

# Safe Routes to School Social Media Toolkit



## **TABLE OF CONTENTS**

<b>INTRODUCTION</b>	<b>4</b>
<b>THEME 1: BENEFITS OF WALKING AND BIKING TO SCHOOL</b>	<b>6</b>
<b>THEME 2: PARENTS AND GROWN-UPS</b>	<b>12</b>
<b>THEME 3: PHYSICAL ACTIVITY FOR KIDS</b>	<b>20</b>
<b>THEME 4: DRIVING HABITS</b>	<b>22</b>

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## School Districts

### **BARRON COUNTY**

Barron Area  
Cameron  
Chetek-Weyerhaeuser  
Cumberland  
Prairie Farm Public  
Rice Lake  
Turtle Lake

### **CHIPPEWA COUNTY**

Bloomer  
Chippewa Falls Unified Area  
Cadott Community  
Cornell  
Lake Holcombe  
New Auburn  
Stanley-Boyd Area

### **CLARK COUNTY**

Abbotsford  
Colby  
Granton Area  
Greenwood  
Loyal  
Neillsville  
Owen-Withee  
Thorp

### **DUNN COUNTY**

Boyceville Community  
Colfax  
Elk Mound Area  
Menomonie Area

### **EAU CLAIRE COUNTY**

Altoona  
Augusta  
Eau Claire Area  
Fall Creek

### **POLK COUNTY**

Amery  
Clayton  
Clear Lake  
Frederic  
Luck  
Osceola  
St. Croix Falls  
Unity

### **ST. CROIX COUNTY**

Baldwin-Woodville Area  
Glenwood City  
Hudson  
New Richmond  
River Fall  
Saint Croix Central  
Somerset

# Introduction

Safe Routes to School has its roots in creating safe environments for students to walk or bike to school. Education is one of the 'E's' in the 6 E's framework of SRTS. This document is a way to help schools educate various audiences through different social media platforms on topics related to Safe Routes.

This document is intended to guide and promote Safe Routes to School topics and issues through social media platforms such as Facebook, Instagram, Twitter and LinkedIn throughout West Central Wisconsin.

There are four themes in this document: Benefits of Walking and Biking to School, Parents and Grown ups, Physical Activity for Kids, and Driving Habits.

All content is free to download and use. Feel free to customize and change the text for each of the posts.

If you would like a school or community specific infographic, please contact the West Central Wisconsin Regional Planning Commission.

**Be sure to include hashtags!**

**#wcwsrts #SRTS #SafeRoutestoSchool**

## Benefits of Walking and Biking to School



to school keeps kids  
happy, healthy, focused.



Walking, biking or scootering to school is good for your child's body and mind. Start the day energized and focused by being active during your commute.

## Benefits of Walking and Biking to School

Keep your mind at ease,  
while they're making memories.



There's strength (and fun!)  
in numbers.



Walking or biking to school a group is both fun and safe. Your child's confidence and independence improves when they walk with friends.

# Benefits of Walking and Biking to School



Develop healthy habits early to ensure they carry them throughout life. Kids who are active growing up continue to be active into adulthood.

# Benefits of Walking and Biking to School

**A kid in motion**



**stays in motion.**



There is research that shows that students who walk or bike to school tend to stay active throughout the rest of the day. Walking and biking to school is a great way to ensure that kids are getting the recommended hour of physical activity.

