

UTILIZE THE ARTS TO EDUCATE AND INSPIRE

Safe Routes to School Art & Writing Activities



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE® thrive

GUIDEBOOK

Version 1. 12/15

Art & Writing Activity Goals

To engage and inspire students to walk or bicycle to school, through enabling students to share their positive experiences of active transportation with the school community.

To engage & educate students to walk & bicycle safely, by enabling students to share safe walking & bicycling behavior with the school community.

Statistics about Walking • Rolling to School

In 20 years, the # of kids walking to school has dropped 71% to 18%

A child who lives 1 mile from school could burn 5 lbs of body fat per year, just by walking to & from school every day.

Since 1963, kids ages 6-11, the rate of obesity has increased from 4% to 16%

75% of CA students are not able to pass basic fitness standards

Travel to school accounts for 20-30% of morning traffic

Cars are responsible for 50% the Bay Area's greenhouse gas emissions



UTILIZE THE ARTS TO EDUCATE AND INSPIRE

Introduction Art & Writing Activities

Table of Contents

Step #1: Determine the type of art & writing activity	4
Step #2: Decide which activity you would like to implement	5
Step #3: Things to consider when implementing a contest	6
Step #3: Things to consider when implementing a challenge/exhibit	7
Step #4: Getting the word out/promoting	8
Step #5: Getting donations (if implementing a contest)	9
Timeline	10
Essay Contest or Challenge flyer template samples	11
Poetry Contest or Challenge flyer template samples	12
Safety Contest or Challenge flyer template samples	13
Walk Roll Contest or Challenge flyer template samples	14
Donation letter template sample	15
Going the Extra Mile (other guidebooks)	16
Safe Routes to School Contact Information	20

The Safe Routes to School (SRTS) program promotes walking, bicycling and alternative transportation as part of your school's culture.

This guidebook has all the tools you need to coordinate one or more Safe Routes to School (SRTS) art or writing activities that will complement your site's SRTS encouragement program! These ideas can be utilized by teachers, parents, or school administrators.

Safe Routes to School encouragement programs celebrate healthy kids by encouraging safe, active transportation and the benefits of a lifestyle that promotes fitness and environmental health.

Step #1: Determine whether you want to implement a “Contest” or a “Challenge/Exhibit”

Heads Up!

SRTS Art & Writing Activities are most effective & inspiring when you implement them with at least one grade level and share the results with the school community, whether it is through a contest, or a challenge/exhibit.

Contest: Students compete to create the best piece of art or writing on a designated topic, typically with one or more students receiving some form of acknowledgement for winning. Choose a contest if you would like to challenge students to do their best through a competitive element, if you are able to come up with a desirable form of acknowledgement, such as an award, other form of special recognition, or a prize, and if you are able to arrange for judging.

Challenge or Exhibit: Students create a piece of art or writing on a designated topic, but there is no competitive element. Instead, students are challenged to create their piece for another purpose. Typically, students will receive a grade (i.e. school assignment), or will have the opportunity to display their art in a classroom or school exhibit, thereby receiving acknowledgement for their work in a public forum.

Step #2: Decide which activity you would like to implement

Deciding which is the best fit?

The best fit is the activity that the site coordinator is most excited about, is most achievable, and fits the school culture. If the coordinator is excited about a contest and can line up judges & get kids excited, go for a contest. If the site coordinator loves creating exhibits and can get kids to participate, go for an exhibit.

SRTS Essay or Poetry Contest: Students compete to write the best essay or poem on a SRTS-encouragement related topic, such as “Why I Love Walk & Roll”.

SRTS Essay or Poetry Challenge/Exhibit: Students are challenged to write an essay or poem on an SRTS-encouragement related topic, such as “Why I Love Walk & Roll”. Essays may receive a grade, be displayed publicly or shared in a forum.

SRTS Safety or Encouragement Poster Contest: Students compete to create the best poster to communicate a safe walking or bicycling concept or to communicate an SRTS encouragement related topic, such as “The Four Reasons for Walking & Bicycling to School.”

SRTS Safety or Encouragement Poster Challenge/Exhibit: Students are challenged to create a poster on a SRTS walking or bicycling safety concept or on an SRTS encouragement – related topic, as specified above.

Other creative idea of your own invention....

