Moving Forward Together: Engaging Your Community in Safe Routes to School Programs

Colorado Safe Routes to School Program
Kori Johnson, Michelle Lieberman, Safe Routes Partnership
Mara Mintzer, Growing Up Boulder
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MISSION

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.
We know that our bodies were designed to move, yet many of our communities were created with intentional inequities that limit mobility. We believe change is necessary to achieve a vision of safe, active, equitable, and healthy communities – urban, suburban, and rural – for everyone.
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Today’s Agenda

1. Community Engagement Guiding Questions
2. Community Engagement Highlight Reel
3. Mara Mintzer – Growing Up Boulder
4. Considerations for Engaging Specific Groups
5. Q & A and Next Steps
COMMUNITY ENGAGEMENT
GUIDING QUESTIONS
Community engagement is about relationship-building. How can we create opportunities to authentically connect with one another?
Be curious.
Try Asking Yourself...

- I wonder...
- Where am I? Geographically? Historically? Culturally?
- Who lives here? How did they get here?
- What are some stories I know about this community?
- What are some stories I don’t know about this community?
- What does it mean for me to be working in this community?
Be open.
Try Asking Yourself…

• Where can I find community stories?
• What can I discover today?
• Where can I find opportunities to get outside my comfort zone?
• What am I nervous about?
Be a listener.
Try Asking People...

- What’s your name? Can you teach me how to pronounce it?
- Tell me about...
- Can you show me?
- What are you most proud of?
- What do you love about your community?
- What would you change about your community?
Be authentic.
Try Asking Yourself...

- Why am I here?
- What stories do I carry?
- Where are places/people in this community that connect to my interests?
- What stories does this community want to tell?
- How can I help people share their stories?
Be creative.
Go To People

- Farmer’s Markets
- Community Events/Festivals
- Back to School Night
- Local Businesses
- Libraries
- Recreation Centers
Tell us, what do you love about your community? What would you change?

Butcher Paper Graffiti Wall
Our Community Quilt
Come inside to make your square!
Safety Demonstration
A new grocery store is coming to Bellevue! What do you need to make your trips to the store easier and safer?

- Safer Crosswalks
- Lots of Parking
- Better Street Lighting
- Security in and around the store
- More Bus Service
My Neighborhood is...
My Neighborhood is not...
Welcome to Platt Park

New Jersey has nature

- Natures Entrance
- Family Fun
- Pink
- Visit
- Outside
- Playful
- Expansive
- Nature
- Fun
- Social
- Explore
- Happy Hungry
- Baseball over our hall
- Visit
Walk Audits
Photovoice/Videovoice

Participants use photos and videos to research an issue, communicate knowledge, and advocate for change.
Local Business Partnerships
Engagement with Distancing

- Phone calls
- Webinars
- Online activities, contests, and challenges
- Social media posts
- Education and encouragement videos
- Signs, flyers, postcards
**A Safety Week of Fun Activities**

Print out this Safety Week Activity Calendar and mark your daily progress. Complete at least one activity a day. The first 20 children to submit the Safety Week Activity Calendar will win a $15 Amazon gift card! All submissions will also be entered in a raffle for a Zeal goody bag. We will accept submissions (tinyurl.com/MoCoSafetyWeek) starting on May 8, 2020, at 5:00 pm. Winners will be notified by email Monday the 11th by 5:00 pm.

Imprime este calendario de actividades de la Semana de la seguridad y marca tu progreso diario. Completa por lo menos una actividad al día. Los primeros 20 niños que envíen su calendario de actividades de la Semana de la seguridad ganarán una tarjeta de regalo de $15! Todas las participaciones participarán en una rifa para ganar una bolsa de regalos de Zeal. Podrás enviar tus calendarios (tinyurl.com/MoCoSafetyWeek) a partir del 8 de mayo de 2020 a las 5:00 p.m. Se notificará por correo electrónico a los ganadores el lunes 11, antes de las 5:00 p.m.

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**Monday Madness**
- Spot the Difference
- Traffic Light Brownies
- Knock, Knock
- Dump Truck Egg Cart

**Tuesday Trivia**
- Memory Game
- Sandwich Cars
- Solve the Riddles
- Build Your Own City Streets

**Wednesday Wacky**
- Traffic Safety Maze
- Veggie Train
- Zeal Coloring Book
- Make Your Own Truck

**Thursday Thrills**
- Safety Bingo
- Apple & Grape Cars
- Scavenger Hunt
- Stop Light Bean Bag Toss

**Friday Fun**
- Safety Pledge
- Hot Dog Cars
- Build a Cardboard Car
- Build a Busy Town

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**Your Name:** ______________________________

*Good luck, have fun and stay safe!*
Safe Routes Partnership
Community Engagement Cards

- Creative engagement activities
- Adaptable for multiple audiences
- Activities – Pennants, photo booths, puzzles, and more!
- No art skills required – just an open mind.

