

Active and Sustainable School Travel Messaging Toolkit



For more information, please visit ActiveSchoolTravelHamilton.ca

Or contact your School Public Health Nurse.



Active and Sustainable School Travel Messaging Toolkit

Prepared by Hamilton Public Health Services

Purpose

This toolkit is intended to support active and sustainable travel messaging at your school. You will find resources for newsletters, announcements, social media, website, email signatures, and electronic message boards.

Don't see what you are looking for? Need support? Connect with us at ActiveSchoolTravelHamilton.ca

Contents

Purpose	2
Announcements and Email Signatures.....	3
Electronic Message Boards	15
Newsletters	16
Social Media	16
Sample Images	18

Announcements and Email Signatures

Add quick but impactful messages about active and sustainable travel to your morning announcements. See something you like? Why not add it to your email signature! Here are season-appropriate messages you can start using today.

Looking for something else? Return to the [Table of Contents](#) for more resources.

<p>September Start the school year off with fun! Walk or Roll to school or walk to the bus stop whenever you can.</p> <p>Start a habit you can keep all year. Make walking or rolling to school part of your routine now.</p> <p>Walking or rolling to school helps you to get to know your neighbourhood.</p> <p>Walking or rolling to school helps you to know your neighbours.</p> <p>Walking or rolling to school improves concentration.</p> <p>Ask your parent or guardian to leave the car at home or park a few blocks away from the school and walk or roll the rest of the way to school whenever you can.</p> <p>Walking or rolling to school helps to keep school areas</p>	<p>1st Wednesday in February Today is Walk and Roll to School Day!! Congratulations to everyone who walked or rolled to school today! Let's keep the momentum going by walking and rolling regularly.</p> <p>Ask a friend to walk or roll to school with you. You'll get to school more alert and ready to learn and you'll be glad you did it!</p> <p>Keep the air fresh around our playground. Walk or roll to school and keep cars away!</p> <p>Remind your parents that turning the car off makes it easier to breathe.</p> <p>Let's work together to make our school healthier...walk or roll to school and leave the car at home.</p> <p>Walking and rolling to school is fun! But be sure to watch for hazards along the way such as glass, sticks, rocks, gravel, potholes, and parked cars.</p> <p>Walking or rolling to school can help you settle</p>
--	--

safe.

Walking or rolling to school helps your community to be healthier with less traffic congestion and less air pollution.

Walking or rolling to school helps your brain work better.

Walking or rolling to school can help you to feel happy.

Walking or rolling to school helps you to meet other kids and make the trip to school more fun.

Walking or rolling to school helps to make you feel more alert and ready to learn.

Walking or rolling to school is a great way to use our muscles and improve our fitness.

Walking or rolling to school improves learning.

Walking or rolling to school will give you more energy.

Walking or rolling to school can be fun!

into class better.

Make sure you have a warm hat and scarf for those winter days when you are walking to school.

Challenge your friends to walk or roll to school 3 days next week!

Winter is more fun when we dress for it! Be sure to have warm mitts, hat, scarf, coat, and boots for your walk to school!

Fewer cars around our school means cleaner air on our playground.

Remind your parents that you would rather walk to school than get a ride!

Walking or rolling to school is a great choice for the environment.

Walking or rolling to school will give you more energy throughout the day.

Don't forget, walking or rolling to school will help your muscles stay healthy and strong.

Walking or rolling to school can improve your mood.

Next month is **International Walk and Roll to School Month**, so start planning to walk or roll to school with a buddy!

Walking or rolling to school helps to keep your heart healthy.

Walking or rolling to school helps to decrease air pollution.

October

Don't forget, October is **International Walk and Roll to School Month!** Plan to walk or roll to school. Be sure to dress for the weather!

Practice walking or rolling your route to school with an adult. It's a great way to learn about safety and to be physically active.

Walking or rolling to school helps to keep your lungs healthy.

Walking or rolling to school makes you feel good.

Walking or rolling to school helps to decrease the number of cars on the road.

March

Walking or rolling to school makes you more alert.

Try and get one more person to walk to school with you tomorrow.

Make sure you wear boots when you walk to school...the snow can get deep!

Only two more days to walk to school before March Break. Get your friends and just do it!

Take some time on March Break to talk to your parents and find the safest route to walk or roll to school.

Have a fun March Break. Get outside, be active, and be safe!

Next week is Brain Awareness Week!

Wear a helmet and keep your brain safe when riding anything with wheels.

