

Walk To School Day

Activity Summary & Previous Events



Dedicated to making Stanislaus County Safer For All



Safe Communities Coalition

- Established in 2001 to address the following goals:
 - Goal 1: decrease the rate of injury and death to pedestrians and bicyclists within Stanislaus County.
 - Goal 2: decrease the rate of injury and death to child passengers.
 - Goal 3: decrease the rate of injury and death to teen passengers.



Walk to School Day Goals

- **Identify:**
 - community hazards
 - safe routes to school
- **Raise driver awareness**
- **Encourage physical activity**
 - Walking school buses
 - Riding bikes
- **Tie-in nutrition & health education**



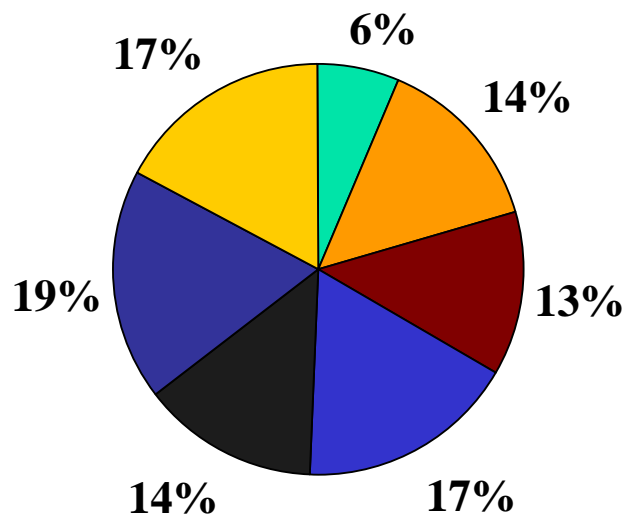


Local Participation is Growing!

- **Walk to School Day 2003**
 - Modesto: Shackelford & Tuolumne Elementary Schools.
- **Walk to School Day 2004**
 - Modesto: Fairview, Franklin, Shackelford, Tuolumne, & Orville Wright Elementary Schools.
 - Denair Elementary School .
- **Walk to School Day 2005**
 - Modesto: Fairview, Franklin, Shackelford, & Orville Wright Elementary Schools.
 - Denair Elementary School
 - Turlock: Brown, Dutcher, & Wakefield Elementary Schools.

