

School Coordinator Toolkit

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We love creativity but we also want to help save you some time.
This toolkit shares ideas to help with your CFW campaign.

Cut & Paste the text and jpeg images to support your CFW promotions.

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How to Play

Step 1. Register for Car Free Wednesdays (CFW) with Jaime Akiyama, GreenUP, Transportation and Urban Design Coordinator,
jaime.akiyama@greenup.on.ca

Step 2. Organize a team

- Some schools enlist an EcoClub, older grade, leadership club, or parent council to help with the campaign

Step 3. Promote CFW at your school

- Promote with materials provided in this toolkit and beyond
- See Activity Ideas and Events section

Step 4. Complete a hands-up survey on the first Wednesday of each month

- Classes complete the Hands-up Survey with morning attendance
- Your School Coordinator submits survey results online

Prizes and Recognition

- A. Participation Prizes. Submit survey results and earn prizes for your school!
- Submit three months of survey results = first prize
 - Submit eight months of survey results = second prize

Eight months prizes can be decided in partnership with the school. For example, if you are running the Golden Shoe Challenge we can offer the prize of a class pizza party to the winning class.

- B. Top School. Get recognized as the top school for all of Peterborough, based on participation in surveys and spirit at the end of the school year.

CFW PowerPoint Presentation

A CFW PowerPoint presentation, as outlined below, is available through www.peterboroughmoves.com. This is a great resource to present at the kick-off assembly or for individual class use. The simple slides help students understand the messages of Car Free Wednesdays; including how to participate and what the benefits are.



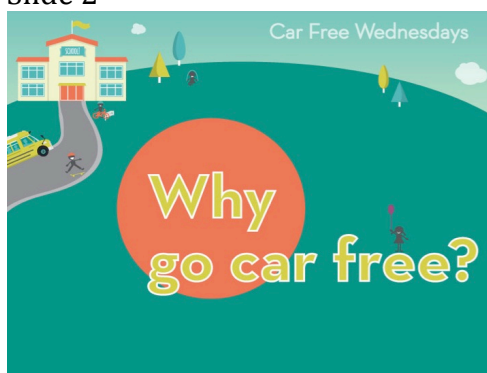
Slide 1



Slide 2



Slide 3



Slide 4



Slide 5



Slide 6



Slide 7



Slide 8

Printed Resources Available

Resources are available online (<http://peterboroughmoves.com/programs/active-and-safe-routes-to-school/car-free-school-days/>) or by request from Jaime Akiyama.

- Hands-up Survey (English & French)
- CFW Poster (English & French)
- Park n' Stride Poster (English & French)
- CFW Classroom Poster
- Top Travellers Hall Chart Poster
- Golden Shoe Sticker (for Top Travellers Hall Chart)
- Golden Shoe Trophy
- Lawn sign, double sided corrugated plastic
- iwalk iwheel stickers (while supplies last)

Social Media Resources Available

Please tag Peterborough Moves and GreenUP to let us know what you are up to on Car Free Wednesdays.



