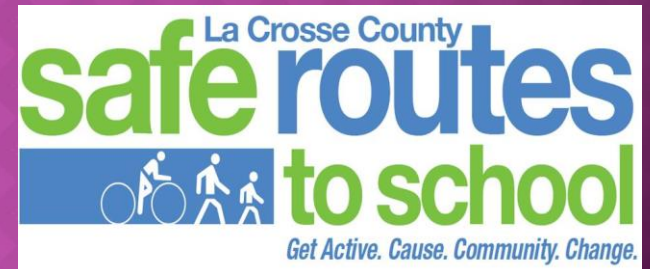


LA CROSSE COUNTY SAFE ROUTES TO SCHOOL POLICY

Becky Lakowske SRTS Coordinator



SAFE ROUTES TO SCHOOL BACKGROUND

- ◉ 2006 Coulee Region Childhood Obesity Coalition and City of La Crosse hosted first Walk to School Day
- ◉ 2007 Cities of La Crosse & Onalaska developed SRTS plans
- ◉ 2007 County of La Crosse received SRTS grant for a full time coordinator
- ◉ 2008 Cities of La Crosse & Onalaska received SRTS grants
- ◉ 2010 La Crosse, Onalaska, Holmen, West Salem, Campbell, & County awarded SRTS grants
- ◉ 2010 County of La Crosse received CPPW funding to expand SRTS and hired additional staff
- ◉ 2012 County of La Crosse received SRTS grant to continue expanding



EVOLUTION OF SRTS

- Early on SRTS was heavily planned and implemented by the County SRTS coordinator
- Established a part time SRTS liaison at each school
 - Having schools take ownership of the efforts embedded changes within the system
- Progressed towards collaborating with school districts to address policy change



POWER

- Identified the key people
 - A different approach in each school district



PHILOSOPHY

- La Crosse County Health Department Mission: Protect, promote and improve the health of all people in the county
- Worked with individual school districts to meld our efforts
 - Connection between promoting physical activity and wellness efforts

philosophy



POLICY

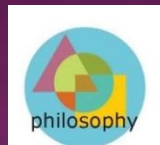
Addressing the District Wellness Policies

- What already exists
- What activities are occurring, but not written into policy
- What should the policy include
 - Model language was provided to support SRTS activities, biking and walking and general physical activity

Supporting Policies

- Complete Streets
- School Student Handbooks

policy



PROCEDURE

○ How do they make changes

- What is their internal process
 - Who writes the policy changes
 - Who approves the policy changes
 - Wellness committee, superintendent, school board

○ Policy change procedure

- Are there any other reasons school district may need to revise policy already
 - When was the policy last revised...is it overdue
 - Does the policy need to be revised for other reasons (New federal or state mandates)

procedures

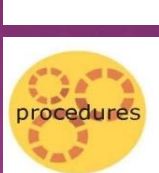


PROJECT

- ◉ Policy driven by past and on going projects
- ◉ Movement to create SRTS and make infrastructure changes in community that support these efforts
 - Sidewalks, rapid flashing beacons, sharrows, bike lanes, yield to pedestrian signs



projects



PARTNERSHIPS

- ◉ Strong partnership between schools and health department staff
- ◉ Addressed policy change after school partnerships were established



partnerships



PROMOTION

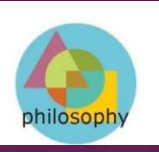
- Current and future grants may depend on policies
- SRTS activities and events are promoted which are supported through the wellness policy

promotion



SUMMARY

- Received grant to coordinate activities at 3 City of La Crosse schools
- Expanded efforts to 3 school districts in the county at 13 schools
- Provided schools funding to hire an at school liaison to lead efforts
- Worked to embed changes into schools
- Addressed sustainability through policy
 - Schools districts put on to paper what they were already working on



IMPLEMENTING CHANGES

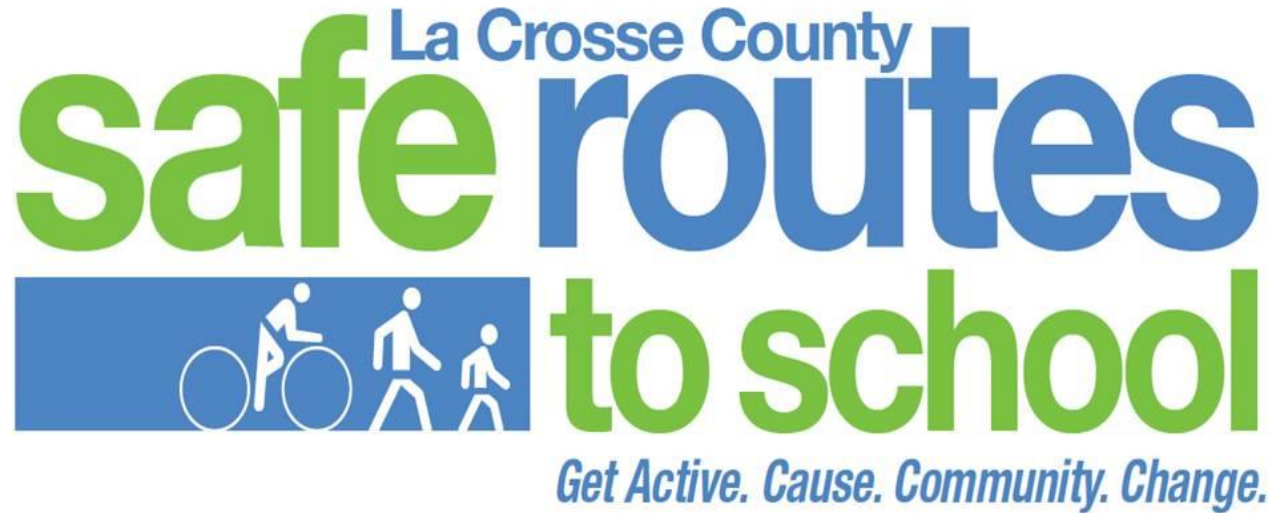
○ Pro' s

- Possibilities for future grants
- Sustainability
- Creates awareness and educates people on policy content

○ Cons

- Policy only as strong as enforcement
- Who monitors if the policy is followed
- Can be dependent on funding





CONTACT INFORMATION

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On the web~

<http://www.getactivelacrosse.org/>

<https://www.facebook.com/GetActiveLaCrosseCounty>