



## Georgia Safe Routes Task Order 8 Progress and Activity Report

During the first month of Task 8, the Georgia Safe Routes to School Resource Center project team continued efforts to expand the program options and involvement of schools and communities in the Safe Routes program.

### School Outreach Coordinator Activity Highlights

Through March 31, 2012, the Outreach team has secured **412** active school Partners with three new partners in Cook County in the South Georgia Region. More than **230** Friends of the Georgia Safe Routes to School Resource Center have partnered since the start of the program. During this period, the Outreach team conducted 79 meetings, gave two presentations, and participated in or contributed to 70 different events across the state.

### Coastal Georgia (Patti Sistrunk, SOC)

**West Chatham Elementary School, Chatham County (Gold Partner):** West Chatham Elementary held its bi-annual Walk to School event. The school had students walk from two park and walk sites if they were normally parent drop-off students. Additionally, the buses dropped students at the adjacent West Chatham Middle School. The schools are on the same property, so students could safely walk from the middle school's bus unloading zone. Students that arrive at school early for morning "PrYme TYme" (a morning care program offered by the YMCA and school district) were led by school staff around the campus for an opportunity to walk. All students were greeted by Resource Center and school staff and volunteers, and given stickers and silicone bracelets. Later in the school year, students with a bracelet will be able to "dress down" (not wear a school uniform) because they walked to or at school. Almost every student at West Chatham walked or rode a bicycle to school for Walk to School Day, and the event continued the tradition of sustained Safe Routes programming at the school.

**Shuman Elementary School, Chatham County (Bronze Partner):** Shuman Elementary held a GA Walk to School Day for the first time this year. Champion and PE teacher, Nancy Neff, enlisted the help of school business partners and the Resource Center for incentives and support. More than 150 students walked to school and were greeted by silicone bracelets and stickers from the Resource Center, pedometers from an area health provider, coupons from a local fast food restaurant, water bottles from school business partners, and healthy snacks from an area grocery store. Safety tips were provided to the students prior to the event. The event was a success and organizers anticipate future events. Coach Neff also attended the Child Pedestrian Safety Curriculum workshop in November and anticipates providing the lessons to her classes in the 2012-2013 school year.

**Lewiston Elementary School, Columbia County (Gold Partner):** Approximately 650 students walked at school at Lewiston Elementary in Evans for GA Walk to School Day. The school hosted the Columbia County Sheriff's Department and officers talked to kids at an assembly about bicycle and pedestrian safety, helmet usage, and personal safety and "stranger danger." The staff led the students through the neighborhood behind the school throughout the day. Incentives were provided by the Resource Center. This is the third Georgia Walk to School Day that Lewiston has participated in, and the school continues to work toward a comprehensive program that will benefit from infrastructure improvements provided by GDOT. Those projects include a multi-use path and signage around the school connecting the nearby neighborhoods to the school with safe routes. The scheduled let date of those projects is June 2014.

### Central Georgia (Sandie Parker, SOC)

**Cowan Road Elementary, Spalding County (Gold partner):** Georgia Walk to School Day was a Georgia Walk Home from School Day. Cowan Road Elementary began their partnership with only five regular walkers attending their first walking event and are now up to over 60 walkers. On Georgia Walk to school day they had 80 students participate. The teachers, parents and children formed walking school buses, sang songs, and played kazoos as they walked through neighborhoods. Neighbors said they could hear the “buses” coming down the street. The Resource Center provided Route to School stickers that the children and adults wore during the walk.

**Glanton Elementary School, Coweta County (Bronze partner):** PreK-5th grades participated in Georgia Walk to School month with a half-mile walk from the school. The City of Grantsville Fire Department and local Police Department participated in the event by sounding the sirens at the start of the walk and blocking traffic for the safety of children. Local city councilmen, Johnny Cooks, rode his bike and led the walking children. After the walk the students gathered in the lunchroom for a short pep rally.

**Oak Hill Middle School, Baldwin County (Gold-level partner):** This year’s Georgia Walk to School day was similar to Baldwin County’s iWalk even in October. Once again, more than 1200 students, parents, school staff, volunteers, members of Live Healthy Baldwin and students from GMC College participated. School Champion and 8th grade Principal, Mark Antly, worked with Sandie to organize the event. A student from each grade gave a speech at the beginning of the GA Walk to School event. Each child spoke about why we need to walk to school and the benefits of walking. Students walked a mile and half around the campus and all received incentives. Students also carried buckets while walking around the campus picking up trash along the way. The consistency of each walking event helps the students remember the message and builds ongoing excitement about these special times of year.