Student Participation Results, by grade level

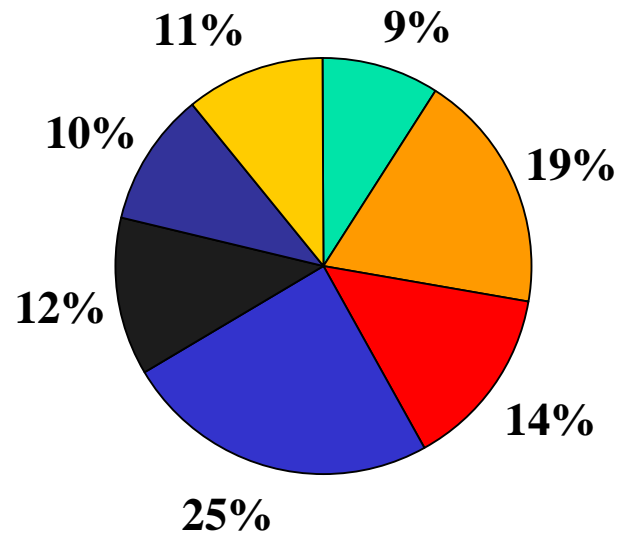
Tuolumne



■ K
 ■ 1st
 ■ 2nd
 ■ 3rd
 ■ 4th
 ■ 5th
 ■ 6th

Combined participation for
 October 2003 = 188 & May 2004 = 181

Shackelford

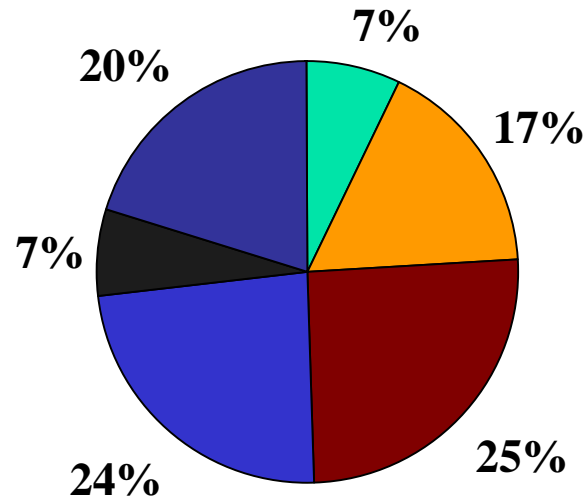


■ K
 ■ 1st
 ■ 2nd
 ■ 3rd
 ■ 4th
 ■ 5th
 ■ 6th

Combined participation for
 October 2003 = 249 & May 2004 = 162

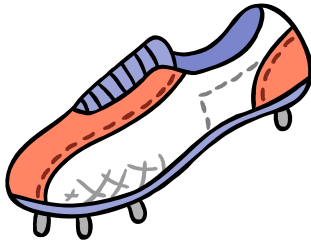
Student Participation Results, by grade level

Denair May 04



■ K ■ 1st ■ 2nd ■ 3rd ■ 4th ■ 5th

Participation May 2004 – Total 181



Name: _____

Teacher: _____

Grade: _____

Walkability Checklist

✓ Questions about the school route for children & adults

✓ To fill out the checklist you must walk or bike to school (Student or Parent)



On your walk to school.....

1. Did you have room to walk the whole trip?

- Yes No, because:
- Sidewalk, path or shoulder missing
- Sidewalk/ paths were blocked
- Sidewalk or path was broken/ cracked
- Something else? _____

Location of problems: _____

4. How was your walk?

- Good Bad, because there were....
- Scary dogs
- Scary people
- Speeders
- Something else? _____

Location of problems: _____

2. Was it easy to cross streets?

- Yes No, because:
- View of traffic blocked by (trees, shrubs, plants, parked cars)
- Need crosswalks or cross guards
- Need traffic signals
- Something else? _____

Location of problems: _____

5. How can we get you to walk to and from school more often?

- More parents/ other adults walking
- More help crossing street @ this location: _____
- Sidewalk or path at this location: _____
- A drop-off place closer to school
- Fewer books to carry
- Nothing, we prefer to drive for:
 - Safety convenience
- Nothing, I live too far from the school

3. Did drivers behave well?

- Yes No, because:
- Backed out of driveways w/ out looking
- Drove fast
- Did not wait for us to cross safely

Something else? _____

Location of problems: _____

6. Were cars or buses dropping off kids in your way, making it hard to get to school?

- Yes No

7. Do you wear a helmet when riding your bike?

- Yes No I don't ride a bike

At each event students use the Walkability Survey, shown at right, to assess community hazards and safe routes to school.

Thank you!



1ST (2003) Year Key Findings

- Focused on the following issues:
 - How children get to and from school.
 - Safety hazards (sidewalk/path availability, times sidewalk/path obstructed, # of speeders).
 - Top reasons noted that would encourage children more walking to and from school.

How children get to/from school

Sidewalk/Path Availability

How Children Get To / From School

To Shackleford

- Walk - 94
- Car - 54



To Tuolumne

- Walk - 179
- Car - 97

From Shackleford

- Walk - 72
- Car - 56

From Tuolumne

- Walk - 118
- Car - 84

Sidewalk/Path Availability At Individual Locations

Shackleford

<u>Yes</u>	<u>No</u>
65	92
41%	59%

*157 responses

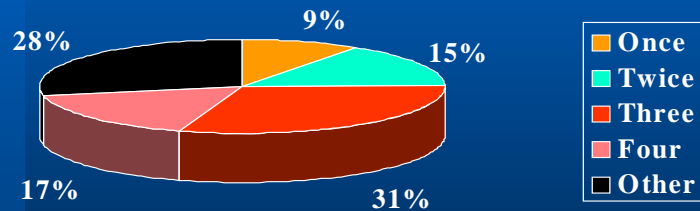
Tuolumne

<u>Yes</u>	<u>No</u>
183	65
74%	26%

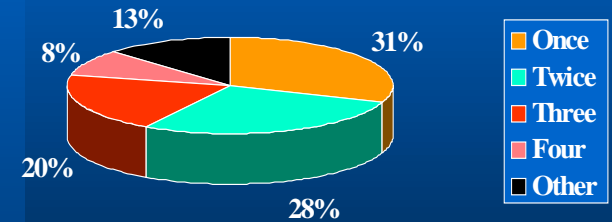
*248 responses

Of Times Sidewalk/Path Obstructed

Of Times Sidewalk/Path Obstructed **Shackleford** Elementary



Of Times Sidewalk/Path Obstructed **Tuolumne** Elementary



1ST (2003) Year Key Findings Cont'd

Top Reasons Encouraging Walking To and From School More Often



Shackleford

- Slower traffic speeds
- No unsafe or scary people/houses
- Sidewalk or path
- Sidewalks clean and not broken
- More parents/adults walking
- More help crossing street @ particular location

