



Walking & Bicycling to School: Train the Trainer Lesson Plan

Lesson Title: How to Promote Walking and Bicycling to School in your State

Lesson Goal: To encourage State Health Department Physical Activity Contacts to promote walking and bicycling to school, build state level partnerships, and assist local constituents in developing walk and bicycle to school programs.

Learning Objectives:

By the end of this lesson the learners will be able to

- 1) List the 4 benefits of walking and bicycling to school
- 2) Describe 3 different types of walk to school initiatives
- 3) Identify the state bicycle and pedestrian coordinator, the Department of Education counterpart, and the PTA President in your state
- 4) Identify 5 web-based resources for walk and bicycle to school programs
- 5) List 3 ways to obtain a copy of the *KidsWalk-to-School* guide

Equipment and Materials Needed:

- Computer
- Internet capabilities
- PowerPoint
- Adobe Acrobat
- CD-rom drive

Time Required: 45 minutes

Synopsis of Lesson: This lesson provides State Health Department Physical Activity contacts with information about the importance of walking and biking to school and ways that they can build capacity at the state level to promote and facilitate the implementation of walk and bike to school programs.



Walking & Bicycling to School: Train the Trainer User's Guide

Purpose of Presentation: To provide information about walking and bicycling to school and ways that you can promote Walk and Bicycle to School programs in your state. In addition, you may choose to

How to Use Presentation:

Use this presentation as a self-training module on walk and bicycle to school programs. Follow along in the accompanying PowerPoint presentation while using the presentation script to guide you through each slide. Some of the slides will require that you connect to Internet sites or look things up elsewhere. You may choose to do this as you go through the presentation or you can bookmark them and go back and do them later.

In addition, you may choose to use this presentation, or components of it, as a training module to train your colleagues and counterparts in other agencies on walk and bicycle to school programs. Feel free to modify the presentation to meet the needs and purpose of your audience.

To obtain copies of the KidsWalk-to-School guide and brochures you can:

- Download from the web site at www.cdc.gov/nccdphp/dnpa/kidswalk
- Write to ccdinfo@cdc.gov
- Write to Centers for Disease Control and Prevention
Division of Nutrition and Physical Activity
KidsWalk-to-School
4770 Buford Hwy, NE, Mailstop K46
Atlanta, GA 30341
- Call 1-877-CDC-4NRG

Please be sure to send your great ideas or success stories to ccdinfo@cdc.gov.

Things to Keep in Mind:

- Be prepared for some initial resistance. It is normal and expected that people are hesitant to try new things. Listen to their reasons for being hesitant and help them to see how these programs can overcome their concerns.
- The number one priority of Walk and Bicycle to School programs is children's safety. Walk and Bicycle to School programs promote pedestrian safety training, identification and creation of safe routes to school and walking to school in groups accompanied by responsible adults.

- Recognize and acknowledge that changes to community design cannot happen overnight. In fact, getting these changes made often requires persistence in working with your Department of Planning. In addition, these changes are expensive and generally require a lot of time to implement. Do not get discouraged.
- Be enthusiastic about the program and all of the benefits. Enthusiasm is contagious!



Walking & Bicycling to School: Train the Trainer Presentation Notes

Follow along in the accompanying PowerPoint presentation while using these notes to guide you through each slide. Some of the slides will require that you connect to Internet sites or look things up in your state directory. You can choose to do this as you go through the presentation or you can bookmark them and go back and do them later.

1. Walking & Bicycling to School Programs: Train the Trainer Presentation slide:

This presentation was developed specifically for use by state health department professionals as a way to provide information on walking and bicycling to school programs and guide you through the role you can play to promote them.

(If you present these materials to others you can insert your name and contact information on this slide.)

2. Walking & Bicycling to School: Presentation Outline (What is the Problem) slide:

This presentation will define the problem, define solutions, discuss the benefits of walking and bicycling to school, take you through steps you can take to promote walking and bicycling to school, and inform you of national level support for walking and bicycling to school.

