shops and get prizes kids love! You can do a weekly drawing.
8. Submit your results to lindsay@thestreettrust.org

Extra Credit:

- Attend or host a parent coffee to talk about walking and biking to school.
- Use the morning announcements to announce current walking, biking and rolling tallies. You can even mention which class is walking and rolling most often.
- Organize a helmet giveaway! Dig around, and see if any hospitals or city departments in your area have helmets for a giveaway.
- Think outside the box for incentives. Lunch with the principal or a favorite teacher can be a great incentive!

- Put up Walk+Roll Challenge posters around the school, and pass them out to teachers and classrooms for better promotion.
- Bike Trains and Walking School Buses: Organize a group of parent volunteers to set up a meeting point and time for a “walking school bus” (usually $\frac{1}{4}$ to 1 mile away from the school). The walking school bus provides exercise and social time for students before school. Students arrive at school wide-awake and ready to learn! A bike train is a similar idea but with bikes! Both are an excellent way to get your students excited about Walk+Roll Challenge and walking and biking to school.

Promotion

Tips for organizing volunteers:

1. **Get Organized:** Get an endorsement from the school principal to organize walking school buses and/or bike trains. Determine four or five low-traffic, safe walking and biking routes with meeting places within a mile of the school. Churches, parks and libraries are often good meeting places, because there is usually parking available, but a street corner will work just fine.
2. **Recruit Volunteers:** Check with the PTA, neighborhood association, student leadership groups (such as safety patrol), and school staff. You will need volunteers to lead families to school along the predetermined routes, greet students when they arrive at school, pass out incentives (if applicable), and help students record trips on their Walk+Roll Challenge scorecard. Tips for recruiting volunteers:
 - Teachers, administrators, neighborhood groups, parent volunteers, PTA, safety patrol, student leadership groups, entire classes of students (5th-8th grade recommended) all make fantastic volunteers.
 - Invite individuals to help by sharing your vision.
 - Work with teachers to offer students extra credit.
 - Get on the agenda at a staff meeting, PTA (PTV) meeting, and/or neighborhood association meeting. Partner with neighborhood groups who have a shared goal.
 - Organize and promote a volunteer appreciation party after the event.
3. **Get the Word Out:** Include Walk+Roll Spring Challenge information in your school newsletter; post route maps, meeting times and places around the school. Send a flyer home in backpack mail. In all materials, include the date and meeting times and places. Suggest that families can walk, bike, or roll to the meeting place, or if they drive, they can park near the meeting place and join the group walking to school. Send your message out to the media, public officials, and local businesses. Partnering with these folks is good for you and good for them.
4. **Plan For Safety:** Prior to the event, provide basic pedestrian and bike safety information to adults and students who are participating, especially volunteers leading walks and rides. Bring extra masks for anyone who needs one and make sure volunteers are able to help people social distance while they travel.
5. **Encourage Good Health:** If food is part of any encouragement events, be sure to provide healthy choices like fresh fruit for a quick, healthy energy boost before or after the walk or bike trip. Avoid empty calorie treats like donuts, pastries or cookies. Ask local food markets to provide healthy snacks.

Media Messaging

Find social media templates for these messages under resources on Page 10. 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.

Sample Social Media Messages

The following sample messages can be used to get the word out and about for your Walk+Roll Spring Challenge event(s). They can be adapted for posting on websites and social media, in newsletters, school announcements or assemblies. Remember that you can celebrate in whatever way works best for your school. Common celebrations are done all month, during one day per week (such as a Walking Wednesdays), or for one whole week during the month. National Bike to School Day is Wednesday, May 5, so many schools also choose that day for bigger festivities!

May Celebrates the Walk+Roll Challenge

May is the Walk+Roll Challenge. It’s the perfect opportunity for parents and kids to get outside together and stretch those legs! Walk, bike, skate, scoot, and roll to and from school to improve physical and mental health, create a healthier environment, safer streets, make friends and

have fun! Walking and rolling are great forms of exercise and help kids get the 60 minutes of daily physical activity they need. They're also great ways to stay active with summer on its way. For Walk+Roll May Challenge event resources, visit oregonsaferoutes.org/walkroll. Schools that want to celebrate the Walk+Roll May Challenge can get resources to plan their event, download posters to publicize their event, and order free incentives to give to students.