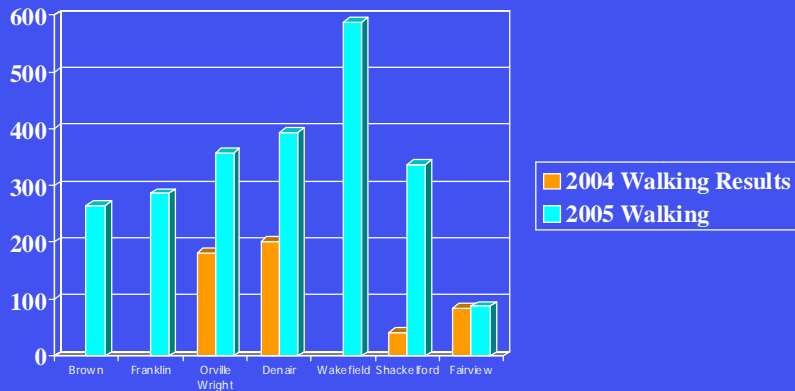
Tuolumne



- No scary dogs
- More parents/adults walking
- No unsafe or scary people/houses
- More considerate drivers
- Slower traffic speeds
- More help crossing street @ particular location

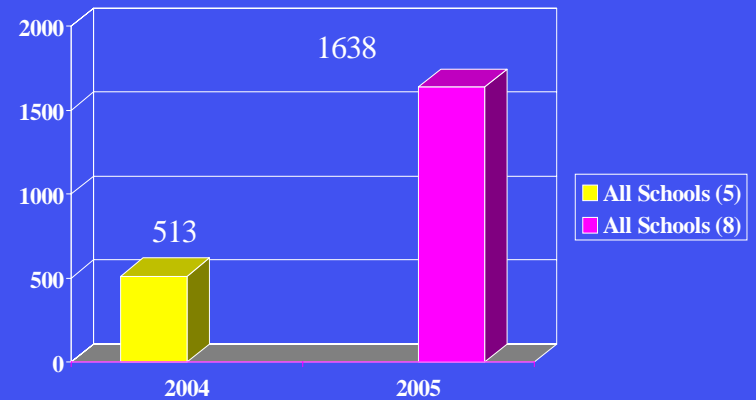
2004/2005 Participation to date

Walking Results by School



Brown, Franklin and Wakefield are new this year!

Comparison of walkers from 2004 to 2005



2004 Schools: Denair, Fairview, Tuolumme, Shackelford and Orville Wright
2005 Schools: Brown, Franklin, Orville, Denair, Wakefield, Shackelford and Fairview (Dutcher data not included)



Since 2003

Program Modifications

- Revised survey (from 2 page to 1 page).
- Began using bracelets to identify walkers.
- Incorporated education component to meet school needs/address parent concerns.



Education Component New in 2005

- All participating schools were offered a lunch time frenzy or assembly.

Key message: Lead a Healthy Lifestyle (be safe, say not to drugs, eat healthy, exercise)

- (3) Lunchtime frenzy: Promotes upcoming W2S event
- (5) Assembly: Controlled environment covering a variety of topics. Participation ranged from 200-350 per session (2 sessions per school)
 - **Bike and pedestrian Safety** (partners include; Trauma personnel, local police dept. and CHP)
 - **Nutrition Education** (partners include; Health Services Agency Nutrition Network Program, Save Mart Supermarket)
 - **Tobacco Education** (Health Services Agency Tobacco Control Program)



Engaging School Officials

- Inviting them to our Bike and Ped Committee to learn about what we do.
- Making the pitch! What's in it for them point out potential areas improvement.
- Previous successes & word of mouth.



Lessons learned

- Start early get school buy in, seek donations.
- Start each year with a clean slate (turn over happens).
- Involve more committee members.
- Introduce new ideas each year to maintain excitement.



Funding

- MCAH/CIPP Branch
 - Coordination of Safe Communities Coalition
 - Bike and Ped
 - Walk to School

- CNN
 - Nutrition Education

- Donations



What Next?

