



Organize IWALK activities at your school

STEP 1:

A successful event requires good organization. Involve students, parents and teachers in the planning of your IWALK event.

- ◆ Use this sample notice to promote your IWALK event:
(http://www.saferoutestoschool.ca/downloads/School_Promo_Poster-E.doc)
- ◆ Students can create IWALK announcements and read them on the school's PA system.
- ◆ Ask local businesses and organizations to get involved by donating prizes or refreshments for the students.
- ◆ Organize contests for the event. See the many activity ideas listed http://www.saferoutestoschool.ca/iwalk_activities.asp and adapt them to your school.
- ◆ Stress safety on the journey to school – sing Elmer the Safety Elephant's poem.



Look all ways
Before you cross the street
Use your eyes and ears
Before you trust your feet

STEP 2:

- ◆ Promote IWALK in your community. Tell your city council and ask them to proclaim the day.
- ◆ Send out a media release to your local newspaper and radio/TV stations. Customize the sample media release for your school or community
(www.saferoutestoschool.ca/iwalk_activities.asp).
- ◆ Public Service Announcements are a good way to get the message out too. Create your own or use ours (www.saferoutestoschool.ca/iwalk_activities.asp).

STEP 3:

Ideas to involve the entire school population in your IWALK event.

Consider ways to involve students who arrive on school buses. Some ideas from schools:

- ◆ With Parent Council and Principal permission, organize an alternate drop-off point close to the school for students arriving on buses. Ask local police officers to help supervise the walk to school.
- ◆ Encourage students who can't walk to school to walk some laps of the school yard or gym.
- ◆ If your school also participates in the annual Terry Fox National School Run coordinate it to be on the same day as IWALK and in that way everyone can get some physical activity.

STEP 4:

Keep Track of Participation and Results

Please try to keep track of the success of your event. Some things to consider in evaluating IWALK:

- ◆ Were there fewer vehicles at the school dropping off and picking up students?
- ◆ How many students who are usually driven to school walked for IWALK?
- ◆ Would those families consider walking more often?
- ◆ What were children's experiences while walking to school?

The student pledge (http://www.saferoutestoschool.ca/iwalk_activities.asp) can be used to keep track of participants in IWALK events.

You can submit photos, artwork and your IWALK stories to our web site and we will post them in our Featured Schools section (<http://www.saferoutestoschool.ca/featuredschool.asp>). Note that principal permission must accompany photos, quotes, and classroom work.

You can also use our evaluation form to send us your results and be entered into our provincial IWALK annual draw for a grand prize. Print off the evaluation form :

(http://www.saferoutestoschool.ca/iwalk_activities.asp).



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www.iwalktoschool.org.