Step #3: Things to Consider When Implementing a Contest

Good times to implement a contest:

1. The month before a Walk & Roll Challenge month, so results are shared at the beginning.
2. At the start of a Walk & Roll to School Challenge month, so results are shared at the end.
3. During a period (like Winter) when Walk/Roll Days are not happening, to raise awareness & keep kids interested in the topic.

1. Who will participate?
2. What will the time-frame be?
 - a. When & how will the contest be introduced?
 - b. When and how will the contest be promoted?
 - c. How long will students have to create their piece?
3. How will entries be judged or scored? Does a rubric need to be developed?
4. Who will judge entries?
5. When and how will judging take place?
6. What will the award or prize be?
7. How will winners be announced & acknowledged?
8. How will the school community be engaged in the contest so it complements your other SRTS efforts and raises awareness?

Step #3: Things to Consider When Implementing an Exhibit/Challenge

Good times to implement a Challenge or Exhibit:

1. The month before a Walk & Roll Challenge month, so exhibit is up for the challenge month.
 2. At the start of a Walk & Roll to School Challenge month, so students are engaged in the assignment that month.
 3. During a period (like Winter) when Walk/Roll Days are not happening, to raise awareness & keep kids interested in the topic.
1. Who will participate?
 2. What will the time-frame be?
 - a. When & how will the challenge be introduced?
 - b. How will the challenge be promoted?
 - c. How long will students have to create their piece?
 3. Will students be graded? If so, do I need to create a rubric?
 4. If students will not be graded, how will they be motivated to participate?
 5. Will pieces be exhibited? If so, when, where and for how long?
 6. How will the school community be engaged in the exhibit so it complements your other SRTS efforts and raises awareness?

Step #4: Getting the Word Out – Promoting your Challenge/Exhibit or Contest

Communication Power!

Getting teachers and students excited about participating is key!

Ways to Generate Enthusiasm:

- Personal contact with/notification of teachers
- Send flyers/assignment sheets home
- A blurb in the newsletter
- Loudspeaker announcements
- Introduce at school assembly
- Get student leadership to sponsor and/or promote

- **Get buy-in from teachers to introduce and promote the challenge and support them in implementation.** Do not assume that putting a flyer in teacher's boxes is enough.
 - Talk with teachers in person (perhaps at a staff meeting).
 - Give them all the materials they need to implement the challenge or contest (i.e. enough assignment sheets or flyers, an envelope for submission, a sample rubric, etc).
 - Ask teachers if a coordinator can make announcements in their classroom or at an assembly to generate enthusiasm.
- **Backpack Mail or School Newsletter (if doing a whole school challenge/contest):** get permission to include a flyer in backpack mail or a blurb in the school newsletter so parents are informed. Copy the flyers, make piles according to the number of kids in each class, & place them into teacher's boxes.
- **Website/Social Media:** Include information about the challenge on the school website or Facebook page.

Step #5: Coordinating Donations – If Implementing a Contest

People Power!

Find a Donations Leader:

Make donations happen. Donation requests, follow-up calls to the business, & pick up can be time consuming, so find someone to help.

More Help & Tools

A downloadable version of the sample donation request letter is available at www.SonomaSafeRoutes.org

- **Donation Power:** Getting items donated from local businesses is a great way to add to the celebration while letting the broader community know what you're up to. Make sure you have your school foundation's or Safe Routes to School's (SRTS) Federal Tax ID, so donations are tax deductible. Call SRTS at (707)545-0153 to request our tax ID.
- **PTA Connection:** Ask your PTA to put aside some money for the yearly budget to purchase contest awards.
- **Principal:** Ask your Principal to provide a non-tangible reward; such as being "Principal for the Day", or lunch with the Principal.