Let's get started by defining the problem.

3. Trips to School by Distance and Mode slide:

- 37% of trips to school are within one mile of the school (which is considered a reasonable walking distance for children).
- But only 1/3 of these short distance trips are made by walking
- In addition, within a two-mile radius of the school (which is considered a reasonable bicycling distance for children) only 2% of trips to school are made by bicycling.
- What you can also see is that more than half of the short distance trips are made by car. Think about how many extra cars this means are on the streets in your neighborhoods and schools that could be eliminated if children walked or bicycled to school.
- Another 14% of these short distance trips are made by bus. (The concept of dispatching buses within a one-mile radius of a school is generally known as *hazard bussing*, meaning the route to school has been deemed unsafe for walking and bicycling and therefore it is necessary to bus the children to school. This indicates a real need to do something to make these neighborhoods safer for the children who live and play in them).

4. Reported Barriers to Walking & Bicycling to School slide:

Other reasons that children aren't walking and bicycling to school come from the 1999 Healthstyles survey conducted by CDC, shows the reported barriers to walking and bicycling to school. Some of the reasons are

- Distance is reported as a barrier to walking and bicycling to school. In more recent decades we have moved away from smaller neighborhood schools and have begun building big box schools on the outer perimeter of our communities. This practice has been receiving a lot of attention recently as we begin to look at the social, economical, and academic benefits of renovating smaller neighborhood schools versus building larger schools on the outskirts of town. For more information on this topic and communities that have succeeded in keeping their neighborhood schools visit the National Trust for Historic Preservation at www.nationaltrust.org where you can access *Historical Neighborhoods in the Age of Sprawl: Why Johnny Can't Walk to School* and other resources.
- Traffic is cited as another large barrier to walking and bicycling to school. Traffic, too, is a problem that has intensified over recent decades. More people own and use cars for the majority of their trips; community design reflects this trend - communities are designed for the convenience of the automobile, neglecting the needs of the pedestrian and cyclist. Neighborhoods that have high traffic volumes and speeds and lack sidewalks and other pedestrian amenities are barriers to walking and bicycling to school.
- Other barriers are weather, perceptions of crime that deter people from allowing their children to walk to school, school policy that makes it difficult or against the rules to walk or bicycle to school, and for others it is an issue of time and convenience, believing that it is more convenient to drop their child off at school on their way to work..

(See Barriers to Children Walking and Biking to School --- United States, 1999
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5132a1.htm>)

5. Children's Health Risks Related to Physical Inactivity, Pedestrian Safety, and Air Quality

Health data indicate that our children are facing health risks that are related to physical inactivity, pedestrian safety, and air quality — all issues that Walk and Bicycle to School programs can attempt to address.

- Since the early 1970's, the prevalence of overweight children has tripled (Ogden CL, Flegal KM, Carroll MD, Johnson CL. JAMA, 2002; 288: 1728-1732.).
- Studies show recent sharp increases in cases of type 2 diabetes in children (American Diabetes Association. Type 2 Diabetes in Children. [Consensus Statement]. Diabetes Care 2000;23:381-9.).
- Pedestrian injuries are the 3rd leading cause of unintentional injury-related death among children ages 5 - 9.
- Childhood asthma rates have increased 160% in the past 15 years in children under the age of five (www.epa.gov/children/asthma.htm).

6. Walking & Bicycling to School: Presentation Outline (What are some solutions?) slide:

So what can we do to increase the number of children walking and bicycling to school?

7. Ways to Get Kids Walking & Bicycling to School slide:

- In 1976 in Denmark a large number of children were being killed by traffic collisions. In response community members, teachers, politicians, and civil servants came together to change the dangerous streets into safe streets and routes for children to walk to and from school. As a result, the annual accident rate was reduced by 85 percent. This is the first example of a safe routes to school initiative, that relies on bringing communities together to create safe routes to school.
- Then in 1992, an Australian, David Engwicht, developed the walking school bus concept. He recommended that a group of children walk to school accompanied by an adult in an effort to overcome the problems of traffic safety and perceptions of stranger danger. It is much like a carpool, but everyone is walking.

