



**HOW TO PARTICIPATE IN
KANSAS WALK TO SCHOOL DAY
OCTOBER 7, 2009**

The goal of Walk To School Day is to have as many students and their parents or other adults, faculty, staff, and public officials as possible walk to (or from) school safely on October 7, International Walk to School Day. Here's a checklist of steps leading to a successful Walk To School Day event:

1. Register Your Event with the Partnership for Walkable America (if you have registered an event with Safe Kids this will automatically be done for you) at www.walktoschool.org.

2. Contact key local officials.

Inform the mayor, school superintendent, principal, parent/teacher organization, police department, county health department. Make them aware of your event. Ask the mayor or other official to declare Walk Your Child To School Day in your community - use the sample proclamation as a guide. Invite as many public officials as possible to walk to school. Urge them to take part, with their own children or others, in your event.

3. Communicate with parents

Be sure letters to parents explaining your event are sent home with students in advance. Copy handouts for parents, including a copy of the walkability checklist. Handouts should also be included for those whose children ride the bus.

4. Communicate with children

Be sure to discuss the event and announce it daily at school the week before. Copy handouts for students and the coloring pages enclosed in this kit. If your school or community signed up for the event in advance and are receiving reflective zipper pulls as incentives for children, be sure to let the kids know that they will receive them if they participate.

5. Communicate with teachers

The materials can also be used by teachers to reinforce the "Walk To School" Activity. All children need to know about pedestrian safety - not just those participating in the event.

MORE

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6. Approach local businesses for sponsorships

Ask them to provide juice for walkers at the school, or awards for walkers.

7. Invite the media to cover your event

Create a press release and ask media to be present at your event. They may also be willing to advertise your event or make public service announcements urging parents and children to walk, and drivers to be cautious.

8. Complete the online Evaluation Form

We really want to know how your event went, and what we can do to improve the program in future years, so please take the time to complete the online evaluation. A link to the evaluation will be emailed to your local event contact person. You may request a paper version of the evaluation by calling 785-296-0351.

8. Keep walking!!

Encourage your students to keep walking safely. Look at your community for improvements to make it safer and more walkable. Ask parents for ideas on how to improve pedestrian safety in your community.

Questions??? Call Safe Kids Kansas at (785) 296-1223, or (785) 296-0351.