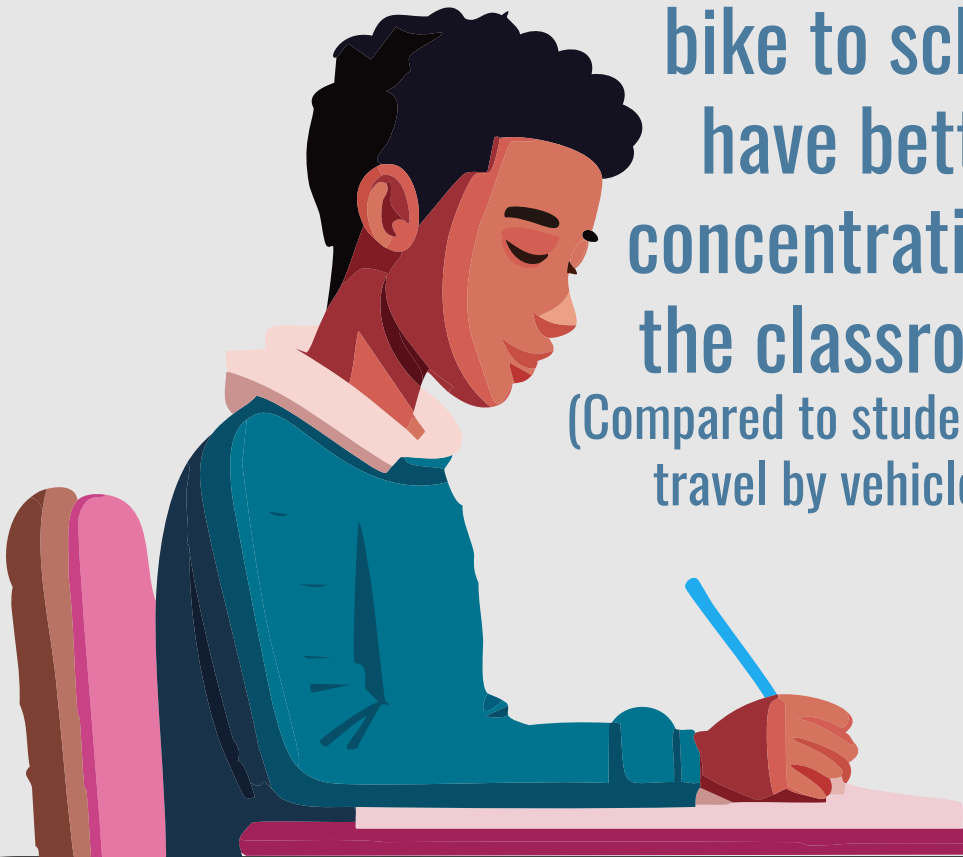


## Benefits of Walking and Biking to School



Students who walk or bike to school have better concentration in the classroom.

(Compared to students who travel by vehicle)



Studies have shown that students focus better after an active commute to school than those students who arrive by a vehicle.

Physical activity has been linked to improved academic performance. Set the day up right by walking and biking to school.

## Benefits of Walking and Biking to School

**Decrease toxic emissions around school and improve air quality by walking and biking to school!**



Between idling cars and buses, there are plenty of toxic emissions around schools that can cause harm to our bodies. Help keep our lungs and air clean by walking or biking to school and reducing the amount of trips taken by a vehicle.

## Benefits of Walking and Biking to School

**Walking and biking to school helps to decrease depression and anxiety levels in children.**



Its been proven that walking or biking outside helps reduce depression and anxiety levels by increasing dopamine levels. It also helps ease stress.

# Parents and Grown-ups



Every parent is responsible for teaching their child safe walking and biking habits. Practice safe choices daily and explain why you made certain decisions. Continue practicing safety at every opportunity.



What kind of example are you setting? Kids learn and copy what you do. Make sure they're learning good habits.

## Parents and Grown-ups



They look up to you. Whether on the road or in life, model good choices so they can follow your lead and be safe in all situations.

## Parents and Grown-ups

**You passed down your hair.**



**Make sure you pass down good safety habits.**



Pass down good driving, walking and biking habits the same way you passed down your hair.

## Parents and Grown-ups

### Road Models are Role Models.

What kind of driver  
are you raising?



Children learn through imitation. Setting a good example on and off the road will ensure their safety when traveling to and from school.



### Like father, like son Like mother, like daughter

They learn from you. Teach them how to be safe road users.