PENNANTS
Colorful pennant flags can make any space feel festive. Easy to design in any shape or style, this multi-purpose décor gives people to show off their community pride.

Where and When to use it: Pennant flags have the flexibility to be whatever you need them to be – window decorations, office art, community building exercises. Make a pennant creation station at your next outreach event or leave a few empty pennants and drawing materials in your office lobby for visitors to complete (bonus points if there is a space to display them!). To add more meaning, ask people to design a pennant focused on a theme relevant to your work or community.

MATERIALS
- Paper - cardstock, printer paper, construction paper, tissue paper
- Markers, colored pencils, crayons
- Pencils • String • Tape • Mini clothespins
- Optional: Glue sticks, magazine, and colorful decorative paper for pennant collages

INSTRUCTIONS
1. Create a pennant template. Pennants are usually triangle-shaped and can easily be designed on a computer or by cutting triangle-shaped pieces of paper.
2. Decide on a theme for your pennants. You can include the theme on a pre-made pennant template or display it at your outreach table. Here are a few themes and prompts to get you started:
   - Our community is:
   - Celebrate community milestones – Founder’s Day, school anniversary, grand opening
   - Hidden gems – What is something you want other people to know about your community that is not usually talked about?
   - Favorite memories
   - Foods from your culture
   - Design a symbol or logo that represents you
3. Have participants create their pennants. This is supposed to be fun and freeing, there is no wrong way to complete the activity. As people are creating, encourage conversations about the theme and the art.
4. Hang up pennants to decorate an outreach table display or to brighten an indoor space. If this activity is completed in a workshop, have people share their pennants with the group.
   Tip: Many communities have their own flag-making traditions. For example, traditional papel picado is decorative Mexican folk art using cut tissue paper to make color banners. Research cultural traditions in your community and incorporate them into your outreach display.

NEXT STEPS
- Save pennants to use as decorations for future events. Repeat this activity a few times to build a collaborative art piece. See if there are any trends or variations when creating pennants with different groups.
Mara Mintzer is a co-founder and the director of Growing Up Boulder (GUB), Boulder, Colorado, USA’s child- and youth-friendly city initiative based out of the University of Colorado Boulder’s Community Engagement Design and Research (CEDaR) Center. She presents and writes internationally on the topic of engaging young people in community planning and child-friendly cities. Her TEDx talk, featured on TED.com and called, “How Kids Can Help Design Cities,” has received more than 2 million views, and she recently co-authored the book Placemaking with Children and Youth: Participatory Practices for Planning Sustainable Communities with lead authors Victoria Derr and Louise Chawla. Prior to GUB, Mara was director of a community school, where she oversaw child and family support services on an under-resourced school campus. She has designed and implemented programs for underrepresented children, families and neighborhoods in New York and California. Mara received her B.A. in Psychology from Brown University and her M.A. in Organizational Psychology from Teachers College, Columbia University.
CONSIDERATIONS FOR ENGAGING SPECIFIC GROUPS
Middle and High School Students

- Learn about their interests
- Embrace innovation and creativity
- Use social media
- Let students lead – program ownership is key!
New Toolkit: Safe Routes for Youth

- Strategies for engaging teens
- Integrating SRTS and Vision Zero
- Building innovative partnerships
- Designing and implementing youth safety programs
Students with Disabilities

- Collaborate with school staff, parents/families, and students in program design
- Use explicitly welcoming language
- Design activities to be inclusive
Girls and LGBTQ+ Students

- Provide safe spaces to participate
- Partner with Girls on the Run, Girl Scouts
- Partner with Genders and Sexualities Alliance (GSA) on campus
- Include personal safety considerations
Diverse Racial/Ethnic Groups & Recent Immigrants

- Provide materials in languages spoken by the community
- Use images along with (or in place of) words
- Learn about participation preferences – in person, phone, flyers
- Work with trusted community leaders
Different Caregivers

- Grandparents
- Dads
- Older Siblings
- Babysitters and Nannies
- Foster Parents
Importance of Tracking & Evaluation

• Who is participating? Who isn’t?
• If a group is not participating, why not?
Email Discussion Network
Reminders

- Sign up for the Colorado Safe Routes to School Newsletter – email Wendy McMillan at wendy.mcmillan@state.co.us
- Upcoming SRTS Grant Cycle
- Upcoming Webinar – SRTS Policy, June 23d, 11am MT
- Colorado SRTS Contact: Melissa Trecoske Houghton melissa.houghton@state.co.us
Please take our survey!
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