

Safe Routes to School

- Bev Brody
- Pacific Global Health Conference
- October 9, 2012



WHAT IS SRTS?

- ▶ Safe Routes to School is a national and international movement to create safe, convenient, and fun opportunities for children to walk and bike to and from schools.
- ▶ Designed to reverse the decline in children walking and bicycling to schools.



FEWER CHILDREN ARE WALKING AND BICYCLING TODAY



Walk and Bike

- 1969, 48% (88% within 1 mile)
- 2009, 13% (38% within 1 mile)

MORE PARENTS ARE DRIVING



Parents driving their children to school can account for 20%-25% of morning rush hour traffic.

(Parisi Associates; Melbourne Department of Infrastructure)

THE CONSEQUENCES OF *THIS*...



**...INSTEAD OF *THIS* CAN BE
ALARMING.**



HEALTH CONSEQUENCES

Today's children may be the first generation to have a shorter life expectancy than their parents!



BENEFITS TO HEALTH

- ▶ Students who walk 1 mile to and from school get two-thirds of recommended levels of physical activity.
- ▶ Children who walk to school are more physically active throughout the day.
- ▶ Physically active children tend to have **better academic achievement, enhanced concentration, better classroom behavior.**



THE FIVE “E” S OF A SRTS PROGRAM

- ▶ Evaluation
- ▶ Education
- ▶ Encouragement
- ▶ Engineering
- ▶ Enforcement



EVALUATION

What are the barriers to walking/bicycling?
Is the program making a difference?

SURVEY ABOUT WALKING AND BIKING TO SCHOOL - FOR PARENTS -

Dear Parent or Caregiver,

Your child's school wants to learn your thoughts about children walking and biking to school. This survey will take about 10 - 15 minutes to complete. We ask that each family complete only one survey per school your children attend. If more than one child from a school brings a survey home, please fill out the survey for the child with the next birthday from today's date.

After you have completed this survey, send it back to the school with your child or give it to the teacher. Your responses will be kept confidential and neither your name nor your child's name will be associated with any results. Thank you for participating in this survey!

These first few questions gather some general and background information.
Remember, all information will be confidential, and no identifying information will be released.

1. What is the grade of the child who brought home this survey? (K - 8) _____ grade
2. Is the child who brought home this survey male or female? ☐ MALE ☐ FEMALE
3. How many children do you have in Kindergarten through 8th grade? _____ children
4. What is your ZIP Code? (please provide ZIP + 4 if known) _____ ZIP code
(note: many utility bills will show your ZIP +4)
5. How far does your child live from school? (choose one)

<input type="checkbox"/> a. less than 1/4 mile	<input type="checkbox"/> d. 1 mile up to 2 miles
<input type="checkbox"/> b. 1/4 mile up to 1/2 mile	<input type="checkbox"/> e. More than 2 miles
<input type="checkbox"/> c. 1/2 mile up to 1 mile	<input type="checkbox"/> f. Don't know

6. On most days, how does your child arrive at school and leave for home after school? (circle one choice per column)

Arrive at school	Leave for home
a. Walk	a. Walk
b. Bike	b. Bike
c. School Bus	c. School Bus
d. Family vehicle (only with children from your family)	d. Family vehicle (only with children from your family)
e. Carpool (riding with children from other families)	e. Carpool (riding with children from other families)
f. Transit (city bus, subway, etc.)	f. Transit (city bus, subway, etc.)
g. Other (skateboard, scooter, inline skates, etc.)	g. Other (skateboard, scooter, inline skates, etc.)