@yourpeterboroughmoves
@ptbogreenup



@ptbomoves
@ptbogreenup



#walktheblock
#carfreewed

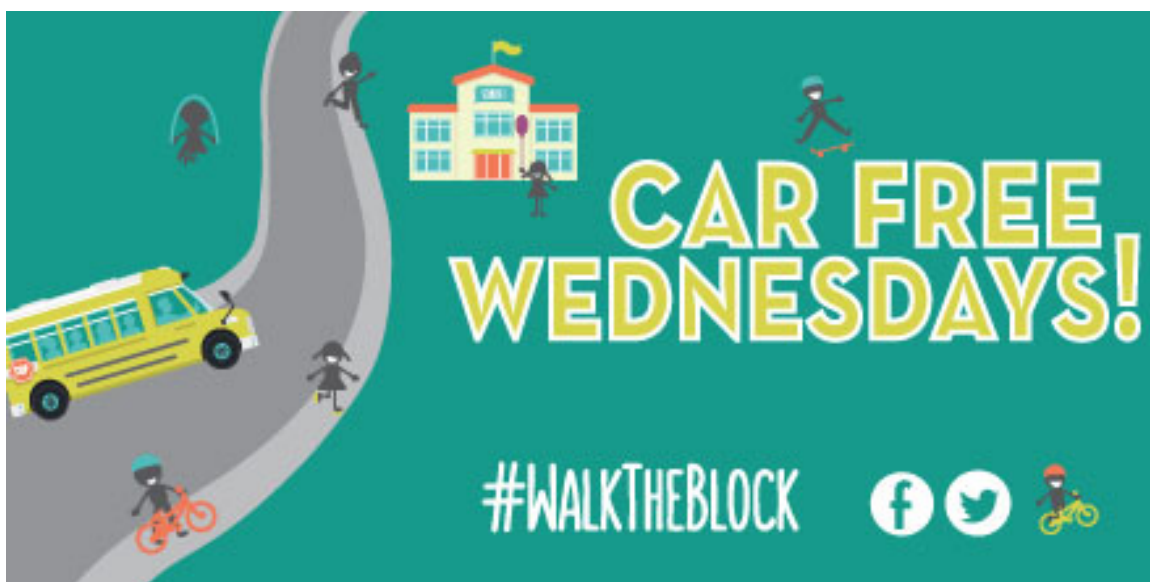


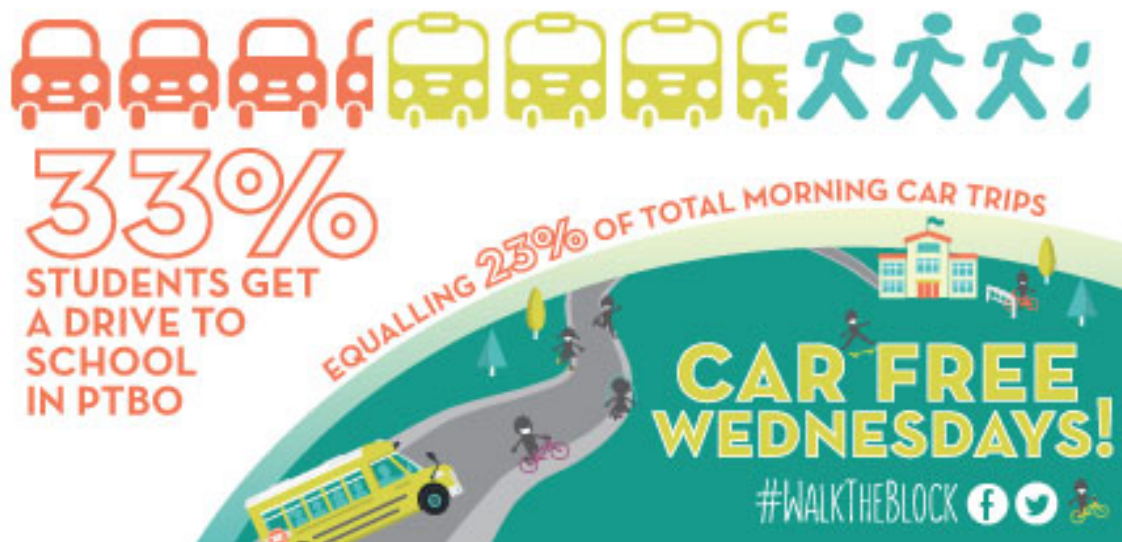
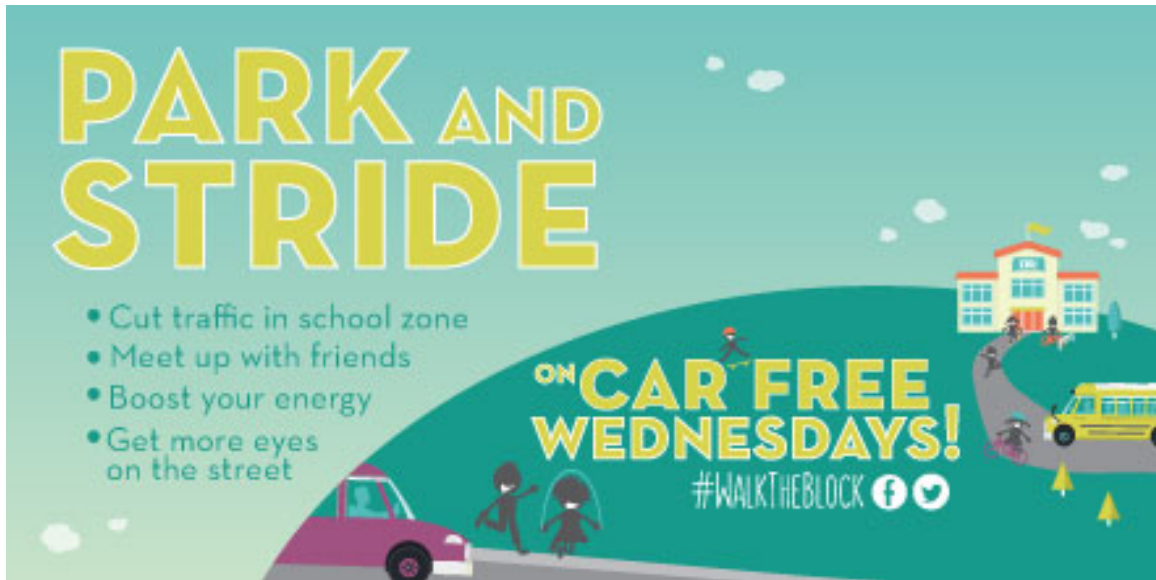
Weblink