8. Walk to School Initiatives slide:

From these ideas sprung a variation of walk and bicycle to school initiatives:

- A one-day kick off event, International Walk to School Day, celebrated every October to kick-off walking to school yearlong and raise awareness about the importance of walking and bicycling to school.
- Once a week walking programs like Walking Wednesdays, where one day a week is designated as a day to walk or bicycle to school in hopes that this small step will lead to larger change.
- Walking School Bus Programs encourage children to walk to school daily in groups led by adults. It is much like a carpool, but everyone is walking.
- Safe Routes to School programs encourage communities to identify barriers to safe walking and bicycling to school, such as a lack of sidewalks or a dangerous crossing and work with community partners to create safe routes to school.

Other variations, such as Classroom Learning and No Idling to School projects, are ways to involve the entire school, even children who live too far from the school to walk or bicycle, in Walk and Bicycle to School programs.

- Classroom Learning: Teachers can incorporate lessons on safe pedestrian and bicycle skills, air pollution, and physical activity into the school curriculum.
- No Idling Project: You can reduce automobile emissions by walking and bicycling to school, but if you must drive to school you can also reduce emissions by turning your car off when waiting to pick your child up from school. Greenest City's No Idling

Project was responsible for 247 hours of reduced idling. That is similar to 10 cars running 24 hours a day, 7 days a week for four months.

To find out more about the No Idling Project visit <http://oee.nrcan.gc.ca/autosmart/idling/TheKit.cfm>

9. Walking & Bicycling to School Presentation Outline (Benefits of Walking and Bicycling to School) slide:

Why is walking and bicycling to school so important?

10. Benefits of Walk & Bicycle to School Programs slide:

(1st Bubble - Increased Physical Activity)

Walking and bicycling to school offers the opportunity for regular physical activity. Kids get a fresh start as they begin their day with physical activity. Physical activity is so important to a child's day. Benefits of physical activity in childhood...

- May prevent or delay the development of high blood pressure
- Improves strength, builds lean muscle mass, decreases body fat
- Improves endurance, balance, flexibility
- Improves self-image
- Increases the likelihood they will lead more physically active lifestyles in adulthood

Despite these benefits many kids aren't getting enough physical activity: Unfortunately, there aren't too many opportunities in a day for children to get their physical activity.

Most schools have dropped daily PE classes, many schools have reduced recess, and children's leisure time is often occupied by TV and video games.

The percentage of overweight children has more than doubled over the past 3 decades.

(2nd Bubble – Improved Pedestrian Skills):

Walking and bicycling to school accompanied by adults offers children the opportunity to learn AND practice safe pedestrian skills.

Pedestrian injuries are the third leading cause of unintentional injury-related death among children ages 5 - 9. It is for this reason that it is important to teach children safe pedestrian skills.

It is also important to remember that young children do not have the skills or judgment to navigate their way through traffic. It is for this reason that children should be accompanied on the trip to and from school.

We can prevent injuries by teaching and modeling safe pedestrian skills and accompanying them on the journey to school.

(3rd Bubble – Community Design):

Walking and bicycling to school increases awareness of issues related to community design that can affect people's willingness to walk and bicycle in their communities.

NHTSA has developed walkability and bikeability checklists for communities to use to begin to raise awareness about pedestrian and bicycle design features.

<http://www.nhtsa.dot.gov/people/injury/pedbimot/ped/walk1.html>

The *Kids Walk-to-School* guide features a Walkable Routes to School Survey on page 57.

(4th Bubble – Less reliance on automobile):

- More children walking and bicycling to school decreases the reliance on the automobile.
- In addition as children and their adult supervisors learn to rely on their own two feet to get where they're going they may be more likely to choose walking and bicycling for other short distance trips.