May is the Walk+Roll Challenge Month!

Keep active this May and join schools across Oregon to celebrate the Walk+Roll May Challenge. Walking, biking, skating, scooting, and rolling to school is exhilarating and fun - give it a try this May! Here are some ideas:

- If you can walk or roll safely to school, leave the car at home and travel to school by walking and rolling with your friends.
- If you live too far to walk or roll the whole way, try getting dropped off at a friend's house or a few blocks away from the school so you can walk the last leg.
- If you take the school bus, have a walk in the school yard or do a few laps around the track at break time so you can get active too!

Sample Newsletters:

Sample Newsletter Template - Before May

We are excited to announce that <<Name of School>> will be taking part in the Walk+Roll May Challenge <<all month long, from date - date, specific date, etc.>>!

Walking, biking, skating, scooting, and rolling to school have many potential benefits, including benefits for your child's health and well-being (like opportunities to learn and socialize on the way to school, and arriving to school alert and ready to learn), our community (reduced traffic congestion around the school) and the environment, too.

<<Describe the event. Are there any big celebration days? On those days will there be music, incentives, etc.?>>

Walk and roll with your child to school <<date(s)>> to join in the celebration! If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.com/maps>), or park/drop your child off a block or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk or roll with a friend.

Newsletter Template - Week of Bigger Celebration Day

Come join us this <<date>> as our school participates in the Walk+Roll May Challenge, celebrating keeping active and getting ready for a fun summer.

<<Describe the event. Will there be music, incentives, etc.?>>

Walk or roll with your child to school this _____ day to be part of the fun. If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.com/maps>), or park/drop your child off a block or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk or roll with a friend.

Newsletter Template - First week of June

Thanks to everyone who joined us last month for the Walk+Roll May Challenge at <<Name of School>>. Our school took part in a celebration of walking and rolling to school to get ready for a fun and active summer!

{Include pictures from Walk+Roll event}

Thank you to all the students, staff, volunteers and parents at our school who helped us increase awareness and enthusiasm for walking and rolling to school. Let's keep it up! Get some fresh air and sunshine as you take part in a healthy active lifestyle with your child, every day.

Sample Letters to School Staff

Dear Teachers,

Thanks so much for helping with the Walk+Roll May Challenge this year! This year's Challenge starts on May

_____ and ends on May _____. Our goal is to encourage as many students as possible to increase their physical activity in May, by choosing active transportation modes like walking, biking, scooting,

skating, etc. Here's how you can help!

I will pass out classroom tracking posters, so that students can track the days that they arrive to school using active

transportation (walk, bike, skate, scoot, etc.).

Students will track, daily, how they get to school by circling the corresponding mode.

Your only job is to facilitate or delegate this process, and maybe give a few encouraging words every now and

then! Please have a student add up the total of active trips at the bottoms of the tracking poster weekly. Each week, on _____ at _____, I will come and collect the tracking sheets and give you a new one.

Resources:

- Lost your classroom scorecard? No problem! Download another at oregonsaferoutes.org/walkroll
- Students can't walk or roll to school, but can walk or roll other places? Count it!

Please call or email me if there are any problems. My contact information is:

Thanks again for helping encourage healthy habits in our school community! We couldn't do it with out you.

Sincerely,

Walk+Roll Coordinator

Dear Office Staff,

Thanks so much for helping with the Walk+Roll Challenge this year! The event starts on May _____ and ends

on May _____. Our goal is to encourage as many students as possible to increase their physical

activity in May by choosing active transportation modes like walking, biking, scooting, skating, etc. Here's how

you can help!

I am going to hang a poster and a marker in an area close to the office so that students can count the days that

they get to school using active transportation (walk, bike, skate, scoot, etc.).

