



S A F E

ROUTES Back 2 School

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}.

Why Safe Routes to School is an Essential Part of Reopening: Talking Points for Safe Routes Back to School 2021

During the pandemic, students, families, schools, and other community members have dealt with fear, isolation, and endless attempts to be creative in challenging situations. Now, we are faced with a new challenge: dealing with the chaos of returning to "normal." As schools re-open, there will be a plethora of daunting challenges. Below is an outline of some of the challenges that have either surfaced because of or were exacerbated by the pandemic and talking points to outline how Safe Routes to School can provide the tools to address some of those concerns. While Safe Routes to School cannot solve every problem, it can address some significant health and safety challenges while enabling easier access to community destinations and resources that fill other gaps. With thoughtfulness and creativity, we can help communities thrive in this period of transition.

COVID-19 Has Taken a Toll on Our Communities and Our Kids

During the pandemic, kids lost access to places and activities (both in and out of school) where they could find social connections and physical activity. This took a serious toll, especially on the most vulnerable populations. For everyone, the sustained periods of stress and fear brought on by the pandemic have contributed to a collective and individual trauma. Keeping that in mind, it makes sense that moving into a new school year may be so challenging and everyone involved will require more support than they did pre-pandemic.

The Health and Academic Impacts of Isolation and Remote Learning

Learning loss has been a growing concern as students learning remotely have struggled to stay engaged in a virtual classroom, but there is also significant concern around physical and mental health because of students' isolation. This is particularly acute for the many families coping with significant stress levels during the pandemic, from fear of contracting and recovering from the virus to financial, housing, and food insecurities.

- Parents of students learning remotely or in hybrid models were more likely than parents of students learning in-person to report that their children experienced decreased physical activity, time spent outdoors, time with friends, and worsened mental or emotional health.¹
- Nearly three-quarters of parents polled in a national survey shared that they were concerned about their children's learning loss during the pandemic due to virtual learning.² That same poll showed that the vast majority of parents in the United States are concerned about the toll remote learning has taken on their children's physical and mental wellbeing.³

2021 | www.safe Routes to School.org | @SafeRoutesToSchool | Twitter @SafeRoutesNow

SOCIAL MEDIA GRAPHICS



Safe Routes PARTNERSHIP

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}



Safe Routes PARTNERSHIP



Safe Routes PARTNERSHIP

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



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

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



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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" 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

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