- Host a Walkable Community Workshop Spring 2006.
- Invite new Schools to participate in W2S 2006.
- Provide veteran schools resources to become self sufficient.
- Continue to improve surveys.
- Continue to identify key partners in the community.



Current Partners

- Memorial Medical Center
- Doctor's Medical Center
- Stanislaus County Sheriff's Department
- Modesto Police Department
- California Highway Patrol
- City of Modesto Department of Parks and Recreation
- Modesto City Schools
- Mountain Valley Emergency Services
- Center for Human Services' on the Safe Side Program
- Public Works
- Turlock Police Department
- City of Turlock Department of Traffic Engineers
- Save Mart Supermarket
- Health Services Agency
- West Modesto King Kennedy Collaborative

California Walking and Biking Resource Links

From the California Department of Health Services EPIC Branch and the California Center for Physical Activity

Bikes Belong - oversees the national Safe Routes to School Partnership:

<http://bikesbelong.org/site/page.cfm?PageID=249>

California Bicycle Coalition <http://www.calbike.org>

California Center for Physical Activity: www.caphysicalactivity.org

California Walk to School Headquarters <http://www.cawalktoschool.com/>

DHS Bike Safety web page <http://www.dhs.ca.gov/epic/bike/>

Department of Health Services Bike Safety web page: <http://www.dhs.ca.gov/epic/bike>

Funding sources for Bike projects (in general) in California, a report from 2002

<http://www.calbike.org/pdfs/Funding-Guide.pdf#search='bicycle%20transportation%20fund%20california'>

National Center for Walking and Biking

http://www.bikewalk.org/safe_routes_to_school/SR2S_getting_started.htm

National Walk to School Headquarters: <http://www.walktoschool.org>

NHTSA Bicycle Safety Program

www.nhtsa.gov (traffic safety, bicycles) or

NHTSA Traffic Safety Fact sheet, 2004 data

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/ncsa/TSF2004/809906.pdf>

Pedestrian Safety Advocacy Booklet – How to Improve Pedestrian Safety in San Francisco

http://www.dph.sf.ca.us/traffic_safety/PedSafetyAdvocacyBooklet.pdf

Safe Routes 2 School Resources

Caltrans Safe Routes 2 School <http://www.dot.ca.gov/hq/LocalPrograms/saferoute2.htm>

DHS Safe Routes 2 School website <http://www.dhs.ca.gov/routes2school/>

Local Government Commission Safe Routes to School fact sheet:
http://www.lgc.org/freepub/land_use/factsheets/safe_routes.html

National Center for Bicycling and Walking Safe Routes to School Primer:
<http://www.bikewalk.org/saferoutes/>

NHTSA Safe Routes 2 School Toolkit <http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/Safe-Routes-2002/toc.html>

Pedestrian and Bicycle Information Center Safe Routes to School:
<http://www.saferoutesinfo.org/>

Safe Routes to School funding ideas:
http://www.bikewalk.org/safe_routes_to_school/SR2S_funding.htm

Safe Routes to School National Training Course:
<http://www.pedbikeinfo.org/sr2s/cfa.htm>

Safe Routes to School and the recent SAFETEA-LU federal legislation:
<http://www.americabikes.org/>

Safe Routes 2 School Marin County Program
<http://www.saferoutestoschool.org/>

SR2S Marin County "Press Releases" has a lot of articles and resources, this is an article by Wendi Kallins "Promoting Safe Walking and Biking to School: The Marin County Success Story"
<http://www.saferoutestoschools.org/Pressroom/American%20journal%20of%20public%20health.pdf>

Walk and Roll to School Days:

www.saferoutestoschools.org/Forms/Guidebook-Walk%20and%20Roll.doc

Walk and Bike Across America Interactive Web Game:

www.saferoutestoschools.org/walk/WABAAGuidebook.doc



California Walk to School Headquarters

The California Center for Physical Activity, a program of the California Department of Health Services, operates California's Walk to School Headquarters, which provides materials, ideas and

technical assistance needed to get a Walk to School program started in a neighborhood. Register online at www.cawalktoschool.com to access downloadable materials which provide the ABCs of walking to school, including the following:

- **A Walk to School proclamation for school boards.**
- **A Walk to School brochure — available in English and Spanish.**



- **A walkability checklist in 11 languages that helps students, parents and school officials identify safety and infrastructure issues that pose barriers for children walking to and from school.**
- **Press materials that can be localized.**

For more information about these and other Walk to School resources, or to join our monthly conference calls for Walk to School coordinators, email walktoschool@dhs.ca.gov or call the Headquarters toll-free at (888) 393-0353. We can also connect coordinators with experts who can provide technical assistance on various issues, such as improving school walkability or applying for Safe Routes to School funding.