SAFE ROUTES TO SCHOOL STUDENT ARRIVAL AND DEPARTURE TALLY SHEET

School Name: _____ Grade: _____ # of students enrolled in class _____

Teacher: _____ Monday's Date: _____

School's Zip Code _____ (used to identify weather conditions)

Teachers, here are simple instructions for using this form:

- Please conduct these counts each of the five days of the assigned week.
- Before asking your students to raise their hands to indicate the one answer that is correct for them, read through all potential answers so they will know what the choices are.
- Ask your students as a group the question "How did you arrive at school today?"
- Read each answer and record the number of students that raised their hands for each.
- Follow the same procedure for the question "How do you plan to leave for home after school?"
- Please conduct this count regardless of weather conditions (i.e., ask these questions on rainy days, too).

Step 1. Fill in the weather conditions and number of students in class each day			Step 2. Ask students "How did you arrive at school today?" and "How do you plan to leave for home after school?" (record number of hands for each answer)							
Weather (Sunny Rainy Cloudy Snow)	Number of Students (in class when count made)		Walk	Bike	School Bus	Family Vehicle (only with children from your family)	Carpool (riding with children from other families)	Transit (city bus, subway, etc.)	Other (skateboard, scooter, inline skates, etc.)	
Mon AM										
Mon PM										
Tues AM										
Tues PM										
Wed AM										
Wed PM										
Thur AM										
Thur PM										
Fri AM										
Fri PM										

Comments (Please list any disruptions to these counts or any unusual travel conditions to/from the school on the days of the tally):

EDUCATION

- ▶ Teach pedestrian and cycle safety skills classes.
- ▶ Create games that are fun for kids to learn.
- ▶ Include parents, neighbors and other community members.



ENCOURAGEMENT



- ▶ Hold events like Walk and Bike to School Days
- ▶ Organize Walking School Buses and Bike Trains
- ▶ Create Contests
- ▶ Emphasize the fun of walking and bicycling



ENFORCEMENT


- ▶ Develop Crossing Guard Policies
- ▶ Create Traffic Safety Campaigns (Radio)
- ▶ Neighborhood Watch
- ▶ “Smart Signs” or Active Speed Monitors



SRTS IS MORE THAN WALK TO SCHOOL DAY!



HOW TO GET THERE...

1. Educate the school community on SRTS
 - i. Attend principals meetings
 - ii. Attend PTSA meetings
 - iii. Attend Neighborhood Association meetings
 2. Identify a champion
 3. Form a task force
 - i. 4 – 6 committed parents, grandparents, caregivers
 - ii. School administrator (teachers)
 - iii. Allied support: other school leaders, community groups, school staff
- 

OTHER IMPORTANT PARTNERS

- ▶ Local government (City, County): Mayor, Council members, State/County Representatives
- ▶ Local law enforcement
- ▶ Local Public Works Department
- ▶ Department of Education



3 IMPORTANT ITEMS TO CONSIDER



- ▶ Administration support
- ▶ High density of students living within one mile from the school
- ▶ Evidence of a somewhat safe built environment

HAVE A KICK OFF EVENT (W2SD)



I. BRING THE RIGHT PEOPLE TOGETHER



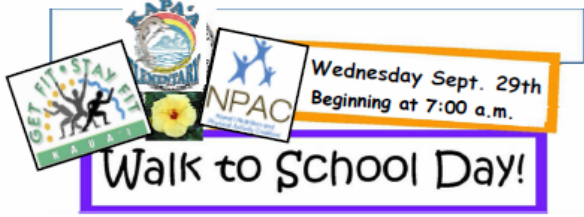
2. IDENTIFY A ROUTE



3. HAVE A GIVEAWAY




4. CREATE A FLYER AND PROMOTE!



Wednesday Sept. 29th
Beginning at 7:00 a.m.

Walk to School Day!

WIN A BIKE from KAUAI CYCLE



Street	Approx. P/U Time
Start at: The Old Cannery Kawaihau & Kuahale	7:00 a.m.
Kawaihau & Kahana	7:06 a.m.
Kawaihau & Laipo	7:10 a.m.
Kawaihau & Ua	7:16 a.m.
Kawaihau & Malakia	7:18 a.m.
Kawaihau & Ohu	7:20 a.m.
Kawaihau & Hekili	7:26 a.m.
Kawaihau & Moa	7:28 a.m.
Kawaihau & Nunu	7:30 a.m.

