



Billings, Montana: Go Play Campaign Promotes SRTS Efforts

During the 2006-2007 school year, students from Montana State University (MSU) in Billings created the community-wide “Go Play” campaign to increase community awareness of, and participation in, bicycling and walking for transportation, thereby creating a safer environment for kids to walk and bike to and from school. Created under the direction of Dr. Sarah Keller from MSU, the campaign is co-directed by Dr. Keller and Kathy Aragon from the Highland Elementary School PTA. “Go Play” supports Safe Routes to School efforts through several events including:

- * The promotion of International Walk to School Day/Week/Month, the Heart and Sole Run (a family oriented fun run sponsored by Saint Vincent Healthcare), and Bike/Walk/Bus week.
- * The promotion of SRTS at community events that have included the spring Child Safety Fair and the YMCA’s Healthy Kids Day.
- * The Magic City Trail Trek, a family oriented fun-filled morning, promoting walking and rolling on the Billings trail system to promote healthier communities through active lifestyles and safety.

The Go Play campaign has several community partners including the Yellowstone City-County health department who conducts countywide assessments of more than 8,000 parents and caregivers on bicycling and walking to school. Initial funding for the campaign was provided by local hospital, Saint Vincent Healthcare of Billings, Montana. In April 2007, the campaign received a SRTS grant from the Montana Department of Transportation.

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