(5th Bubble – Decreased neighborhood/school traffic):

Neighborhood and school traffic and congestion is decreased as more children walk and less parents drive their children to school.

(6th Bubble – Reduce fear of crime):

Fear of crime, bullying, or abduction is a factor in some neighborhoods and schools. Walk and Bicycle to School programs can help to reduce these fears by encouraging communities to join together to take back the streets through participating in neighborhood crime watches, including community police in the planning of your program, and getting to know your neighbors and making it a friendlier place to be.

(7th Bubble – More social interaction):

Getting out and about on foot or bicycle provides an opportunity for more social interaction as you join other school children and their parents, say hello to neighbors as you pass by, and spend valuable time with your children and their friends. In addition, having more people out and about helps create a sense of community and reduces the risk of crime.

(8th Bubble – Increased Independence):

And children benefit by an increased sense of independence as they become confident and capable pedestrians and bicyclists that are able to get where they need to go by relying on their own two feet. In addition, when they have reached an appropriate age and maturity level to venture out on their own you will feel more confident in their knowledge and skills as safe pedestrians and bicyclists.

11. Walking & Bicycling to School: Presentation Outline (What You Can Do) slide:

So, what can you do in your role as State Physical Activity Program Managers?

12. International Walk to School Day slide:

Promote International Walk to School Day, a one-day event celebrated annually in October to kick-off walking to school yearlong and raise awareness about the importance of walking and biking to school. Children across the globe join in to walk and bike to school on the same day to support daily physical activity, pedestrian and bicycle safety, and healthy environments. In 2001 nearly 3 million walkers from 21 countries walked to school together. To find out more information about walk to school day visit www.iwalktoschool.org and www.walktoschool.org.

13. KidsWalk-to-School (Objectives) slide:

Promote Kidswalk-to-School, the Centers for Disease Control and Prevention (CDC) national program that incorporates both the walking school bus and safe routes to school concepts.

The purpose of KidsWalk-to-School is to

- Increase levels of physical activity in children by teaching them the pleasure of walking and building physical activity back into their daily routine.
- Improve safety by giving children the opportunity to learn and practice safe pedestrian skills.
- Educate and empower community members to work together with police, Department of public works, the school to create safe routes to school. (optional: For example if the problem was a need for sidewalks, you would work with the Dept of Public Works to get sidewalks installed; and if the issue were high speed traffic you would work with police to lower speed limits and enforce them.)
- Other added benefits of walk to school programs are children get to hang out with their friends along the way, parents get to spend valuable time with their children, car trips are reduced, and congestion in and around the neighborhood and school is lessened. In addition, having more people out and about helps create a sense of community and reduces the risk of crime.

14. KidsWalk-to-School (Web site) slide:

Kidswalk-to-School materials include a 60-page How-To guide that includes surveys and sample letters, a trifold brochure, and a Web page that you can download all of the materials.

To obtain a copy of the KidsWalk-to-School materials, you can...

- Download from the CDC Web site: www.cdc.gov/nccdphp/dnpa/kidswalk.htm
- Request by E-mail: ccdinfo@cdc.gov
- Call to request the guide: 1-888-CDC-4NRG

15. Safe Routes to School (SR2S) Legislation slide:

Safe Routes to School Legislation is another type of initiative that falls under walking to school.

- An excellent example of success at the state level is the work California has done to secure \$20 million dollars a year towards Safe Routes to School Legislation. This legislation sets federal transportation dollars aside for projects like traffic calming, and installing crosswalks, sidewalks, and bike lanes around schools.
- Texas passed legislation in 2002 and received \$3 million for this first year of funding.

- It is a model that other states are hoping to emulate and have been drafting up similar legislation.
- And now as a result of state level interest and success efforts have begun to create national SR2S legislation.