For more information please contact: Jenn Bloom at 651-3042 or jenn@espswellness.com
Fill out the bottom portion, sign, detach and return to your child's teacher.
Be sure to indicate the "bus stop" pick up point.
Children must walk to (or at) school to be eligible to win the bike.

SIGN UP TO BE A PART OF THE KAPA'A WALKING SCHOOL BUS!

Parent Name: _____ Child's Name: _____

Pick-up location: (see back of sheet for location #'s) _____ Child's Grade: _____

Telephone: _____ Email: _____

Are you interested in becoming a Walking Bus Driver? ☐ Yes ☐ No

I will have my children ready for the Walking Bus at the appointed place and time on Tuesday morning. If my child is not ready, I am prepared to get my children to school on my own. I am responsible for my child's safety from home to the Walking Bus Stop.

X _____

Promote through:

- Flyers
- School Calendar
- Email Blasts
- School Announcements
- Social Media
- Radio and Newspaper

5. INVITE ELECTED AND PUBLIC OFFICIALS



Use event as educational tool for stakeholders

6. GET MEDIA COVERAGE

THE GARDEN ISLAND
Serving Kaua'i and Ni'ihau since 1975
THURSDAY • MARCH 29, 2012 • ONLINE: WWW.THEGARDENISLAND.COM

'Walking School Bus' in spotlight at island schools, state Legislature



Dennis Fujimoto
THE GARDEN ISLAND

KILAUEA — The Walking School Bus engaged students around the island on Wednesday, one day before the state Legislature will consider a bill to fund and expand the model Safe Routes to School program.

"We've got people doing all sorts of things at every site," said Bev Brody, island coordinator for the Get Fit Kaua'i initiative.

"Derek Kawakami, our state representative, is walking with the kids at Kapa'a Elementary School, and Bill Arakaki, the Kaua'i Area Complex superintendent, is at Kalaheo School," Brody said. "In addition, the students at Kalaheo School will be greeted by the school band playing for them when they arrive."

The state House of Representatives today will consider House Bill 2626, which calls for a surcharge of \$10 (\$20 if in a school zone) for all moving violations. The surcharge would go into public works to fund Safe Routes to School.

On Kaua'i, the program's Walking School Bus takes place every fourth Wednesday of the month.

Marshall Anthony, a Kilauea Elementary School fifth-grade student, said it was fun walking with a big crowd Wednesday, and he had an opportunity to win a bike.

The Walking School Bus which ended at Kilauea School was one of several taking place around the island in conjunction with the Safe Routes to School Walk to School Day set aside for the fourth Wednesday of each month.

"What is exciting about Kilauea is they have a new route which was generated by the students," Brody said. The former route which took students along the Kilauea Lighthouse Road was just too long and there was too much traffic, said Mayor Bernard Carvalho Jr., who joined the walk.

A police officer who accompanied the group and helped with traffic control said the new route is much shorter and follows the route used in the event of a school-wide evacuation.

The difference is the students arrive at school rather than exit the school.

"This was the students' idea," Brody said. "They came up with the idea after the first Walking School Bus

See Bus, A5

Alan Talaga of the Wisconsin Clearinghouse works to stay ahead of the Walking School Bus Wednesday morning at Kilauea Elementary School.

A QUICK LOOK AT KAUAI'S SRTS PROGRAM



IN CLOSING ...LESSONS WE'VE LEARNED

1. It must be sustainable

- Don't be too grandiose aside from the initial kickoff event

2. Safe Routes to School must be INTERNALLY driven

- Make sure the champion finds the interested parents

You Can Do It!!!

QUESTIONS?

Thank You!



Contact Information:

Bev Brody, Get Fit Kauai

Health & Built Environment Project Facilitator

(808) 212-4765

bbrody1@hawaii.rr.com