Back to School Messaging Guide
SAMPLE SOCIAL MEDIA POSTS

• Walking, biking, or rolling one mile to and from school each day is two-thirds of the recommended sixty minutes of physical activity a day for children. Learn more about our Walking School Bus program at {url}. #SafeRoutesToSchool

• Students can build stronger friendships and relationships through walking and biking together. Help create lifelong friendships by joining our Bike Train. For more information visit {url}. #SafeRoutesToSchool

• Increasing the number of interactions with families and neighbors by walking and rolling through neighborhoods can build and reinforce positive social connections. Help support #SafeRoutesToSchool by walking or biking to school!

• Participating in a walking school bus program can lead to decreased absences and tardiness. Let’s work towards perfect attendance for all students with #SafeRoutesToSchool.

• Children exposed to traffic pollution are more likely to have asthma, permanent lung deficits, and a higher risk of heart and lung problems as adults. Increased numbers of students walking to school can reduce traffic congestion at school drop-off and pickup. Let’s create #SafeRoutesToSchool by walking and biking!

• When children get physical activity before class, they are more focused on their tasks. Find out what events and activities our #SafeRoutesToSchool program offers at {url}.

• Increasing the number of people using the streets, better lighting, and better street design can increase individual sense of safety as well as decrease actual criminal activity. Help us create #SafeRoutesToSchool by joining our walk audit at {url}.
SOCIAL MEDIA GRAPHICS

JOIN A WALKING SCHOOL BUS TODAY!

For more information contact {Name} at {Phone Number} or by email at {Email Address}

DON'T MISS US AT BACK TO SCHOOL NIGHT!

{School Name}
{Date}
{Time}

For more information contact {Name} at {Phone Number} or by email at {Email Address}

VOLUNTEER FOR WALK TO SCHOOL DAY!

October 6, 2021

For more information contact {Name} at {Phone Number} or by email at {Email Address}
PROMOTIONAL FLYERS

WALK TO SCHOOL DAY IS COMING!

October 6, 2021

Join Safe Routes to School for Walk to School Day at (Your School Name). Encourage your child and their friends to walk to school or to join a walking school bus.

Want to volunteer to be a Walking School Bus leader or to coordinate a fun activity? Contact Walk to School Day Leader Name at (Phone Number) or by email at (Email Address).

For more information about Walk to School Day and for safety tips visit www.walkbiketoschool.org

For More Information Contact:
Contact Name / Phone Number
Email Address / SRTS Website

It's Time for Back to School Night!

(SCHOOL NAME)
(DATE)
(TIME)

Join us at (Name of School) to learn about:
• Our Safe Routes to School Program
• Opportunities for your child to walk or bike to school
• Volunteering to lead a walking school bus or bike train
• Ways to keep our kids safe as they walk and bike to school
• And much more!

For More Information Contact:
Contact Name / Phone Number
Email Address / SRTS Website

Join A Walking School Bus!

Let's Walk and Bike to School!

As we prepare for the start of the school year, our Safe Routes to School program is here to help you discover the opportunities for students to walk and bike to school. Walking and biking to school can improve students' performance in school, give them much-needed daily exercise, allow them to build stronger friendships, and help reduce air pollution and traffic congestion around schools.

A walking school bus (WSB) is a safe and fun way for children to get physical activity with adult supervision as they travel to and from school. Each “bus” takes along a set route with adults leading it, picking children up at designated stops and walking them to school. The process is reversed in the afternoon on the way home. It's that easy!

For more information contact:
Contact Name / Phone Number
Email Address / SRTS Website

For more information about Safe Routes to School, visit www.SafeRoutestoSchool.org