



iWALK INSTRUCTIONS

For School Travel Planning Facilitators & School PHNs

iWalk & School Travel Planning

This year we are focusing on School Travel Planning schools to make iWalk a promotional component of School Travel Plans. Whether you are just beginning your School Travel Plan, are creating your action plan, or celebrating successes, try to find ways to incorporate iWalk into your School Travel Plan for the most comprehensive and sustainable approach to encouraging and increasing walking and wheeling to school.

Information for STP Facilitators

ASRTS has prepared several new and revised resources for schools to use during iWalk. Whether celebrating for one day (iWalk), one week, or for the entire iWalk month of October, we have enough resources to help you and your school make the most of it. To access resource and see what day iWalk is this year, visit <http://activesaferoutes.ca/resources/walking-and-wheeling-campaign-resources/>

RESOURCES

Announcements

iWalk day or week promotion: 8 days of announcements have been created for the promotion of iWalk day or week.

Additional announcements: Several more announcements have been created to encourage walking and wheeling and educate on the 5 benefits of active transportation: health, safety, environmental, learning, and community. Any of these announcements can be used or altered to support further campaigns such as Walk & Wheel Wednesdays or for the entire month of October.

Posters

A pdf of the current year's iWalk poster is loaded onto the website each September.

Newsletter inserts

September – A newsletter insert to promote International Walk to School Day in October

October – A newsletter insert to continue the promotion of Walking and Wheeling on Wednesdays, and increase awareness of the benefits of active transportation to school.

Twitter

Ready-made tweets have been created and made available for your individual organization and/or school to post as you see fit. The pictures, videos and articles will help increase awareness around the benefits of active transportation for both adults and children.

Please confirm the messages represented within the posts align with your own organization's social media policies and values prior to posting any of the tweets as they come from a variety of organizations and locations around world.

ASRTS recommends beginning to post tweets in early to mid-September to build the hype for iWalk to School Day.

School communities can use the twitter hashtag... **#walktoschool**

ACTIVITIES & EVENTS

Meet the Teacher Night

This is a great time to promote iWalk as well as School Travel Planning. The following are available from the ASRTS committee for use at such events:

- NEW retractable banner
- ASRTS & School Travel Planning rack card
- Give-aways with our logo (i.e. pencils)
- STP committee recruitment sign-up sheet

To promote iWalk in your schools this year, consider introducing the poster and colouring contest (below) by handing out materials and instructions at Meet the Teacher Night.

Poster & Colouring Contest for students

Templates are available on the ASRTS resource website.

- Poster contest is available for older students (~Grades 5-8)
- Colouring contest is available for younger students (~Grades K-4)
- Judging rubric is also available

Consider passing the posters out to families in a scroll with the ASRTS rack card at Meet the Teacher Night.

The winning poster can either win a prize (ASRTS committee may have some to contribute) or could be used as the iWalk promotion poster for the following year. Posters could also be rotated throughout the school year as promotion and reminders of Walk & Wheel Wednesdays. Encourage schools to highlight the posters in the school.

Colour or Create a Large Banner

Ask your ASRTS representative about access to a large iWalk banner for your school to colour. This banner can be hung up in the school or used for photo-ops on iWalk day.

Student Champions

A great way to change habits is through positive reinforcement and peer to peer encouragement.

Consider suggestion to your school having students greet each other in the morning with a high-five or a small give-away for walking or wheeling to school. This could be done on one day, every Wednesday, for a week, or for the month and beyond! See what works best for your school.

iWalk School Assembly

See resources on the website for...

- Songs
- Skit ideas
- Videos

...to use during an iWalk Day assembly!

School Challenge

Are there other schools in your neighbourhood or does your school have a sister school? School challenges are a good and friendly way to increase the number of children walking and wheeling to school.

Consider having an award for the winning school such as the infamous "Golden shoe".