16. Find out about other programs in the U.S. slide:

- The Surface Transportation Policy Project (STPP) has compiled a summary of safe routes to school/walk to school programs across the country. Each program includes a description and a contact person that you can reach for questions on programming. www.transact.org
- CDC has developed a directory of each state's program activities in physical activity. You can search by state or by keyword (walk to school) to find out what other states are doing, get ideas for your own programming efforts – use one another as resources! <http://apps.nccd.cdc.gov/DNPAProg/>
- The Walk to School Day Web site maintains registration for the one day walk event. Visit this site to find out which local schools in your state are already participating in some form of walk to school programs. These schools may be great places to begin planning yearlong walk to school programs across your state. Their success stories may also be great ways to inspire other schools to plan events. www.walktoschool.org

17. Build State Level Partnerships slide:

Build partnerships with your natural counterparts at other state level agencies such as

- The Pedestrian and Bicycle Coordinator at the State Department of Transportation. They are responsible for promoting bicycle and pedestrian transportation accessibility, use and safety. To find out who the bicycle and pedestrian coordinator is in your state visit http://www.transportation.org/committee/design/tf_non-motorized_bikeped.html
- Call your State Department of Education (DOE) and identify a contact in this agency. Each State DOE is set up differently but your best bet may be seeking a Health/PE Coordinator/Specialist or a Comprehensive School Health/Community Specialist. Provide your contact with as much upfront information so they can determine their level of interest and involvement. They may be able to work with you directly or may suggest another contact in the state who will be your link to the schools. One way or another be sure you partner with someone that is linked to the school system - they will be able to help you coordinate your efforts at the school. For example they can assist you with partnerships with the State PTA, school board, superintendents, etc, they can assist in promoting walk/bicycle to school programs in the education arena, facilitate mailings to the schools, be a resource on getting issues related to walk/bicycle to school (pedestrian/bicycle safety, crime prevention, physical activity, air quality, etc) added to school curriculum, etc.
- The State PTA President. Visit <http://pta.org/ptacommunity/index.htm> to identify the President in your state.
- The State Police Department. Many States have a Community Policing Division that allows the police and the community to work closely together in creative ways to

solve the problems of crime, neighborhood decay, and overall quality of life in the community. Contact your state Police Department to find out if they have an officer who would be willing to assist you in your Walk to School efforts.

- The Rivers, Trails, and Conservation Assistance (RTCA) of the National Park Service works with community groups and local and State governments to conserve rivers, preserve open space, and develop trails and greenways. To find out who the RTCA staff is in your area visit http://www.nps.gov/rtca/contactus/cu_offices.html or call the National Office at 202-565-1192.
- And, as always, don't forget to use your counterparts in other states. They may have some great strategies that you can replicate in your state.

18. Look into Funding Possibilities slide:

To find out more about Transportation funds for creating and maintaining safe routes to school visit the Department of Transportation's Web site at www.fhwa.dot.gov/environment/bikeped/bp-broch.htm#funding

Examples are

- Surface Transportation Program (STP) and Congestion Mitigation & Air Quality Improvement Program (CMAQ): funds can be used for construction of bicycle transportation facilities and pedestrian walkways, or nonconstruction projects (such as maps, brochures, and PSAs) related to safe bicycle use and walking.
- Recreational Trails Program: funds may be used for trail projects.
- Safe Routes to School Legislation that was discussed earlier.
- National Safe Kids, Walk This Way: campaign to bring national and local attention to pedestrian safety issues. Funds can be used to identify local pedestrian safety problems and seek long-term solutions.