“On the first International Walk to School Day, we had nine schools involved with 75% to 95% of kids participating. We had no traffic on our roads and it was just a sight to behold. Now, four years later, we have 40 schools exploring the program and have been able to reduce traffic by up to 13% between fall and spring. We've brought in more than \$1 million in grants to improve our streets and we've noticed that there are more adults and children walking and biking for their everyday needs.”

Wendi Kallins
Program Director
Marin County Safe Routes
to Schools



About Us

The California Center for Physical Activity, a program of the California Department of Health Services, creates opportunities for everyday physical activity by connecting partners to active living resources and helping develop more walkable and bikeable communities for the state's diverse population. The Center works through strategic alliances with physical activity experts, statewide coalitions, local health departments, community-based organizations and like-minded public- and private-sector partners.

Projects of the California Center for Physical Activity are nationally — and internationally — renowned. The Center's work to promote more walk- and bike-friendly communities is commended for its ability to engage non-traditional partners such as transportation engineers and land use planners. The Center's work to establish community-based physical activity programs for older adults serves as a model across the nation and has received state, national and international honors.

Center projects include:

ACTIVE AGING COMMUNITY TASK FORCES have been established in 31 counties throughout the state to increase the number of Californians over 50-years-old who daily engage in physical activity. The Task Forces implement community-based physical activity programs aimed at improving strength, balance and mobility; maintaining functional fitness; and reducing the risk of chronic disease and falling among older adults.

HEALTHY TRANSPORTATION NETWORK assists California's local officials with ways to design more walk- and bike-friendly communities. The Center partners with California and national experts with real-life experience in building and redesigning communities to be walk- and bike-friendly and collects and organizes input from these experts that can be shared with communities across the state.

CALIFORNIA'S WALK TO SCHOOL HEADQUARTERS provides all the materials, ideas and technical assistance needed to get a Walk to School program started in a neighborhood. Whether hosting a first Walk to School event or conducting a year-round program, our tools, services and technical assistance can help build a tailored program for school districts statewide.

California is the first state in the nation to offer **WALKABLE COMMUNITY WORKSHOPS** that are led by trained, in-state experts. The four-hour workshops convene community stakeholders and serve as the impetus for policy and environmental changes that make it easier and safer to walk in a community. Workshops can focus on safe routes to school, safe routes to transit and safe routes for seniors.



“Your office has provided training and technical assistance to help county health departments initiate different physical activity-related programs. We wouldn't be where we are at today without your help. You've provided good program models and follow-up assistance.”

Sara Sundquist
Health Education Specialist
Shasta County
Public Health Department



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One of the Center's projects is *California's Walk to School Headquarters*, which provides all the materials, ideas and technical assistance needed to get a *Walk to School* program started in a neighborhood. Whether hosting a first *Walk to School* event or conducting a year-round program, our tools, services and technical assistance can help build a tailored program for school districts statewide.

Walk to School activities often are the catalyst to kick-off long-term project designed to bring about permanent changes that result in easing traffic so it is easier and safer for children to walk or bicycle to school. One way to do this is by establishing a *Safe Routes to School* program that addresses health and safety issues for children while improving the overall environment for everyone. In 2004, legislation was passed to continue California's award-winning *Safe Routes to School* program for another three years with an annual allocation of \$20-25 million dollars. Since its inception in 1999, *California's Safe Routes to School* program has funded \$90 million worth of traffic safety projects near schools in nearly all of California's 58 counties.

For more information about the California Center for Physical Activity, visit www.caphysicalactivity.org or email cacenterforpa@dhs.ca.gov.

5th Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities

January 26-28, 2006
Denver, Colorado



“We know that people can’t be healthy if they live and work in communities that are unhealthy – that’s why this conference is so important. It’s a chance to connect people working on transportation, land use, community development and health so we can learn what works, and strengthen critical alliances.”

– Loel Solomon Ph.D., National Director,
Community Health Initiatives and
Evaluation, Kaiser Permanente

A national, multi-disciplinary conference
presented by the Local Government Commission.