Does your helmet fit? Follow the "2 V 1" rule. Put your helmet on, the front should sit two fingers above your eyebrows, the straps should form a "V" shape around your ears, and

You will make unforgettable memories when you walk or roll to school.

Walking or rolling to school helps to make the air cleaner.

Walking or rolling to school can help you to get more physical activity into your day.

When you can't walk or roll to school, ask your parents to park a block from the school and walk the rest of the way.

If you take the bus to school, be sure to walk to the bus stop in plenty of time so you don't miss it!

Walking to school is a great time to socialize with your friends.

The leaves are changing and the colours outside are beautiful. It's a perfect time to walk or roll to school.

Walking or rolling to school will help you arrive at school ready to learn.

there should be 1 finger space between your chin and the strap.

Be active, use your legs and ride your bike. Be safe, use your head and wear a helmet.

Your brain matters. Keep it safe. Wear your helmet on every ride.

You only have one brain, keep it safe. Wear your helmet.

March Break

March Break and Brain Awareness Week

Reducing traffic around the school at bell times can make our school zone safer for all students.

Did you know that fewer students are walking and rolling to school than in the past? Think about how you can change this.

Use of cars to drop students off at school significantly increases air pollution around schools.

Increased vehicle traffic during school drop-off times increases congestion around the school.

Walking or rolling to school can help keep the air cleaner.

Did you know that physical activity supports healthy brain development?

Healthy brain development can lead to improved learning and academic outcomes.

Did you know that children are more sensitive to air pollution than adults? Keep cars away from our playground and walk or roll to school.

November

If you are waiting for your school bus, always wait in a safe area. If you can touch the bus, you are too close.

Drop-off lanes at schools increase air pollution around schools and play areas.

If you are travelling by car, ask your parents to park a few blocks from school so you can walk the rest of the way.

Walking or rolling in the morning helps your brain become more alert and ready to learn.

April

Cars dropping students off at school means more air pollution around the school. Air pollution can affect our health.

You can have fun on your way to school if you walk or roll with some friends!

Children who walk or roll to school are more physically active.

Being active on your way to school is more fun than sitting in a traffic jam.

Walking to your bus stop or to school will wake up your brain for the day.

Students who walk or roll to school are more physically active, expend more energy, and more likely to meet the Canadian 24-Hour Movement Guidelines compared to students travelling by passive modes such as cars.

Walking or rolling to school is a healthy way to start your day! Why not try it tomorrow?

Always cross the road at intersections with stoplights and stop signs. Use pedestrian crossing areas and areas with crossing guards. Never

As the weather gets colder, it's important to bundle up when you walk or roll to school.

If you get some physical activity before school starts, it's easier to settle down and get to work once school begins.

Walking or rolling to school can help you to meet your daily physical activity needs.

Walking or rolling to school will allow you to spend more time with your friends.

Walking or rolling to school can help you to feel calmer.

Walking or rolling to school can help you practice your road safety skills.

Walking or rolling to school can help improve your mood.

Walking or rolling to school can help make our streets cleaner and safer.

Did you know that car trips to school are the second largest use of cars? Walk or

cross the road between parked cars.

If you are bussed, you can increase your physical activity by walking to the bus stop.

If your parents want to drop you off at school, tell them that you would rather walk or roll to school with a friend!

Enjoy the outdoors...walk or roll to school with a buddy.

Next Wednesday is **Walk and Roll to School Day**, so start planning to walk or roll to school!

Physical activity in the morning can make you feel better all day.

Plan your route to school. Map out your walking and biking routes before you go.

Don't forget, Wednesday is **Walk and Roll to School Day!** Plan to walk or roll to school with a buddy!

Tomorrow is **Walk and Roll to School Day!** Let's celebrate the benefits of active school travel by being the school with the most walkers and rollers.

Today is Walk and Roll to School Day!!
Congratulations to

roll to school and keep cars at home.

The increase in car travel to school means more cars around the school and more air pollution around our playground.

Keep the air around our school clean. Ask your parents to leave the car at home and let you walk or roll to school.

Walking or rolling to school can help keep you fit.

Why be bored getting to school in a car when you can be outside and active with your friends on your way to and from school?

Be a role model, show your classmates how fun it is to walk and roll to school.

If you ride the school bus, always wait for the bus driver to give you the signal to cross. You must be able to see the driver always. If you can't see the driver, then the driver can't see you.

