

MESSAGING TOOLKIT 2022/23

Helping Kids Walk, Bike, and Bus to
School Safely



Leah Biado-Luis – Beaverton SRTS Coordinator
leah_biado-luis@beaverton.k12.or.us
www.beaverton.k12.or.us/safe-routes

Contents

Beaverton SRTS Overview.....	pg. 3
Back to School Messages.....	pg. 4-6
Monthly Messages September.....	pg. 7-9
Monthly Messages October.....	pg. 10
Monthly Messages November.....	pg. 11-12
Monthly Messages December.....	pg. 13
Monthly Messages January.....	pg. 14-15
Monthly Messages February.....	pg. 16
Monthly Messages March.....	pg. 17-18
Monthly Messages April.....	pg. 19-20
Monthly Messages May.....	pg. 21
Monthly Messages June.....	pg. 22

Beaverton SRTS Overview

Beaverton Safe Routes to School (SRTS) is all about creating safe, convenient, and fun opportunities for children to travel to and from schools. More children and people walking, biking, and busing to school and throughout the community can:

- Improve children's health and well-being
- Ease traffic congestion and improve air quality near schools
- Increase sense of community

This messaging toolkit can be utilized by school staff and parent volunteers to easily distribute information to families. You are welcome to copy and paste, or edit, to fit your unique community. Beaverton SRTS encourages school communities to include SRTS messaging in your regular communication with families (i.e., PTO newsletters, Principal newsletters, or Social Media posts).



Beaverton Safe Routes to School is made possible with support from City of Beaverton, Metro, and Oregon Department of Transportation. Thank you!



Back to School Messages



PLAN YOUR TRIP!

Now is the time to plan your trip to school! Find safety tips, maps, and resources for all travel modes on our website.

BEAVERTON
Safe Routes to School

WWW.BEAVERTON.K12.OR.US/SAFE-ROUTES

Plan Your Trip

Back to school planning includes how your student will travel to school this fall. Beaverton Safe Routes to School invites you to explore your options for safe travel on our website:

- Suggested walk and bike routes for each school
- Safety tips for all modes of travel (walk, bike, bus, car)
- Arrival/Departure maps for each school (how students who travel by foot, bus and car should arrive and leave school)

The safety of our students depends on you!

To learn more visit: www.beaverton.k12.or.us/safe-routes

Back to School Messages

Interested in a Walking School Bus?

Walking School Buses are being used effectively at several schools throughout the district.

A Walking School Bus is a group of students that walk to school with adult volunteers for a safe, fun, and healthy way to get to school. They follow an established route, up to a mile away from school, with designated times and places for more students to join in along the route.

They are a great solution for busy parents who would like their young children to walk to school, but don't have time to accompany them. Send them along with the Walking School Bus and they will have all the benefits of walking: fun time with friends, heart-healthy exercise, a boost for learning when they arrive at school, and a feeling of independence and self-confidence they will carry forward for lifelong habits.

Walking School Buses can operate daily, weekly, monthly, or just on certain days. They can start out small, with just a few students, and eventually grow over time. Choose the model that's right for your community. We would love to help your school get started!

Contact SRTS for more information at bsdsaferoutes@gmail.com

Create your own
WALKING SCHOOL BUS!



Make walking to school safer and more fun

- ★ Get exercise ★ Meet new friends
- ★ Learn pedestrian safety
- ★ Reduce traffic and air pollution

To get started contact bsdsaferoutes@gmail.com
www.beaverton.k12.or.us/safe-routes

Back to School Messages

Bus Safety

Everyone can help keep kids safe around the school bus.

Here's how you can help:

1. Motorists must stop up to 25 feet from the school bus when the stop arm is out, and the flashing red lights are on.
2. It is illegal to pass a school bus within the roadway as it drops off or picks up passengers regardless of the direction of approach unless there is a barrier or unpaved median separating the directional lanes of traffic.
3. Parents should supervise young children at the bus stop and review safe loading and unloading procedures.
4. Students should stay three giant steps away from the road until the school bus stops and the doors are open.
5. Students should always cross in front of the bus, stay five giant steps away, make eye contact with the bus driver and **ALWAYS** check for passing vehicles before entering the roadway.