Sponsored by Kaiser Permanente, U.S. EPA,
Centers for Disease Control and Prevention,
Smart Growth Network, along with many others.

www.newpartners.org

“People from multiple disciplines are now talking about Smart Growth; and if they aren't doing it, they are talking about the need to do it. This conference will bring together interested people from ever-expanding disciplines to learn everything from the basics to the cutting edge of implementation.”

– Judy Corbett, Executive Director,
Local Government Commission

■ ABOUT THE EVENT

This conference will bring local elected officials, planners, transportation professionals and traffic engineers, health professionals and public health advocates, parks and recreation professionals, urban designers, social equity advocates, community leaders, and many, many others together to explore new approaches to community design from a comprehensive public health and safety perspective.

This dynamic event has grown significantly since it began several years ago – increasing in scope, attendance, and prestige – and is now considered to be the “premier” smart growth conference held each year. Its strength comes from the variety of participants and speakers who cross disciplines to share experiences and insights, and valuable tools and strategies to encourage the building of healthier communities, with a focus on “getting it done.” Given the challenges our nation is currently facing there are more reasons than ever to join hands with new partners and work toward our common goal of creating safe, healthy and livable communities.

■ PROGRAM AND AGENDA

The three-day program is loaded with a dynamic mix of plenaries, interactive break-outs, “hands-on” workshops, preconference trainings and opportunities for you to network with other participants and speakers. You will have access to the latest on cutting-edge smart growth issues, healthy eating and active living initiatives, implementation tools and strategies, best practices, case studies, interactive learning experiences, new partners, new projects and new policies.

KEY SESSIONS THAT EMPHASIZE THE CONNECTION

These are just some of the sessions on the program designed for health professionals of all types:

■ Thursday, 8:30 am-3:30 pm
Promoting Healthy Eating and Active Living through Improvements in the Built Environment: What Health Professionals Need to Know and What They Can Do

This day-long session will look at the environmental causes of the growing obesity crisis and the supporting research. Learn how you can influence the building of communities where healthy food is easily accessible and everyone can incorporate more physical activity in their daily lives. The seminar represents a unique coming together of physicians, researchers, architects and planners, and local government officials in an effort to address root causes of the serious problem of obesity.

■ Thursday, 7:30-8:45 pm
Kick-Off Plenary – Smart Growth For Communities That Are Wealthy, Healthy and Wise

Communities want jobs, a diversified tax base, healthy neighborhoods, reliable infrastructure and vibrant commercial areas. Employers want excellent infrastructure, an educated and healthy workforce, and a livable environment that will attract and retain employees as well as customers. This plenary will focus on how smart growth strategies satisfy the needs of the community and the employer, reduce health care costs, and help local businesses increase their economic competitiveness.



■ Friday, 10:45 am-12:15 pm
Healthy Eating in the City: Neighborhood Strategies for Promoting Access to Fresh, Affordable Food

Many of our neighborhoods, especially those with a large share of poor residents and people of color, are “food deserts” – neighborhoods where there are no grocery stores or other places for people to buy fresh, affordable produce. Over the past years, several promising approaches to bringing healthy food into our communities have emerged – to promote healthy eating and the viability of local farms, conservation of open space and prevention of sprawl. Learn about some of these strategies, including farmers market efforts, mobile vending, liquor store conversions, use of redevelopment funds to bring grocery stores to low-resource communities and other novel approaches to bring local, farm-fresh food to people who need it.



Smart growth is a national movement that focuses on the design of safer, healthier and more livable communities using a multi-disciplinary approach. Smart growth supports the creation of built environments that promote regular physical activity, neighborhood livability, less air and water pollution due to decreased driving, injury and crime prevention, the preservation of open space for farms and increased availability of fresh, locally grown foods.

Among the invited speakers...

- ◆ Douglas H. Benevento, JD, Director, Colorado Department of Public Health and Environment
- ◆ Howard Frumkin, MD, DrPH, FACP, FACOEM, Director, National Center of Environmental Health, Centers for Disease Control and Prevention
- ◆ Oran Hesterman, Co-Director, Food and Society Program, WK Kellogg Foundation
- ◆ James Hill, Ph.D., Professor of Pediatrics, Director, Center for Human Nutrition, University of Colorado and Health Sciences Center
- ◆ Corina Lindley, MPH, Senior Community Health Specialist, Kaiser Permanente Colorado
- ◆ Leslie Mikkelson, RD, MPH, Managing Director, Prevention Institute; Chair, Strategic Alliance Promoting Healthy Food and Activity Environments
- ◆ Tyler Norris, President, Community Initiatives
- ◆ Thomas N. Robinson, MD, MPH, Assistant Professor of Pediatrics and of Medicine, Division of General Pediatrics and Center for Research in Disease Prevention, Stanford University, School of Medicine
- ◆ Jim Sallis, Ph.D., Program Director, ALPES, Robert Wood Johnson Foundation
- ◆ Sandra H. Stenmark, MD, Pediatrician; Director of Pediatric Weight Management Programs, Kaiser Permanente Colorado

