



Creating an encouragement plan for your school

Walking and biking encouragement programs are designed to increase the number of students who walk or bike to school. We recommend that a student council, in conjunction with school staff, create a plan to implement more encouragement concepts. Pick from the list below or find your own creative ideas that work best for your school!

Announcements:

- ✓ Make announcements over the loud speaker encouraging students to bike or ride to school on a particular day (“Walking and Wheeling Wednesdays”).
- ✓ Make a video promoting the benefits of walking and biking to school or how to properly fit a helmet.

Classroom contests:

- ✓ Challenge each grade to have a Walking and Wheeling Contest. The grades with the most students who participate are eligible to win a prize (could be for a month, the semester, or the entire school year).

Posters:

- ✓ Make posters to promote walking and biking to school safely. Encourage helmet use and using crosswalks, and bicycle rules of the road.
- ✓ Ask students to sign a pledge to be safe while walking or riding to schools - reward them with a prize or hang the pledge somewhere visible in the school for all to see.

Survey:

- ✓ Do a school wide survey to determine how many students walk or bike to school. Ask them what would encourage them or what might discourage them.

Get creative:

- ✓ Use sidewalk chalk to write walking and biking encouragement messages in front of the school.
- ✓ Have art classes paint the bike racks or decorate the school with bicycling/walking themed art.

Plan rides and walks to school:

- ✓ Walking / biking school bus: Choose a location away from school and have students meet there to bike or walk to school together. A fun way to meet people and hang out!
- ✓ Plan an after school ride or an on-going bike club with a group of students.
- ✓ Ask students to sign a pledge to be safe while walking or riding to schools - reward them with a prize or hang the pledge somewhere visible in the school for all to see.

Keeping it rolling:

- ✓ Try “Walking & Wheeling Wednesdays” or Walk to School days one time per week, month or semester. Use student council or older student group to help plan your events, hand out incentives, help lock bikes and cheer fellow students on as they arrive at school.