Walking, biking, and driving - no matter the mode of travel do it safely. So your kids learn how to be safe when traveling to school.

## Parents and Grown-ups

Your child will follow in your footsteps.



Teach them **safety** early and they'll carry it for life.



Safety can be taught through out all stages of childhood and early adulthood. Start teaching road safety as early as possible to ensure safe habits especially when traveling to and from school.

**Every trip is a teaching  
opportunity.**  
**Chat about traffic safety  
along the way.**



It's important to teach safety at every opportunity possible. Normalize making it a part of conversations on family walks or bike rides.

## Physical Activity for Kids



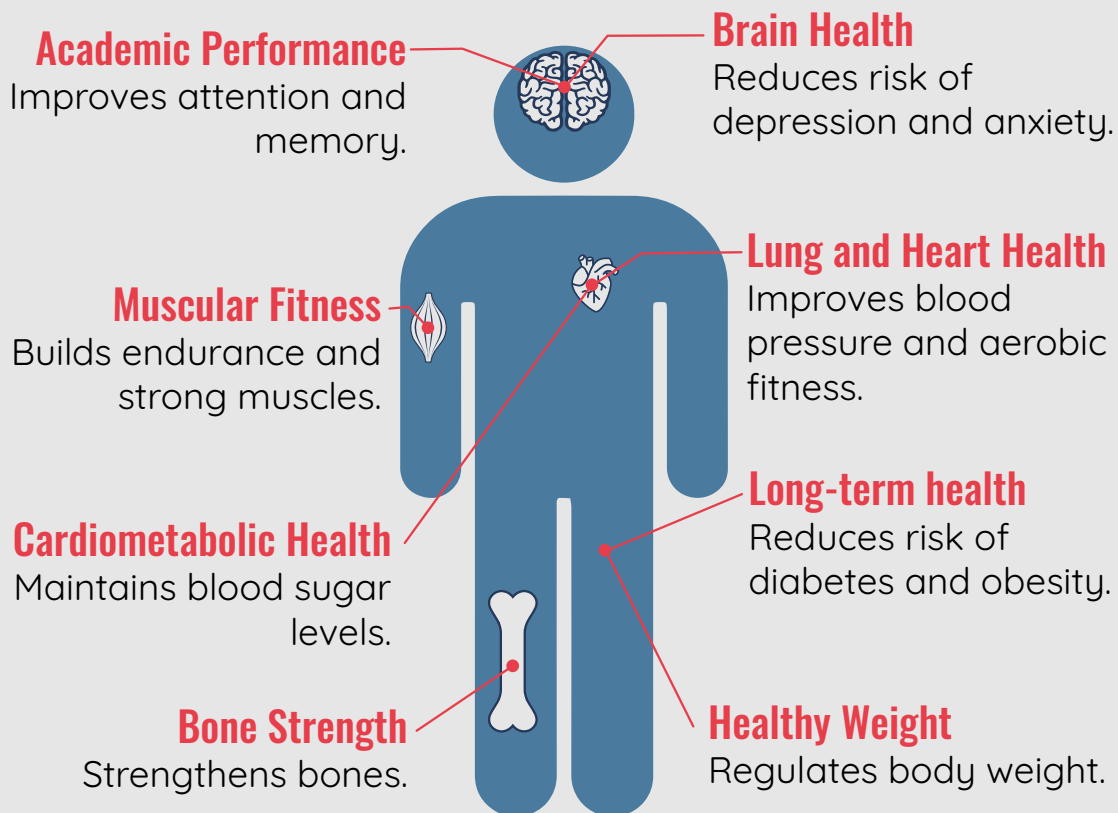
**Kids need an hour of activity each day to stay healthy.**



**Walking and biking to school will help them get a part of the daily activity they need.**

It is recommended that kids get one hour of physical activity every day. Walking 1 mile to and from school can help them get 2/3 of the way to that goal.

## Benefits of physical activity for kids



The benefits of physical activity are endless. It is recommended that each child 6-17 years old gets about 1 hour of activity per day to stay healthy.