Link to Car Free Wednesdays on the Peterborough Moves website using,
<http://bit.ly/1RtE2P1>

Social Media Banners

Copy and paste the following jpeg banners to support your Twitter and Facebook messaging. Size appropriate pixels 440 x 220.





Sample Tweets

- @[your school tag] kicks off #carfreewed Kids say no thanks to car rides and choose to walk, ride, roll or bus to school. #walktheblock @ptbomoves @ptbogreenup
- #walktheblock don't block the walk on #carfreewed @[yourschooltag] @ptbomoves @ptbogreenup
- Hey @[yourschooltag] remember to leave the car at home and walk, scoot, bike, or bus to school for #carfreewed tomorrow. @ptbomoves
- Take the healthier route on #carfreewed. It's good for you, your community, and the environment. @ptbomoves @ptbogreenup

- Park n'Stride on #carfreewed. Park a few blocks from school and then walk. #walktheblock @ptbomoves
- Cut down on congestion in our school zone. #walktheblock on #carfreewed. @ptbomoves
- A great way to build a little activity into the morning routine. #carfreewed #walktheblock @ptbomoves @[yourschooltag]

Sample School Announcements: Verbal/Written

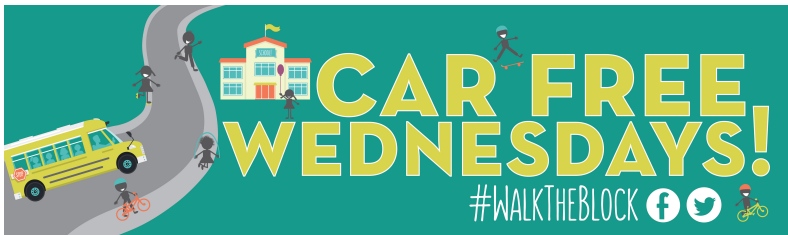
Encourage creativity, especially where students are involved in the promotion.

Copy and paste jpeg images to use in your written material.

Below are some notes that can help promote the messages. More information can be found at www.peterboroughmoves.com and ontarioactiveschooltravel.ca

- Using active transportation for the school journey is one of the easiest ways for students to get regular daily physical activity.
- Distances up to 5km are traveled more quickly door-to-door by bicycle than by car.
- Aims to reduce traffic congestion around schools.
- In Peterborough 33% of students get a drive to school, leading to 23% of total morning car trips in Peterborough.
- In previous years, five CFW participating schools in Peterborough had 100% of students in the walking zone walked on one or more CFW.
- Could win Prizes.
- Individual classes could be the Top Traveller for the month and win the Golden Shoe award within the school.

Sample Newsletter Insert



CFW Kick-off

[School Name] is excited to be participating in **Car Free Wednesdays**, a program of Active and Safe Routes to School. Every Wednesday we encourage students to walk, run, roll, bike, bus, or park and stride to school. A fun way to add a little active and sustainable transportation into your daily routine - get some exercise, connect with your community, help the environment, and reduce traffic congestion in school zones.

For more information on Car Free Wednesdays and Active and Safe Routes to School go to www.peterboroughmoves.com

Park n' Stride

Great job [School Name], we are excited to see all the Car Free Wednesdays participants walking, rolling or busing to and from school. Families who must drive are encouraged to Park n' Stride. Park a few blocks from the school, and then stride, or walk, the rest of the way. This helps to reduce congestion and emissions around the school, making for a healthier, safer environment. It also gives kids a chance to meet up with friends and get a little exercise before the school day begins. Studies show that even a quick burst of activity in the morning helps to improve focus and behaviours through the day.