19. Gather State Data slide:

Data can be a powerful authority on getting "buy-in" and participation from certain groups. Identify health indicators in your state. Several resources for identifying these are provided on this slide. You may want to think about collecting some of your own state data by getting questions added to surveys that have already been developed. For example, Georgia collected data on the mode of transportation to school as part of the Georgia Asthma Survey. (See School Transportation Modes --- Georgia, 2000 <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5132a2.htm>)

20. Promote Walking and Bicycling to School slide:

Some things that you can do to promote walking and bicycling to school programs in your state are to:

- Speak at local conferences and include information about walk/bicycle to school programs in your presentation or submit abstracts specifically about these programs and the efforts in your state.
- Facilitate teleconferences on walk/bicycle to school efforts for your local constituents.
- Conduct training workshops for your colleagues using this presentation.

- Seek funding for mini-grants to assist local constituents implement walk/bicycle to school programs.
- Create news releases and media events to promote efforts in the state and raise awareness about the importance of the issues.

21. Walking & Bicycling to School: Presentation Outline (National Level Support for Walking & Bicycling to School) slide:

And finally, as you move forward with your efforts to promote walking and bicycling to school, be aware that this is a nationally supported initiative.

22. Surveys show that voters would support using Local, State, and Federal Funds... slide:

Voters support the use of Federal Funds to have infrastructure for pedestrians and bicyclists.

23. Promoting Better Health for Young People Through Physical Activity and Sports slide:

The Report to the President, Fall 2000 included 10 Strategies to promote lifelong participation in enjoyable and safe physical activity. One of the strategies was to “Enable communities to develop and promote the use of safe, well-maintained, and close-to-home sidewalks, crosswalks, bicycle paths, trails, parks, recreational facilities, and community designs featuring mixed-use development and a connected grid of streets.”

24. *Healthy People 2010* Objectives slide:

Healthy People 2010 is the prevention agenda for the nation. It is a statement of national health objectives designed to identify the most significant preventable threats to health and to establish national goals to reduce these threats. For the first time ever, objectives related to active transportation have been included. Objectives related to the trip to school aim for increasing the proportion of children’s walk trips (within a one mile radius) to school from 31% to 50%. And bike trips to school (within two mile radius) from 2.4% to 5.0%.

25. Pedestrian and Bicycle Safety Resources slide:

Useful Pedestrian and Bicycle safety resources are available on-line, visit these sites to find out more about obtaining a copy of the materials.

26. Pedestrian and Bicycle Resources slide:

Pedestrian and Bicycle advocacy groups are excellent resources and can be valuable partners on walk and bike to school initiatives.

27. Additional Resources slide:

Check out these and other additional resources.

28. Pointers to Keep In Mind slide:

- Build partnerships.

- Be prepared for some initial resistance. It is normal and expected that people are hesitant to try new things. Listen to their reasons for being hesitant and help them to see how these programs can overcome their concerns.
- The number one priority of Walk and Bicycle to School programs is children's safety. Walk and Bicycle to School programs promote pedestrian safety training, identification and creation of safe routes to school and walking to school in groups accompanied by responsible adults.
- Where there is a will there is a way. Be optimistic and creative, many communities have overcome obstacles by thinking outside of the box.. For example, a community near La Mesa Elementary School in Albuquerque, New Mexico, once attracted crack-cocaine customers who sped into the neighborhood, bought their drugs, and sped out. This put pedestrians at risk from the high speeds and traffic volume. The community worked to put in traffic-calming measures such as speed bumps and traffic circles that were funded by the U.S. Department of Housing and Urban Development. Traffic decreased by 40%.
There is no cookie cutter response. Each community has different issues, needs and resources.
- Recognize and acknowledge that changes to community design cannot happen overnight. In fact, getting these changes made often requires persistence in working with your Department of Planning. In addition, these changes are expensive and generally require a lot of time to implement. Do not get discouraged.
- Encourage communities to start small and grow from these successes. Some ideas are to participate in Walk to School Day, have a Walk to School Week, plan Walking Wednesdays, start a No Idling Project, get curriculum on pedestrian safety, physical activity, air pollution into the school curriculum.

Thank you for participating in the KidsWalk-to-School Train-the-Trainer. If you have any questions or comments please E-mail cedinfo@cdc.gov.