A freight train can take up to 2 km or more to stop – that's more than 18 football fields! Be safe, don't ever walk on the railway tracks.

Always walk on the sidewalk. If there is no sidewalk and you must walk

everyone who walked or rolled to school today!

Walking to school is good for your health and the environment.

Walking to school lets you spend more time with friends.

When more kids walk to school, neighborhoods flourish—this makes them safer and more pleasant to walk in.

You can have great conversations with your friends or family on your walk to school.

Students who walk to school show higher academic achievement.

Remember to follow traffic signs whenever you walk or roll. Always be alert. Look left, right, left, before crossing the street and only cross when the street is clear.

Walking to school can improve your grades.

Even if you get bussed to school, walking to the bus

May

on the road, always walk facing the traffic.

Physical activity supports healthy brain development, which can lead to improved learning and better marks!

December

Walking and rolling to school can help you build life-long habits of active travel.

As the weather gets colder, it's important to dress warmly for your walk or bike to school.

Be safe while walking to school. Be sure to follow traffic signs and make eye contact with drivers when crossing the street.

Go with a friend, get active, walk, or roll, and make some memories on your way to school.

When walking or rolling to school, use your ears. Listen for cars, trucks, trains, traffic, horns, bells, and signals.

Join the movement! Get outdoors and have fun getting to school!

Walking a block is fun and makes the air cleaner around our school.

stop is a terrific way to start your day!

When you can't walk or roll to school, ask your parents to park a block from the school and walk the rest of the way.

If you get some physical activity before school starts, it's easier to settle down and get to work once school begins.

Walking to school helps to build a sense of "neighbourhood" in our community.

Walking and rolling to school can be a time to develop skills like balancing, hopping, and jumping without even knowing it.

Walking or rolling to school helps you become healthier.

Walking or rolling to school is **GREEN** and better for the environment. Bikes and feet cool the Earth.

Students who bike or use their feet to get school arrive more alert and ready to learn with a clear mind.

Walking and talking with others on the way to school bonds communities and starts

Walk or roll to school with a buddy or a group of friends. It increases safety and makes it more fun!

Put a bounce in your step! Walk or roll to school tomorrow!

Begin some good life-long habits. Start walking or rolling to school.

Always make sure to check driveways before walking or biking across them. Drivers backing up may not see you.

It may take a little longer than usual to walk to school in the snow, so leave yourself a few extra minutes.

A winter walk is so much fun with friends! Walk or roll to school whenever you can.

Make your heart even stronger! Walk or roll to school every day!

friendships for life. Make some memories and walk to school!

If you walk or roll to school, you will avoid waiting in long school drop-off and pick-up car lines. Ditch the car and enjoy the many benefits of green travel.

Next week is **Bike to School Week**. Talk to your friends and your parents and try to participate.

Get your bike ready to ride to school next week! Ask your friends to join you.

Bike to School Week is the last week of May and it's almost here! Plan your safest route to ride to school next week.

Don't forget, next week is **Bike to School Week!** If you can't ride your bike, try to walk to school for the week!

**Bike Week
(Last week
of May)**

Today is the first day of **Bike to School Week!** Get a group of friends and ride together. Don't forget your helmet!

Walking or rolling to school helps to get cars off the roads.

Be sure to continue walking and being active over the holidays.

Have a wonderful Holiday. Try walking to some of your destinations and activities over the holidays

January

January is Mental Health Month.

Did you know that regular physical activity, like walking or rolling to school, can help improve your mental health?

Walking or rolling to school can help you feel less nervous.

Walking or rolling to school can make you feel happier.

Walking or rolling to school improves concentration.

You should always STOP, LOOK and LISTEN when you cross a railway track. Look both ways and listen for approaching trains.

If you walk and roll to school now, you are developing life-long healthy habits.

Walking to school gives you time to enjoy the beautiful Spring flowers along the way.

June is Brain Injury Awareness Month and Bike Month, so our messages for June will be about bike and helmet safety.

June

Brain Injury Awareness Month and Bike Month

Wear your helmet when riding your bike, it's the law and it will keep you safe.

Does your helmet fit? Follow the "2 V 1" rule. Put your helmet on, the front should sit two fingers above your eyebrows, the straps should form a "V" shape around your ears, and there should be 1 finger space between your chin and the strap.

Use your ears. Listen for cars, trucks, trains, traffic, horns, bells, and signals.

When riding your bike, be bright, wear bright clothes, use lights and reflectors.

Walking and Rolling to school helps to improve the air quality around our school.