Know Your Route

There's still plenty of time to plan your walking or rolling route to school before the first day. Planning a route with your student gives you a chance to practice the route to school, identify any hazards, and give your student extra confidence! Find your suggested school route map and other safe travel tips on our Back-to-School page at www.beaverton.k12.or.us/safe-routes

September



Be Safe. Be Smart

The new school year is the perfect time for students and families to start creating healthy (and safe!) habits. Safety is everyone's responsibility! Here are some reminders when you are traveling in your neighborhood:

- Keep your eyes and ears open for traffic all around.
- Wear a helmet whenever you travel by bike, skateboard, scooter, or roller skates.
- If driving, slow down to 20 mph or less in school zones and neighborhood streets.
- Check for safety at all intersections and in bike lanes.

Remember to be alert and mindful of all road users (no texting!).

Walk + Roll Day is Coming!

On October 12th, 2021, join people from around the world as we celebrate International Walk + Roll Day. Walk, bike, scooter, skate, roll, or bus to school and be entered to win fun prizes! (More details coming soon.)

September



Be Mindful in the Parking Lot

When dropping off your student on school grounds, be sure to follow the school's arrival/departure procedure to help ensure safety and efficiency for all.

[Find your school's map here.](#)

- Know the plan, follow directional arrows and volunteers
- Pull forward as far as possible before dropping off
- Students **MUST** enter/exit vehicle onto/from the sidewalk
- Students must cross at intersections: **DO NOT** wave students across travel lanes
- 5 mph/maximum speed on school property
- When dropping students off, driver must stay at the wheel

Please park the car if you need to: walk your student to the door; watch your student enter the building; get supplies from the trunk; help with a coat or backpack; or send your student off with anything more than a wave or good-bye. Thank you for keeping the parking lot flow smoothly so everyone can stay safe and be where they need to be in a timely fashion.

September



Park + Walk

Park + Walk is simple: drive to a park or other safe location near school and then walk the rest of the way!

Park + Walk is for families who don't feel comfortable walking or biking the whole way to school. This may be due to distance or other hazard along the route.

Why Park + Walk to school?

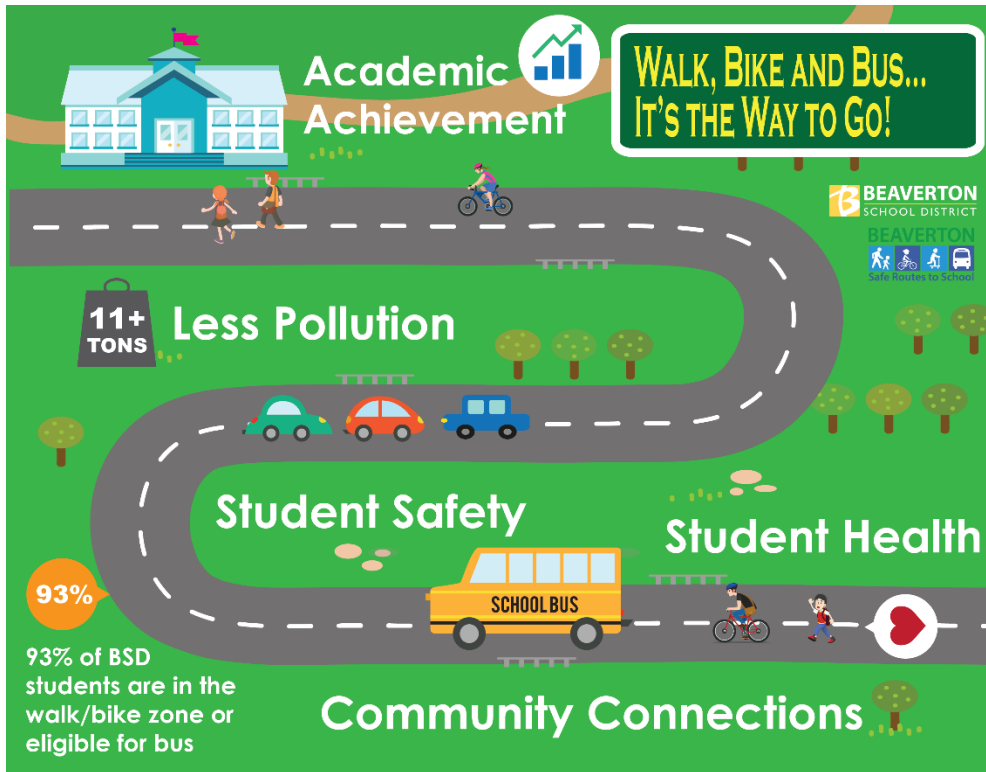
- Be part of the solution - fewer cars around schools makes it safer for everyone.
- Reduce your carbon footprint and limit unhealthy pollutants.
- Squeeze in some extra steps with a quick walk.
- Save money by driving less.