NEW PARTNERS BETWEEN SMART GROWTH AND PUBLIC HEALTH

■ Friday, 1:45-3:15 pm
Working Across the Chasm: Connecting Health, Land Use, Transportation and the Environment

What are the leadership and practical on-the-ground implications of working across disciplines, and across the lines that all too often divide us? From the trenches, what is the experience of practitioners serving as innovative boundary-crossers in advancing this vital work?

■ Friday, 3:30-5:30 pm
Street Design: Creating Walkability, Bikeability and Livability

Creating more walkable communities is becoming a greater priority for many jurisdictions concerned with health, safety, bikeability and economic vitality. But how do we go about building new, more pedestrian and bike-friendly neighborhoods? And how do we retrofit existing

neighborhoods that discourage physical activity? Come hear some of the nation's leading practitioners describe the art and science of designing and building more livable communities.

■ Friday, 7:30-9:00 pm
Learning from Each Other: An Information Exchange for Public Health Professionals

Come share your ideas, approaches and lessons learned on developing and implementing public health efforts to address the built environment. This salon is intended for both the novice and the experienced and will give participants from all areas of the health community an opportunity to exchange information and discuss strategies and opportunities.

■ Saturday, 1:00-2:30 pm
Denver's Thriving Communities Initiative: Promoting Health Through Environmental and Policy Change

Funding partners and grantees of Denver's *Thriving Communities* initiative will describe an innovative approach to promoting healthy eating and active living through multi-disciplinary partnerships that create significant and sustainable environmental and policy changes. Panelists will describe the strategies driving this work, the outcomes they intend to achieve and what they've learned from early implementation efforts.

Visit the conference web site for registration information and more details about these and over 65 other exciting sessions!

www.newpartners.org

■ CONFERENCE LOCATION

The conference will be held at the Adam's Mark Denver Hotel, located in beautiful downtown Denver. Special guest room rates for conference participants – \$119, single or double occupancy – available until January 5. Make your reservations early at (800) 444-2326, and indicate you are attending the New Partners Conference.

■ FOR MORE INFORMATION

Michele Warren, Local Government Commission
☎ (916) 448-1198 x 308 • mkwarren@lgc.org

More sessions of interest to health professionals

In addition to sessions designed specifically around health issues, you will find a number of related smart-growth topics useful to your work and community:

- ◆ Walk This Way, Talk This Way: Communicating Active Living to Educate and Change Policy
- ◆ Smart Growth 101
- ◆ Building Child-Friendly Neighborhoods: Safe Routes to School and Home Zones
- ◆ Weaving the Fabric of Smart Growth: Linkages between Crime Prevention, Pedestrian Safety, Public Health and Economic Vitality
- ◆ Evaluating Community Livability
- ◆ Emergency Response and Street Design
- ◆ How to Influence School Siting Decisions
- ◆ Natural Disasters: Smart Growth Opportunities Left in Their Wake
- ◆ Regional Equity in Practice: Making All Neighborhoods in the Region Strong, Stable and Healthy
- ◆ Parks for People: Leveraging Neighborhood Greenspace for Smarter Growth

“Community design decisions can have a strong influence on public health outcomes and are a growing concern of local public health professionals. Focusing just on the health impacts at the point of development such as air, water, and sewage impacts, is not sufficient to protect and promote the health of people in the community. Attention also needs to be directed to the longer-term health consequences of living, recreating, and working in the built-out environment. The New Partners for Smart Growth Conference provides a wonderful opportunity for professionals from many disciplines, including public health, to come together to learn from each other and strategize ways to build healthier communities across the nation.”

– Pat Libbey, Executive Director,
National Association of City
and County Health Officials

Visit the web site for a complete list of conference sponsors and cosponsors.

www.newpartners.org



photos from Dan Burden, Paul Zykofsky, Judy Corbett
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