Don't let the winter blahs get you down, walk or roll to school and feel energized!

If you take the school bus daily, be sure to walk to the bus stop to get in some physical activity on your way to and from school.

Follow safety rules when walking to school. Be sure drivers see you when you are crossing the street.

It's always safer to cross the street with the crossing guard than by yourself. Use crossing guards along the way.

Walking and rolling slows climate change and gives us a healthier future.

Remember when you're walking or rolling to school, watch out for cars backing up, pulling out of driveways, and parking spaces, and opening car doors.

It's safer to walk to school with a buddy or in a group. Remember to practice road safety rules.

Make eye contact with drivers before crossing the street. Make sure drivers see you.

Be active, use your legs and ride your bike. Be safe, use your head, and wear a helmet.

When you cross the road, get off your bike and walk across.

When riding your bike keep both hands on the handlebars and both feet on the pedals.

Protect your brain, wear your helmet.

Be safe and be smart. Remember to wear all your protective safety equipment like helmets, elbow pads, and knee pads when being active and playing sports.

Before you ride your bike, check your tires and brakes. Make sure your bike is safe and works properly.

Walking and rolling to school is fun! But be sure to watch for hazards along the way such as glass, sticks, rocks,

Walking or rolling when you are outdoors on a cold day will help to keep your body warm.

Watch out for ice and snow when you are being active. Always practice safety rules, be cautious, and take your time.

When you are biking, blading, or boarding, ALWAYS wear a helmet and NEVER wear headphones. You will not be able to hear things, like cars, trucks, and other people around you.

Walking or rolling to school even one day a week is better than none!

**Last
Wednesday
of January**

Next Wednesday, is **Walk and Roll to School Day**, so start planning to walk or roll to school with a buddy!

If you aren't sure if you like walking or rolling to school, **Walk and Roll to School Day** is a perfect day to try it!

Walk or roll to school to brighten your mood for the day!

gravel, potholes, and parked cars.

Follow the road signs, rules of the road, stop lights, and cross walk signs.

Watch out for cars backing up, pulling out of driveways, and parking spaces, and opening car doors.

Plan your route. Map your walking and wheeling routes before you leave your house.

Always cross the road at intersections with stoplights and stop signs. Use pedestrian crossing areas and areas with crossing guards. Never cross the road between parked cars.

Wear a helmet and keep your brain safe when riding anything with wheels.

Use your eyes. Stop, look left, look right, look behind and in front of you before crossing a street.

You only have one brain, keep it safe. Wear your helmet and have a safe summer!

Don't forget, Wednesday is **Walk and Roll to School Day!** Plan to walk or roll to school with your friends.

Tomorrow is **Walk and Roll to School Day!** Let's celebrate the benefits of active school travel by being the school with the most walkers and rollers.

Anytime

Enjoy your independence (freedom)- walk or wheel to school

Driving to school getting you down? Schools are about people not cars.

Building for cars results in more cars. Let's build for the needs of children.

Create memories – walk or wheel your kids to school.

Step, stomp, steer, scoot to School!

Electronic Message Boards

Bring road-user awareness to your safety concerns with messages on your public-facing electronic message board.

Looking for something else? Return to the [Table of Contents](#) for more resources.

- ✓ Slow down, obey signs
- ✓ Look out for children on roads and sidewalks!
- ✓ Obey NO PARKING signs around the school
- ✓ Drivers, our children's safety is your responsibility!
- ✓ Walk or Roll to school for your health
- ✓ Be ready to learn – walk to school
- ✓ Go Green - Walk to school
- ✓ Walk to school to keep our school safe
- ✓ Walking to school with your friends is fun
- ✓ Know your neighbourhood - Walk to school
- ✓ Walking to school can make you happier
- ✓ Slow down. Protect our students.

Newsletters

Do you want to provide more information to the parents and guardians in your school community? Engage them in thoughtful discussion and bring awareness to the health, wellbeing, and safety impacts of their child's school travel mode. Is there an issue that you would like to address related to active and sustainable travel? Contact us for assistance developing evidence-informed and student-driven content.

Need something more interactive? Consider including these short videos that highlight the challenges of school bell time [congestion](#) and the benefits of [active school travel](#).

Looking for something else? Return to the [Table of Contents](#) for more resources.