Ask your school if they have a Park + Walk location, if not, contact us and we'll help you set one up.

To learn more or ask questions: bsdsaferoutes@gmail.com or www.beaverton.k12.or.us/safe-routes

October

Why Should You Walk + Roll to School?



Thousands of BSD students and families participate in Walk + Roll Day each year.

Whether you're new to Walking + Rolling or you're already a Walk + Roll Superstar, it's always good to remember the endless benefits that come from active transportation. Here are just a few:

- It's fun - especially when you can get your friends and family involved.
- It keeps you fit and prepares your brain for learning.
- It boosts your endorphins and makes us happier.
- It saves us money, otherwise spent on gas and car maintenance.
- It often saves us time from sitting in traffic and in crowded parking lots.
- It's better for the planet - no air pollution, no fossil fuels burned. Just foot and pedal power!
- It makes roads safer as more active road users are visible to vehicles.

Gather up your family or find some friends. Plan a route with low-speed and low-volume roads, use your school's [preferred walk/bike map](#) to find your route. Ask your school about Walk + Roll Day on October 12th and find out how to win fun prizes! Whatever mode you choose, be Polite, Alert, Legal and Safe!

November

Fall Safety Tips

Every year thousands of people are injured due to daylight savings time changes and the changing of the seasons. Autumn means all road users should be extra alert.

- Wear bright reflective clothing when walking or rolling.
- Don't assume people driving will see you. Make eye contact before crossing in front of vehicles.
- Be alert! Keep eyes and ears open, especially while crossing the street.
- Cyclists should make sure to have lights and wear helmets - it is the law.
- Driving or biking? Use extra caution and slowdown in the dark and rain. And remember, do not text and drive!

Fall Safety Tips

Every year thousands of people are injured due to daylight savings time changes and the change of seasons.

Autumn means all road users should be extra alert.

1. Wear bright reflective clothing when walking or rolling.
2. Don't assume people driving will see you. Make eye contact before crossing in front of vehicles.
3. Keep eyes and ears open, especially while crossing the street.
4. Cyclists should make sure to have lights and wear helmets. It's the law.
5. Driving or Biking? Use extra caution and slow down in the dark and rain. And remember, don't text and drive!



November

Gear Up for Fall

There is no such thing as bad weather, just poor clothing choices. With the changing of seasons and an end to Daylight Savings, now is the perfect time to prepare your bike and gather your cold weather gear, so you can grab what you need as you head out the door.



SAFETY LIGHTS

Find your lights and check batteries.



WARM & DRY

Get your accessories in one place so they are easy to grab when needed.



BLING YOUR THING

Reflective stickers or bands will make your jacket or helmet more visible.



PREP BIKES FOR WINTER

Check your breaks, wipe down rims, put on fenders

December

Winter Walk and Bike Preparation

Don't let the cold weather keep you inside all season! Time spent being active outside can boost mood and mental health and keep kids focused and learning better. With some simple preparation, your children can still be active and stay safe and warm during our winter months.