Timeline

4 weeks before	<ul style="list-style-type: none"> • Determine type of activity & parameters • Talk to principal and get approval • Talk to your PTA or Foundation about ways they can support the event, such as judging or funding for prizes • Contact area businesses about donating prizes (if doing a contest) • Personalize and create an initial draft flyer or assignment sheet template • Develop a rubric for evaluating submissions (if needed) – contact SRTS for sample rubrics • Identify judges (if needed)
3 weeks before	<ul style="list-style-type: none"> • Talk to teachers to get buy-in for promoting/assigning the contest or challenge • Talk to student leadership about supporting the contest or challenge • Determine where/when to exhibit or share results • Arrange for how to announce the contest
2 weeks before	<ul style="list-style-type: none"> • Make copies of flyers to distribute to teachers and/or send home in backpack mail • Make posters to promote (optional) or engage student leadership in making posters • If exhibiting work, determine where exhibit will be and reserve space if necessary
1 week before	<ul style="list-style-type: none"> • Remind school staff, volunteers, and teachers and ask them to let students know about the challenge • Announce at an assembly (depending on timing of weekly assemblies & start of challenge/contest)
Day before (or earlier)	<ul style="list-style-type: none"> • Distribute flyers to teachers and ask them to announce to students, or make classroom announcements yourself
During Contest or Challenge	<ul style="list-style-type: none"> • Remind students and teachers to participate • Make weekly announcements or engage student leadership to make announcements • If teachers are willing, allocate class time for students to work on the activity
Post Contest	<ul style="list-style-type: none"> • Judge or grade work (if appropriate) • Thank businesses and volunteers, and announce winner • If exhibiting student work, display it

Essay Contest or Challenge Flyer Template Images: Modifiable Flyer template available in the Encouragement section of www.sonomasaferoutes.org



I LOVE WALK AND ROLL TO SCHOOL ESSAY CONTEST

For Students in (insert grade levels)

Essays must be submitted by (insert day/date)

Winners Announced in (insert date)

Winners & Runners Up will be published/displayed (insert how you will share)

Requirements:

Describe in a 250-350 word essay why you love walking and/or rolling to school.

- Essay may be typed or written in ink (no pencil please).
 - Your essay must have a title
- Label entry with first and last name, grade and teacher
 - One submission per person

Essays will be judged for ability to express enthusiasm for walk & roll, and also on creativity and originality.

- 1 Grand Prize Winner (at each grade level?) will receive (insert)
- (insert #) Runners Up will receive (insert)
- (insert #) Honorable Mentions will receive (insert)
- All of the above invited to read their essay at (insert time/location)

Submit Entries to: (insert where entries will be submitted)

Email entries to: (insert)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.



I LOVE WALK AND ROLL TO SCHOOL ESSAY WRITING CHALLENGE

For Students in (insert grade levels)

Essays must be submitted by (insert day/date)

Essays will be (insert how essays will be shared/published/displayed at your site)

Requirements:

Describe in a 250-350 word essay why you love walking and/or rolling to school.

- Essay may be typed or written in ink (no pencil please).
 - Your essay must have a title
- Label entry with first and last name, grade and teacher
 - One submission per person

Insert line indicating the type of "credit" students will receive for submitting a poem to the Exhibit Challenge.

Submit Entries to: (insert where entries will be submitted)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.

Poetry Contest or Challenge Flyer Template Images: Modifiable Flyer template available in the Encouragement section of www.sonomasaferoutes.org



I LOVE WALK AND ROLL TO SCHOOL POETRY CONTEST

For Students in (insert grade levels)

Poems must be submitted by (insert day/date)

Winners Announced in (insert date)

Winners & Runners Up will be published/displayed (insert how you will share)

Requirements:

Describe in a (minimum 10 line) poem why you love walking and/or rolling to school.

- Poem may be typed or written in ink (no pencil please).
 - Your poem must have a title
- Label entry with first and last name, grade and teacher
 - One submission per person

Poem will be judged for ability to express enthusiasm for walk & roll, and also on creativity and originality.

- 1 Grand Prize Winner (at each grade level?) will receive (insert)
- (insert #) Runners Up will receive (insert)
- (insert #) Honorable Mentions will receive (insert)
- All of the above invited to read their essay at (insert time/location)

Submit Entries to: (insert where entries will be submitted)

Email entries to: (insert)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.



I LOVE WALK AND ROLL TO SCHOOL POETRY & ILLUSTRATION EXHIBIT CHALLENGE

For Students in (insert grade levels)

Poems must be submitted by (insert day/date)

*POEMS/ILLUSTRATIONS WILL BE PUBLISHED/DISPLAYED/EXHIBITED
(insert how you will share submitted poems)*

Requirements:

Describe in a (minimum 10 line) poem and corresponding illustration why you love walking and/or rolling to school.

- Poem may be typed or written in ink (no pencil please).
- Illustration may be in color or black and white, and can anything from simple drawing to highlight an idea in your poem, to a full page illustration
 - Your poem must have a title
- Label entry with first and last name, grade and teacher
 - One submission per person

Insert line indicating the type of "credit" students will receive for submitting a poem to the Exhibit Challenge.