Health Benefits of Walking

- Adding more movement throughout your day, including vigorous walking, can benefit your health.
- We need physical activity at every stage of life. Walking is a fun, inexpensive form a physical activity that can be done anytime, anywhere.
- Incorporating more vigorous walking into your day will help reduce the risk of chronic disease, lead to a more focused mind, a stronger, fitter body, and a more enjoyable life.
- Walking can improve your mood.
- Move more and sleep better.
- Move more and feel better.
- The Canadian Physical Activity Guidelines for youth recommend an accumulation of at least 60 minutes per day of moderate to vigorous physical activity involving a variety of aerobic activities. Walking or rolling to school can help achieve this goal.
- Walking to your destination means fewer cars on the road, less pollution, improved safety, and increased physical activity.

Active Transportation to School

- Skip the school drop-off traffic and take a more active commute. Walking can contribute to the recommended 60 minutes of physical activity kids need each day.
- Encourage students and staff to use active travel, including walking. Not only is this a great way to be physically active, but it also helps decrease your carbon footprint.
- By walking with your children to and from school, you can familiarize them with the neighborhood, teach them about traffic signs, street signs and directions, and model correct behaviors when crossing the street.
- The City of Hamilton encourages all students, their caregivers, and school staff to be active on your commute to and from school or work.

Social Media

Do you keep your school community connected on social media? Sprinkle in these active and sustainable travel messages alongside student-led content. Don't forget to tag us (@CityOfHamilton, @HamiltonPublicHealthServices, and @SmartCommuteHam) and

your school board to share your health, wellbeing, and safety journey. Include stock images or student-submitted photos to engage students in your campaign.

Looking for something else? Return to the [Table of Contents](#) for more resources.

- Parents: Get more children and fellow parents walking and rolling to school! It means fewer cars on the road, less pollution, improved safety, and increased physical activity. Join the movement!
<https://smartcommute.ca/hamilton/schools/parent-engagement-strategy> #HamOnt #ActiveHamilton
- Walking or wheeling to school means fewer cars on the road, less pollution, improved safety, and increased physical activity. Get your family involved:
<https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #HamOnt #ActiveHamilton
- Encourage your children to use active travel, including walking and cycling. Not only is this a great way to be physically active, but it also helps decrease our carbon footprint. <https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #HamOnt #ActiveHamilton
- Skipping the school drop-off traffic for more active commutes like walking or wheeling can contribute to the recommended 60 minutes of physical activity kids need each day. Join the movement! <https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #HamOnt #ActiveHamilton
- Parents - you know your child best. With practice, you'll know when your child is ready to start walking to school without you. It means less cars on the road, improved safety, and increased physical activity. <https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #HamOnt #ActiveHamilton
- By walking with your children to and from school, you can familiarize them with the neighbourhood, teach them about traffic signs, street signs and directions, and model correct behaviours when crossing the street. <https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #HamOnt #ActiveHamilton
- Walking, wheeling, riding a using public transit to get to school has many benefits. Watch and get involved! <https://youtu.be/Te86gLCiTJg> #HamOnt #ActiveHamilton
- Many Hamilton students are not getting enough physical activity. Let's try an active way to get to school! Join the movement and get your children and fellow parents to walk or cycle to school. <https://youtu.be/Te86gLCiTJg> #HamOnt #ActiveHamilton
- A high volume of motorists dropping off and picking up children at school creates a potentially unsafe conditions for children. This week, try to walk or cycle with your

children to get everyone active! <https://youtu.be/Te86gLCiTJg> #HamOnt #ActiveHamilton

- Trips powered by students rather than vehicles can help reduce pollution and make Hamilton neighbourhoods friendlier places. Join the Movement! <https://www.hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #ActiveHamilton #HamOnt
- Did you know that idling cars around schools are a risk to your child's health? Do you have enough anti-idling signs installed around your school? Contact us for additional Idle-Free signs. <https://www.hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #ActiveHamilton #HamOnt
- Celebrate Winter by starting a Walking School Bus! It can encourage more children to walk to school by providing safety in numbers. An adult or responsible student can start out walking on a pre-decided route and pick others up along the way. <https://hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #ActiveHamilton
- Smell fresh flowers, jump in puddles, or play hopscotch. There are so many ways to enjoy the new season during your walk to school! Celebrate #SpringintoSpring throughout the month of April. Join the Movement! <https://www.hamilton.ca/home-neighbourhood/getting-around/smart-commute/active-school-travel> #ActiveHamilton #HamOnt

Sample Images

Using images from your school community is the best to connect and build community. However, if you are looking for some images to get you started, consider using the below images.