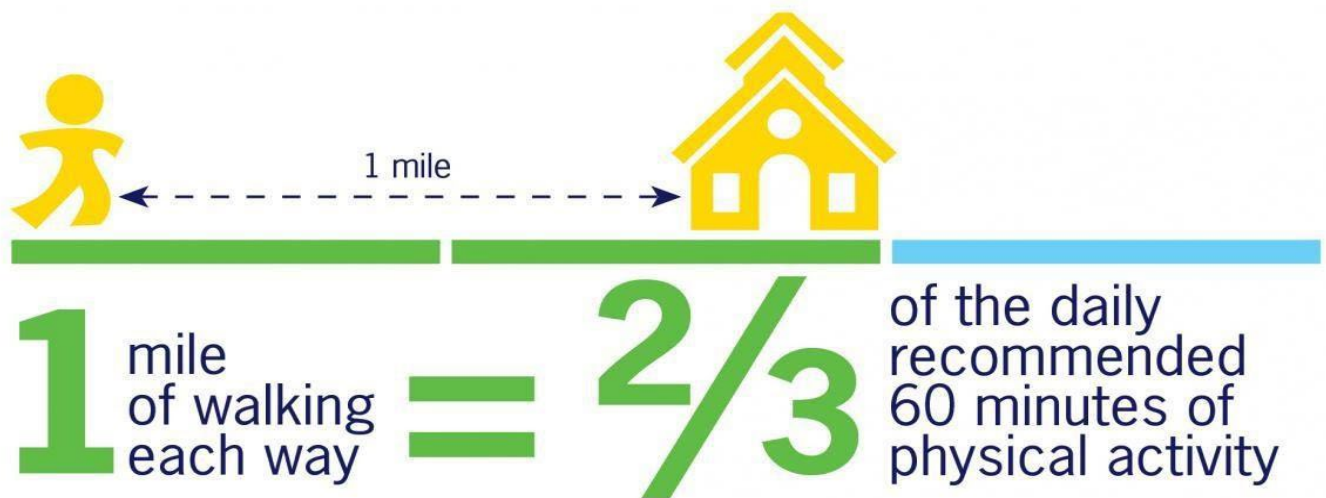
- Wear a raincoat or poncho and/or carry an umbrella.
- Carry a plastic bag if you need to store wet gear.
- Wear gloves and waterproof shoes. Carry (or store) extra shoes and socks to change into.
- Find an under-cover area to park your bike if possible. If not, bring a plastic bag to cover the seat.
- Wear reflective gear and/or bright colors and use a light on your bicycle.
- Only walk or bike in the rain if you are comfortable, as roads are slick, and visibility may be reduced.



January

Resolve to Be More Active!

Welcome back to school! January is a perfect time to try walking or biking to school -- for your health, your community, and the planet! 1 mile of walking each way to school equals $\frac{2}{3}$ of the daily recommended 60 minutes of physical activity. Get your steps in while decreasing the traffic and air pollution around your school and neighborhood.



- Does your school have a walking or biking school bus? If so, join in the fun. If not, find your school's preferred walk/bike route on our interactive Safe Routes to School maps.

[Elementary School Maps](#), [Middle School Maps](#), [High School Maps](#)

- When you're out and about, keep your EYES and EARS OPEN, phones down and heads up. Know what's going on around you. Have fun with your active commute!
- Need more tips and inspiration? Follow the [Beaverton Safe Routes to School Facebook page](#).

January



Winter Games for Walking

Winter can make walking and rolling to school a tough sell for some kids. Consider these games to help make your battle a walk in the park. Multi-season brain busters:

- Alphabetical Scavenger Hunt
- Name That Tune
- I Spy

Get nostalgic and play all the games you loved as a child! Find more activities and winter walking tips in our [Family Walking Guide](#).

February

Walk and Bike: It's Good for Your Heart!

Whether you walk or bike a few blocks to school or close to a mile, your active commute is good for your heart, your whole body and it's invigorating and fun! With colder winter weather, children spend less time playing outside, but a nice brisk walk or bike ride to school will help achieve their recommended 60 minutes of moderate exercise every day. This will help prevent childhood obesity and support healthy bones.



Walking and biking to school is also a great way for kids to get the physical activity needed for healthy minds. Kids who are more physically active have better academic performance. Studies are beginning to show that exposure to nature and free outdoor play can reduce stress and relieve ADHD symptoms. If that isn't enough to get you out of your car, think about the air quality around a school when dozens of parents sit in idling cars while their children jump out. Air pollution has contributed to childhood asthma rates doubling between 1980 and the mid-1990s. Asthma rates remain at historically high levels and cause 14 million missed school days every year. Walking and biking to school is healthy for kids, healthy for communities, and healthy for the planet.

March

Spring's Steps to Bicycle Safety

With more people itching to get outside to walk and bike, it's a good time to review the rules to ensure everyone's safety. Be sure to review the best routes to use and if biking, check the bike's condition before you head out. This short video, ["ABC Quick Check"](#) can help!

