



# Walk or Bike to School Day QUICK-GUIDE

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



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: [z.umn.edu/qguides](http://z.umn.edu/qguides)

## Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see 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 networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN\_MCH!

- Hashtag**  
#BikeMonth  
#SafeRoutesToSchool
- Twitter**  
@SafeRoutesNow  
@iBikeSafe  
@SafeKids

- Facebook**  
- National Center for Safe Routes to School  
- Safe Routes to School National Partnership

## Print, Post, or Share

If available, use logos or 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.

- National Center for Safe Routes to School**  
Vision Zero for Youth  
Why Walk or Bike  
How to Plan an Event  
Student Education

- Sample Tweet/Post**  
Take action! Learn how to fix an unsafe school zone in your community with help from @safekids. #SafeRoutesToSchool
- Not sure how to get a #biketrain off the ground? @SafeRoutesNow can help! #BikeMonth <https://buff.ly/2KktULD>

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