



Safe Routes to School
BACK TO SCHOOL MESSAGING GUIDE



As Summer 2021 comes to an end, marketing efforts are once again focused on Back to School. With the increase in students returning to in-person learning for the 2021-2022 school year, Safe Routes to School programs must be ready to engage students, parents, teachers, and administrators on the benefits of Safe Routes to School. This Back to School Messaging Guide contains sample social media posts, templates for social media graphics, and promotional flyers to help you effectively communicate and market your Safe Routes to School Program.

SAMPLE SOCIAL MEDIA POST

- 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}.

PROMOTIONAL FLYERS

ADOBE ACROBAT READER

Each of the three flyer templates has text areas that can be customized and a spot to upload your program's logo.

Download [Template 1](#)

Download [Template 2](#)

Download [Template 3](#)

1



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" walks 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 afternoons on the way home. It is that easy!

For more information contact:

Contact Name / Phone Number
Email Address / SRTS Website

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

2

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



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3

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!

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SOCIAL MEDIA GRAPHICS

CANVA - www.canva.com

Three editable templates that allow you to add your logo, headline, and event details to each graphic.

Templates can be found [here](#).

DON'T MISS US AT BACK TO SCHOOL NIGHT!

{School Name}
{Date}
{Time}



VOLUNTEER FOR WALK TO SCHOOL DAY!

October 6, 2021

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