

Getting Started Guide

You've registered for Walk and Wheel to School, but what to do next? We've put together a few suggestions to help you plan and carry out a successful walking event at your school.

STEP 1: Picture It!

Discover what you can promote. Identify the interest of students. As a class or school, create a vision and a goal for Walk and Wheel to School Week and encourage students to wonder:

- *What is the area of focus? Health benefits of walking? Physical activity? School connectedness?*
- *How can getting to school be fun? Prizes? Themes? (See **Tips and Ideas** online)*
- *No need to do it alone, who can help?*
- *How can we use the promotional items? (See **Promotional Materials** included)*

STEP 2: Gather Support

Coordinated approach. Get the faculty and staff on board, they can provide valuable insight and assistance with the event.

- Make an announce at a school board meeting
- Seek out input and involvement during staff meetings or by faculty/staff mailbox flyers
- Communicate the vision and goals of the students
- If you're a teacher, get the principal on board; if you're a principal, get all the teachers on board



STEP 3: Let Everyone Know!

Create partnerships. Use different outreach strategies to inform parents and community members on how they can get involved in Walk and Wheel to School. Including the community can enhance the quality and sustainability of the event. New connections can bring expertise and support while connecting the school to resources and services.

- Put up banners, posters, flyers
- Use a press release
- Work with local media to inform the community about your Walk and Wheel to School event

Parents. Actively encourage parents to participate in your planning and execution of the event.

- Notify parents by email, flyers, or school newsletters (See **Parent Letter Template** online)
- Describe the roles and responsibilities of parents during the event (eg. Passing out stickers, supervision, crossing guards, etc.)
- Make announcements during orientations, open houses, or parent-teacher conferences

Community members. Engage community members and community-based organizations in your event.

- Look for local support (See **Sponsorship Letter Template** online)
- Contact local sports ambassadors, celebrities, or more to be a guest speaker or participant in your walking to school event

STEP 4: Organize!

Pre-event. Delegate specific volunteer activities.

- Collect volunteer contact information
- Identify “Park and Walk” and drop-off locations
- Indicate safe walk and wheel routes on maps
- Create signs to post along walk and wheel routes or for leaders to hold

STEP 5: Walk and Wheel to School!

Week of the event. This is the most exciting part!

- Firstly, have fun!
- Have volunteers and coordinators arrive early to set up
- Congratulate and celebrate participants with high fives and prizes (eg. Give out the provided stickers or provide a healthy snack)
- Have a spokesperson if there will be media at your event
- Record the number of participants in class (See **Hands-Up Survey** online)
- Send thank-you letters to volunteers
- Document the fun with photos and videos

STEP 6: Keep it going!

Post-event. Provide feedback and plan for future events.

- Your feedback is important, fill out the feedback form (See **Walk and Wheel to School Feedback** included) found in your welcome package or online (link will be sent in November)
- Continue walking and wheeling to school year-round! (See **Tips and Ideas** online)

Put these steps together and you’ve got Walk and Wheel to School. Good luck with your event!