Submit Entries to: (insert where entries will be submitted)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.

Safety Poster Contest/Challenge Flyer Template Images: Modifiable Flyer template available in the Encouragement section of www.sonomasaferroutes.org



WALK AND ROLL TO SCHOOL SAFETY POSTER CONTEST!

POSTERS MUST BE SUBMITTED by (insert date)
winner announced (insert date)

Design a poster that illustrates how to safely walk or ride your bicycle. Your poster should include a safety slogan and also illustrate one or more of the pedestrian &/or bicycle safety concepts listed below:

- Walk on sidewalk (if no sidewalk, walk facing traffic)
- Stop, look left-right-left & all around, & listen before crossing
- Cross at crosswalks or corners; but make sure ALL cars in ALL lanes have stopped before crossing!
 - Dress to be seen (be visible)
 - Be predictable – don't make sudden moves
- Stay alert - don't let cell phones or ipods distract you
 - Ride bikes with traffic, on the right
 - Obey traffic laws & signs
 - Wear your helmet & make sure it fits correctly
 - Use hand signals when turning
- Check air, brakes & chains & make sure shoelaces and pant legs are out of the way before riding

- Posters must be in color
- You must include a slogan at the bottom or top of your picture that captures the safety concepts or rules you are communicating:
- CLEARLY write your first and last name, and grade on the front of your poster

(insert #) winning posters will be selected (insert additional parameters, if any, like # per grade level) and displayed/shared (insert information on how they will be shared)
Winners will receive (insert incentive)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.



WALK AND ROLL TO SCHOOL SAFETY EXHIBIT!

POSTERS MUST BE SUBMITTED by (insert date)

Design a poster that illustrates how to safely walk or ride your bicycle. Your poster should include a safety slogan and also illustrate one or more of the pedestrian &/or bicycle safety concepts listed below:

- Walk on sidewalk (if no sidewalk, walk facing traffic)
- Stop, look left-right-left & all around, & listen before crossing
- Cross at crosswalks or corners; but make sure ALL cars in ALL lanes have stopped before crossing!
 - Dress to be seen (be visible)
 - Be predictable – don't make sudden moves
- Stay alert - don't let cell phones or ipods distract you
 - Ride bikes with traffic, on the right
 - Obey traffic laws & signs
 - Wear your helmet & make sure it fits correctly
 - Use hand signals when turning
- Check air, brakes & chains & make sure shoelaces and pant legs are out of the way before riding

- Posters must be in color.
- You must include a slogan at the bottom or top of your picture that captures the safety concepts or rules you are communicating:
- CLEARLY write your first and last name, and grade on the front of your poster

POSTERS WILL BE EXHIBITED IN THE (insert location) on (insert date or dates)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.

Walk/Roll Poster Contest/Challenge Flyer Template Images: Modifiable Flyer template available in the Encouragement section of www.sonomasaferroutes.org



WALK AND ROLL TO SCHOOL POSTER CONTEST!

POSTERS MUST BE SUBMITTED by (insert day/date)

winner announced in (insert date)

Draw a picture and write a caption that illustrates and/or is inspired by one of the four fantastic reasons for Walking or Bicycling to School. The reasons are:

It's Fun!
It's Healthy!
Less Pollution (or Carbon Emissions)!
Less Traffic!

- Pictures must be in color, on an 8 ½ x 11 sheet of paper.
- You must include a caption at the bottom or top of your picture that describes the reason you drew about. Examples:
 - Walking and bicycling is fun!
 - Walking and Bicycling is fun because I get to be with my friends!
 - Walking and biking helps the earth because it causes less pollution than cars.
- Write your first and last name and grade level on the front of your picture
- You may submit pictures for more than one reason – but please, only one reason per picture!

Winning posters will be selected from (insert parameters; one per slogan, one per grade level, one per slogan per grade level, etc)

The winning posters will be (indicate what you will do with winning pictures; i.e. post in office, include in school newsletter, made into posters that will be hung around school, etc)

Winners will receive (insert prize if any)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.



WALK AND ROLL TO SCHOOL POSTER EXHIBIT!