Here are a few steps to remember:

- Always wear your helmet
- Ride in the same direction as traffic, not against traffic.
- Be visible. Wear a bright jacket or add reflective material or blinking lights to increase visibility.
- Stay alert and ride predictably, in a straight line.
- If riding on the sidewalk or in a crosswalk, ride at walking speed and be prepared to walk your bike when it gets busy or at the request of crossing guards. Be always mindful of pedestrians and aware of traffic.
- Don't assume that drivers see you - always watch for cars making turns or backing out of driveways. Learn bicycle safety skills in a class or ask Safe Routes to School to give a lesson at your school!



March

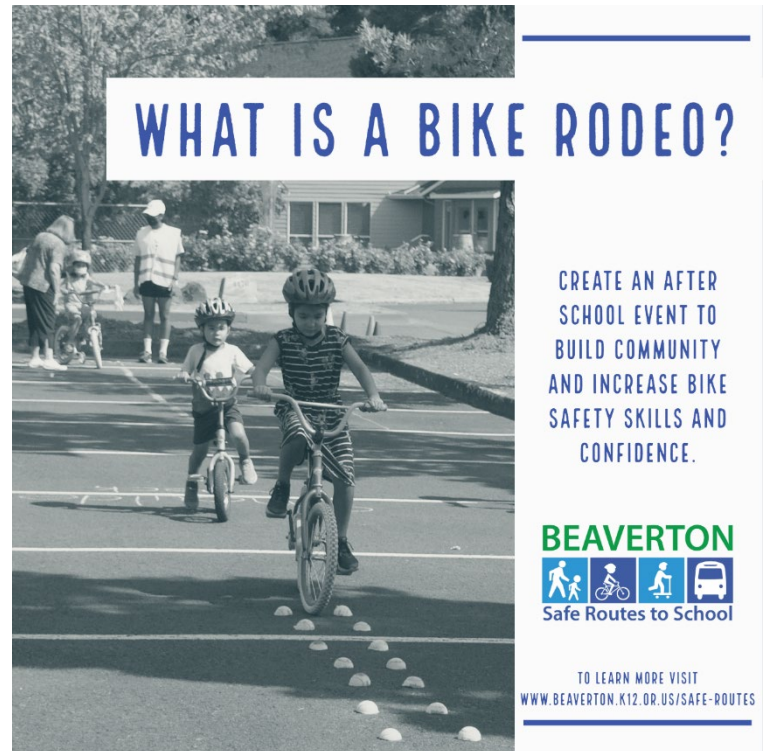
What is a Bike Rodeo?

Create an after-school event to build community and increase bike safety skills and confidence.

A bike rodeo is an event that provides students with the opportunity to learn, practice, and demonstrate bike handling skills in a safe, fun, and encouraging atmosphere. Numerous obstacle courses are set up with chalk and traffic cones. Volunteers run each activity station or obstacle course, with the objective of teaching children how to better control their bicycles. Bike rodeos often have a station with a

volunteer bike mechanic to perform quick and easy bicycle maintenance. Now is the time to start planning your spring bike rodeo. Contact Beaverton Safe Routes to School for support and prizes! Visit www.beaverton.k12.or.us/safe-routes

Also see video: <https://youtu.be/F0d2ZZuFRW4>



HELP US CLEAR THE AIR AT SCHOOL

HEALTHY AIR, HEALTHY KIDS, HEALTHY PLANET

FIND THE TOOLS YOU NEED TO SUPPORT A STUDENT-LED ANTI-IDLE CAMPAIGN



for more information visit www.beaverton.k12.or.us/safe-routes



Help Us Clear the Air at School

Healthy Air, Healthy Kids, Healthy Planet

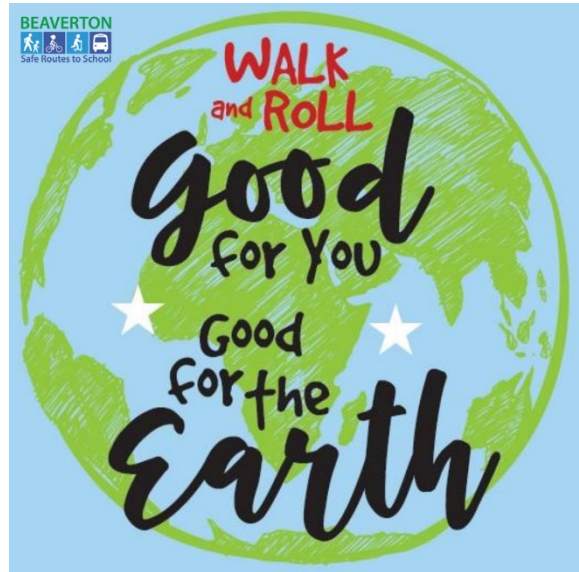
Find the tools you need to support a student-led anti-idle campaign