Each student who participates will color in a square on the poster each day that they get to school actively this

month. Your only job is to watch and maybe give a few encouraging words every now and then!

At points throughout the month, I will come and check on the poster, or replace it with another if it fills up.

Resources and tips:

- Students can't walk or roll to school, but can walk or roll other places? Count it!

You can call or email me if there are any problems. My contact information is:

Thanks again for helping encourage healthy habits for our school community! We couldn't do it with out you.

Sincerely,

Walk+Roll Coordinator

Tracking

As a Walk+Roll Challenge Coordinator, you may choose to track trips for your school's event(s). This task can take as much or as little time as you can give it. Don't panic! It's going to be easy. We have included a few ideas for quick tallying and sample letters that you can send to parents, teachers, and school office staff that will help get everyone involved! Find the tracking templates in the Resources section on page 10.

Trip tracking strategies we've heard from other amazing coordinators:

- Individual Student Walk+Roll Punch Card: Students track trips on individual Punch Cards.
 - Update "Letter to Parents" with your information.
 - Pass out Scorecards and Parent Letters to all students, or setup a table and pass out to interested students.
 - Collect Punch Cards weekly, or at the end of the month, to collect results.
 - Submit results to lindsay@thestreettrust.org
- Classroom Weekly Scorecard: Students show their mode of transportation each day and track progress as a class. (Good for encouraging friendly competition between classrooms).
 - Update "Letter to Teachers" with your information
 - Pass out Weekly Tally Poster and Teacher Letter at a staff meeting or before or after school.
 - Collect Tally Posters weekly and pass out a new copy.
 - Submit results to lindsay@thestreettrust.org
- Whole School Tallying: You will have to create this, but we have a couple ideas that we think will help make tracking super easy! (Good for a busy organizer who doesn't have a lot of time for tracking).
 - Whole School Tracking Scorecard
 - Update "Letter to Office Staff" with your information.
 - Determine how many students you think will use active transportation in May.
- Creating a tracking poster (Sample below) based on your tracking method
 - With office staff, determine a good place to hang the poster.
 - Hang poster and check on it once a week.
 - Submit results to lindsay@thestreettrust.org
- Whole School Tracking "Beans in a Jar"
 - Put a big jar or bucket in the office.
 - Supply the office with a big bag of beans of your choice.
 - Weigh the empty jar. Weigh 10 beans.
 - As students walk, bike or roll they put a bean in the jar.
 - At the end of the month, weigh the whole jar and determine how many beans are in it.
 - Submit results to lindsay@thestreettrust.org

Resources

In this section, you will find social media and poster image templates, and tracking resource templates. These can also be downloaded on the [Walk+Roll May Challenge webpage](#).



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WALK + ROLL

May

Challenge

our school coordinator is:

Learn more at OregonSafeRoutes.org/may-challenge



THE
STREET
TRUST



Oregon Department of Transportation
Safe Routes to School



WALK + ROLL

Desafío de Mayo

El facilitador de nuestra escuela es:

Aprende más: OregonSafeRoutes.org/may-challenge






























































































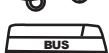
































































































































Oregon Department of Transportation
Safe Routes to School



WALK + ROLL CHALLENGE

Classroom Scorecard

| Student | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------|---|---|---|--|---|
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Add them up! How many times did everyone walk, ride, or roll?





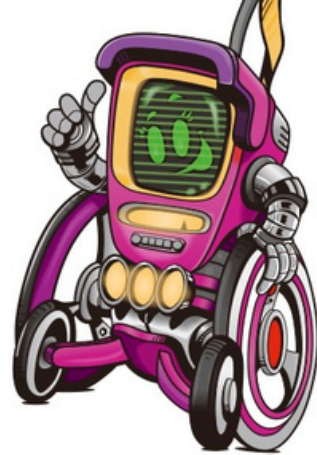




Walk+Roll May Challenge

Name: _____

Room: _____





Punch out, mark or stamp a
star for every day
you walk or roll to school!