IWALK



[first Wednesday in October] is International Walk to School Day (IWALK). [School Name] is participating in this annual global event to kick-off our Car Free Wednesdays. So, on [date] students are encouraged to [where school colours or costumes] and walk to school.

We will be celebrating IWALK with [an assembly, group walk around the block, 'walk of fame' where students use chalk to trace and sign foot prints around the school, etc].

Families can get more information about IWALK at <http://ontarioactiveschooltravel.ca/international-walk-to-school-month/>

Winter Walk



Car Free Wednesdays at *[school name]* is continuing even through the winter. We are not hibernating, but celebrating! On *[date]*, we encourage students to bundle up and walk to school. Once at school students will be celebrating Winter Walk Day with *[a group walk, winter activity?]*. So bundle up, be active, and enjoy winter.

Sample In School PA Announcements

A. Kick-off

Good morning *[school name]*. We are excited to be part of Peterborough's Car Free Wednesday challenge. We want to be more active, help the environment and make our school zone safer. So, on Wednesdays, walk, run, scooter, bike, bus, or park and stride to school.

B. Park n'Stride

- Great job to all the students participating in Car Free Wednesdays. It is great to see students walking, rolling, biking, and busing to school. If your family needs to drive to school suggest to the driver that you Park n' Stride. How?? Park a few blocks away from the school and together walk the rest of the walk. Arrange to meet up with a friend. Enjoy some playtime on the way to school. It will be a lot easier to find a parking spot and our school won't have so many cars around it.

C. Top Traveller

- Congratulation to *[teacher's name]*'s class for being this month's Car Free Wednesdays Top Traveller. *[percentage]* of this class participated by walking, rolling, cycling, busing or parking and striding. Congratulations to you for winning the Golden Shoe trophy for this month! Great job to everyone.

D. Reminders

- How did you travel to school today? Remember, tomorrow is Car Free Wednesdays, so grab your [*umbrella, tongue and mitts, helmet, etc*] and walk, scoot, roll, bike, bus, or park n'stride. Help your class become the Top Traveller!

Sample Roadside Sign Messages

- Walk the block don't block the walk!
- Bundle up and enjoy winter on Car Free Wednesdays!
- Add a little activity to your day, walk, bike, scoot on Car Free Wednesdays!

Hall and Classroom Televisions

Car Free Wednesdays messages and images can be displayed on hall and classroom televisions. Please contact us if you would like the Car Free Wednesdays posters or images in a specific digital format.

Activity Ideas and Events

These are just a few ideas, but we are sure your team has a bunch more. We would love to hear about your ideas and offer support as needed. We would also love to see photos of the fun ways you are promoting and celebrating Car Free Wednesdays!

School Ideas

- Kick-off event
 - o May include an assembly or a group walk. If held in October, you may want to hold your kick-off event on International Walk to School Day (<http://ontarioactiveschooltravel.ca/international-walk-to-school-month/>)
- Winter Walk event

- The first Wednesday in February is winter walk day (<http://ontarioactiveschooltravel.ca/winter-walk-day/>).
- Bike to School event on Bike Week (May)
- Use the Top Traveller Hall Tracking Chart to highlight progress and present the Golden Shoe Trophy to top classes every month!
- On the first Wednesday of each month have volunteers become “Walking School Bus Drivers.” Meet students at predetermined locations in the community and walk safely to school together.
- On various Car Free Wednesdays invite families into the school for refreshments. Encouraging more community members to walk and help to develop a sense of community.
- Have a monthly draw for the students who participate in Car Free Wednesdays.
- Spirit or theme days linked to Car Free Wednesdays, examples could include crazy outdoor hat day, flash shoe day, etc.)
- Create a theme song, change the words to a catch song.

Classroom Ideas

- Use the CFW Classroom poster
- Set class or individual #Walktheblock goals
- Mapping exercise, students map their own safe route to and from school identifying landmarks, street names and potential traffic dangers
- Make your own set of hall posters
- Create Car Free Wednesday journals, What did they see or hear as they travelled to school? What did they notice in their community?
- Related lesson plans are available at <http://peterboroughmoves.com/programs/active-and-safe-routes-to-school/car-free-school-days/>

Active and Safe Routes to School

Active and Safe Routes to School (ASRTS) Committee includes members from The City of Peterborough, Peterborough Public Health, the Peterborough Community Police, Student Transportation Services of Central Ontario, the Crossing Guards of Peterborough and GreenUP.

For more information visit www.peterboroughmoves.com.