Are you interested in assisting students with an anti-idle campaign for your school? We have all the tools you need to create an Earth Day project that will teach students about idling, carbon emissions, and how they can help decrease their carbon footprint. Visit www.beaverton.k12.or.us/safe-routes for more information.

April

Walking and Rolling is Good for the Earth!

April is the month we celebrate Earth Day and one way you can help our planet and combat climate change is to replace car trips with active ones! 2 miles of driving = 1.6 lbs of carbon emissions. Think about local car trips that your family takes often. Maybe it is a trip to the park or a friend's house. Map your route and try walking or biking instead. We often think places are farther than they seem. Give yourself plenty of time to get to your location and be amazed at what your body can do for you!



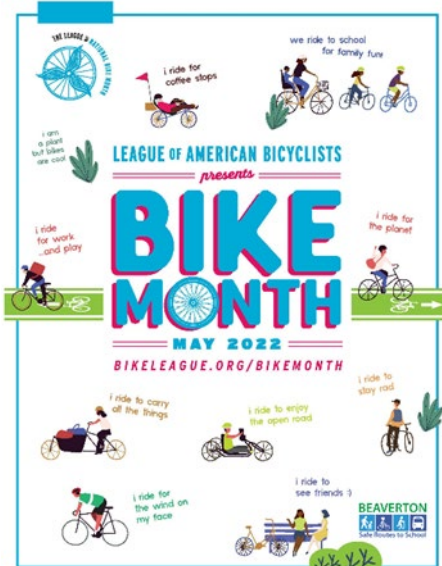
April

How to Fit a Helmet



Wearing a helmet every time your child travels by bike, scooter, skateboard or roller skates is not only smart, it is required by law. According to Oregon State law, children under the age of 16 are required to wear a helmet. However, just wearing a helmet isn't enough to protect their developing brain from injury. Helmets must be sized correctly and fit properly. Learn the easy steps by following this guide (in English and Spanish): <https://www.oregon.gov/.../Documents/PerfectlyFitted.pdf>
<https://www.oregon.gov/.../Documents/PerfectlyFittedSP.pdf>

May



May is Bike Month

May 3rd is National Bike to School Day and the whole month of May is Bike Month, a celebration of the benefits and joys of riding your bicycle.

Bicycling improves our energy levels, keeps our body healthy, and reduces stress. This May, think about your reason to ride and visit

www.beaverton.k12.or.us/safe-routes for safety tips and resources for bicycling to school and in your neighborhood.

Get Recognized!

Did you know you can earn Bronze, Silver, Gold, or Platinum status for your walk and roll efforts at school? Beaverton Safe Routes to School has developed a [Recognition Program](#) for schools so you can have an easy framework for your transportation efforts - and well-earned bragging rights.



For instance, Bronze level includes steps such as identifying a Walk + Roll Coordinator at your school; holding at least one encouragement event per year; and collecting information on how students traveled to school in May. We can help you with each of these steps!

Platinum-level schools have a SRTS Action Plan; carry out a student-led event or activity; and add a SRTS coordinator/committee organizer to your PTO.

June

Have a Safe Summer!

As you and your children get ready for a summer of fun and adventure, review the PALS slogan to help all have a healthy, happy, fun-filled summer!

P - Polite: Respect all road users.

A - Alert: Keep your eyes, ears, and brain open and ready.

L - Legal: Obey all signs and signals, know your rights AND responsibilities.

S - Safe: Know your abilities to make good choices.



This summer try mapping your route to school, community center, pool, or park. List positives and negatives about the trip. What can you/we do to make it better? Try writing a letter to your local newspaper or schoolteacher about where you've gone, how many miles traveled, and what improvements you'd like to see on those routes. Maybe we can make them better!