## Driving Habits

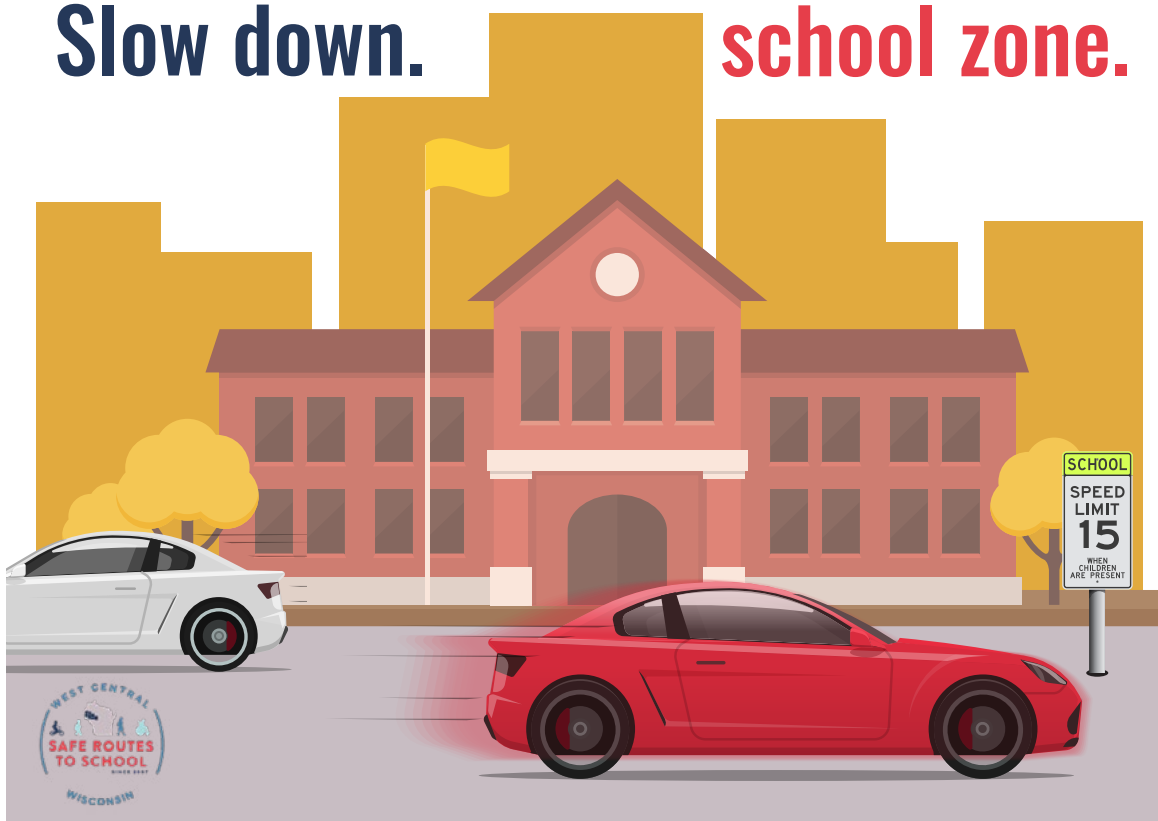


When you're behind the wheel it's important to focus on the road, especially in a school zone.

Phones down, heads up.

**You're not  
driving a  
race car.  
Slow down.**

**15 mph  
when you're  
in the  
school zone.**



Everyone has places to be, including kids walking or biking to school. Driving over 15 mph in a school zone can cost \$300 or more in the state of Wisconsin.

## Driving Habits



**Slow down,  
when people are around.**



No matter the situation, slow down when people, especially small children, are near a roadway. It can save lives.





In Wisconsin, speeding in a school zone can cost an individual \$300 or more based on severity. Make sure every child has the chance to get to school and slow down within the school zone.



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