POSTERS MUST BE SUBMITTED by (insert day/date)

Draw a picture and write a caption that illustrates and/or is inspired by one of the four fantastic reasons for Walking or Bicycling to School. The reasons are:

It's Fun!
It's Healthy!
Less Pollution (or Carbon Emissions)!
Less Traffic!

- Pictures must be in color, on an 8 ½ x 11 sheet of paper.
- You must include a caption at the bottom or top of your picture that describes the reason you drew about. Examples:
 - Walking and bicycling is fun!
 - Walking and Bicycling is fun because I get to be with my friends!
 - Walking and biking helps the earth because it causes less pollution than cars.
- Write your first and last name and grade level on the front of your picture
- You may submit pictures for more than one reason – but please, only one reason per picture!

POSTERS WILL BE EXHIBITED IN (insert location) ON
(insert date or date range) IN CELEBRATION OF (insert
reason, such as a monthly Walk/Roll event or contest)



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE. thrive

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.

Donation Letter

download modifiable template on the Art/Writing Activity page at www.sonomasaferoutes.org

Manager's Name

Name of Business

Street address

Town, CA zip

Date

Dear _____ *(Manager's name)*:

_____ *(name of school)* will be hosting a *(insert type of Art & Writing contest or challenge)* from *(list month/date)* to *(list month/date)*, which will culminate with *(insert type of incentive; i.e. raffle, student incentive party, etc)*. We are seeking donations of *(insert type of incentive you are seeking; i.e. food, raffle prizes, etc)*. A contribution from _____ *(business name)* would make a great difference in ensuring that our *(contest/challenge)* is a success in encouraging kids to *(insert purpose of activity; such as be healthy, physically active, and reduce their carbon footprint)*. We are seeking _____ *(insert number and description of incentive prize or food option you think they can provide)*. However, we appreciate any donation you make!

Our school is a participant in the Sonoma County Safe Routes to School Program, which supports neighborhoods in building and using safer routes to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. The Safe Routes to Schools program has seen outstanding results and currently serves over 30 schools throughout the county. As one of those schools, we appreciate your support in improving the health and safety of families in our community!

Thank you in advance for contributing to our Pollution Punch Card Challenge. I will call you next week to answer any questions you have about this request. You may also contact me at _____ *(your phone number)* or _____ *(your email address)*. Your donation is tax-refundable. Our Tax ID # is *(insert you're the Tax ID # of your school or PTA, or utilize the Tax ID # of the SRTS host organization, Sonoma County Bicycle Coalition, 68-0467440)*

Sincerely,

(Your name)

Going the Extra Mile – Regular Walk and Roll To School Days

- **Walk and Roll to School Day:** hold a competition between classes to see who got the most walkers & bikers. Use raffle tickets to do counts, or get counts through teachers.
- See Walk & Roll to School Days Guidebook
- Available in the Downloadable Resources Section of the SRTS Website



Going the Extra Mile – About the Frequent Walk • Roll Program

- **Frequent Walk • Roll Program:** This program is a way to encourage frequent walking and bicycling over a period of one or more months.
- See Frequent Walk • Roll Program Guidebook
- Available on the SRTS Website



Going the Extra Mile – About the Pollution Punch Card Program

- **Pollution Punch Card Program:** This program is a way to “boost” a regular Walk/Roll Day program by incentivizing kids to get their cards punched weekly for an end-of-program incentive.
- See Pollution Punch Card Program Guidebook
- Available on the SRTS Website



Going the Extra Mile – About the Golden Sneaker Award

- **Golden Sneaker Award:** hold a competition between classes to see who got the most walkers/bikers. Use raffle tickets to do counts, or get counts through teachers. The class with the most participation is awarded the Golden Sneaker Award.
- See Golden Sneaker Award Guidebook:
- Available in the Golden Sneaker section of the SRTS Website



Want Safe Routes to Your School?

Sonoma County Safe Routes to School provides trainings, resources, & customized support at no cost.
We work together with schools, parents, & the local community to give kids
an active, healthy start to the school day!



For more information on what we can offer to your school & your community, contact us at:

Sonoma County Safe Routes to School
P.O. Box 3088
Santa Rosa, CA 95402
(707) 545-0153 or saferoutes@bikesonoma.org

This project is supported by the Metropolitan Transportation Commission's One Bay Area Grant Program, Measure M, and Kaiser Permanente Northern California Community Benefit Program.