



# Walk to School Day

## School Planning Toolkit

### Planning your school's Walk to School Day event in 4 Easy Steps!

- **1. Get Going! Make Plans and Gain Support**
- **Register your school for Walk to School Day.** [Safe Routes to School | pittsburghpa.gov](https://pittsburghpa.gov)
- **Determine what your event will involve.** A basic Walk to School Day event is organized around encouraging students and families to walk to school from home. If you want to encourage groups to walk, organize a walking school bus in which students meet up to walk together with one or more adults. If students live too far to easily walk from home, start at a location such as a park or shopping center a few blocks from the school.
- **Have students walk routes identified by the school.** Set up meet-up locations for students to walk together.
- **2. Promote & Encourage Participation**
- **Communicate with families and students.** Let families know when the event will be held. Promotion material can be downloaded from the City of Pittsburgh SRTS website.
- **Keep school staff and administration in the loop.** Teachers and staff are encouraged to talk about and remind students leading up to the big day.
- **Promote with potential partners and supporters.** If you need volunteers, reach out to your community partners.
- **Inform law enforcement.** SRTS PGH will contact local law enforcement to help with traffic control to make sure the walk day is safe and successful.



**Join the fun!** What is Walk to School Day? Walk to School Day is an international holiday celebrated in October each year. A Walk to School Day event is a simple starting place for getting students started safely walking to school, and introducing schools, families, and community groups to Safe Routes to School. This event builds awareness around getting to school in people-powered ways that are good for our health, environment, and communities. Visit the City of Pittsburgh SRTS webpage for more information. [Safe Routes to School | pittsburghpa.gov](https://pittsburghpa.gov)

### 3. It's Event Day!

- **Volunteers.** Make sure volunteers are given correct routes and times to report to their location.
- **Provide incentives for participants.** Printable stickers for students can be downloaded from the SRTS website.
- **Greet media** and assign someone to take pictures that can be used to promote the program for future events.
- **Gather data on participation.** Survey sheets can be found on the SRTS website.

### 4. Learn for Next Time!

- **Set Goals!** Identify a goal for your next Walk to School event- this will help show success, progress and garner support for future Walk to School Day programs. Suggested goals are a certain number of students participating or total distanced walked or biked to school.



### Remember!

- Schools should register now for Walk to School Day at [Safe Routes to School | pittsburghpa.gov](https://pittsburghpa.gov)
- Download Walk to School Day promotion material: Flyer, Stickers, Certificates and Survey on [Safe Routes to School | pittsburghpa.gov](https://pittsburghpa.gov)
- The school with the most participants in Walk to School Day will receive the SRTS Golden Sneak Award. Make sure your school is registered.

If you have questions, please contact Harriet Jackson, SRTS Program Coordinator at [SRTSpgh@pittsburghpa.gov](mailto:SRTSpgh@pittsburghpa.gov)