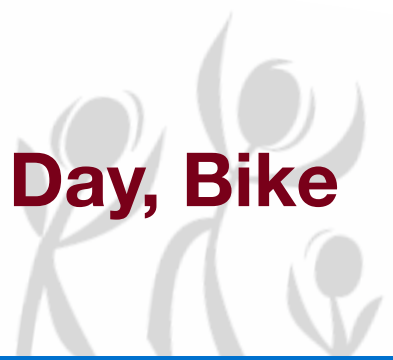




Walk to School Day, Bike to School Day



“Communities and schools are using Walk or Bike to School Day as the first step to change community culture and to create options for getting around that are more inviting for everyone, both young and old.” (National Center for Safe Routes to School)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

Social media



Hashtag

#SafeRoutesto-School

#BikeMonth

Facebook

National Center for Safe Routes to School

Safe Routes to School National Partnership

Twitter

@SafeRoutesNow

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

Please share these documents and consider tagging the Centers: @UMN_MCH and @SahrcUMN.



Print, post, or share

National Center for Safe Routes to School

- Facts for the media
- Why walk or bike?
- Planning and outreach tools
- Walk and bike year-round
- Information for parents
- Including children with disabilities
- Plan an event in 7 days
- E-Newsletters
- Build Excitement: Banners, logos, videos, and more
- For students live too far to walk or bike from home
- Sign up for news and updates

Safe Routes to School National Partnership

- Policies by state
- Resources by state
- Local safe routes to school efforts
- National Partnership webinars
- Media center
- Academic Research
 - Related to Safe Routes to School
- Resource center
- National policy and advocacy

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.



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