### Metro Atlanta (Nykia Burke, SOC)

**Crabapple Crossing Elementary School, Milton(Gold Level Partner):** More than 340 Crabapple Crossing Elementary School students and their families celebrated their third annual Georgia Walk to School Day in March. Students from nearby Northwestern Middle School participated as greeters for the younger students and their families. Principal Frieberger, teachers, and staff were also on hand to meet walkers as they arrived. Incentives were provided by the Resource Center.

**City of Dunwoody Walk-to-School Day Competition:** Austin, Chestnut Charter, Dunwoody, Kingsley Charter, and Vanderlyn Elementary Schools competed during Georgia’s Third Annual Walk-to-School Day for the Dunwoody Golden Shoe Award, given to the school with the highest percentage of walkers. While Captain Kingsley and Princess Comet (parent and staffer from the school that act as school mascots and encouragement leaders) led Kingsley Charter to Victory with an astounding 97% participation, all of the Dunwoody schools gave fierce competition and encouraged well over 1,000 kids to walk and bike to school.



Dunwoody Area Schools Kingsley Charter’s Principal was awarded the Dunwoody Schools Golden Shoe award. All of the non-winning principals wore Kingsley Charter’s School t-shirt for the day to acknowledge the winner!

### Northwest Georgia (Alicia Hatcher, SOC)

**Lyerly Elementary (Chattooga County, Bronze Partner):** Lyerly Elementary celebrated its first Walk to School Day with 45 students and 10 parents participating. Walkers met at the First Baptist Church approximately one-half mile from the school and began their walk at 7:15am. Volunteers handed out goodie bags containing incentive items and a rice crispy treat with walking safety tips written on the wrappers.



**East Side Elementary (Cobb County, Gold Partner):** East Side Elementary had another successful Georgia Walk to School Day with 325 walkers. The Cobb County Police Department assisted by directing traffic. Their school mascot, the tiger, was out to greet students and volunteers handed out incentives to the walkers. Three \$10 iTunes gift cards were also giving out in a drawing, which created considerable excitement.

**Kincaid Elementary (Cobb County, Gold Partner):** Approximately 70 students participated in Georgia Walk to School Day at Kincaid. Alicia and Patti were on hand to greet the students with parents and staff. The School Champion provided kid-friendly pop music and tables were set up out front to greet students and their families. Students received incentive items upon arrival and were entered into a drawing for a prize as part of the school's reward system. Students also signed their name with chalk on the sidewalk to celebrate their walk.



### Northeast Georgia (Andy Pittman, SOC)

**Arcado Elementary Frequent Walker Program, Gwinnett County (Silver Partner):** Arcado has turned Georgia Walk to School day into



"Georgia Walk to School Month" by using the Resource Center's Frequent Walker Punchcards to hold a contest for their walkers and bikers. Each student receives a punch on their card for every day they walk or bike during March; once their punchcard is complete, they are able to sign their names to a giant footprint poster displayed at the front of the school showing that they are doing their part to try to reduce their carbon footprint. This simple promotional idea has gone over very well with students; children have it as a top priority to get to sign their names on the Arcado footprint! Also upon completion of their walking punchcard, the students are given a highly sought after incentive item from the Resource Center.

**Gwinnett County Bike Rodeo:** On Saturday March 31st, Safe Kids Gwinnett and the Gwinnett County Parks and Recreation hosted a bike rodeo to coincide with the Grand Re-opening of Rhodes Jodan Park in Lawrenceville. The Parks and Rec Department provided helmets as a give-away to any child that did not have a helmet of their own, and the Resource Center provided incentives to all participating students. The turnout was so great and everyone had so much fun, that the Resource Center is working with Safe Kids Gwinnett to host an even larger bike rodeo this summer.

**Summerour Middle School (Gwinnett County):** Approximately 75 students from Summerour Middle School, escorted by parents and other adult volunteers, participated in Georgia Walk to School Day in March. The Gwinnett Board of Education Chairwoman Louise Radloff arrived early and walked with students. "It is a great day, and I am so proud of you for walking to school. Because you walked, your heart is pumping and racing. And you're saving fuel," Radloff told students later at a school assembly.

Following the walk at the assembly, representatives from the school, state, PTA and Norcross Police Department praised the students for taking steps toward a healthy lifestyle. The Safe Routes to School task force also presented a travel plan created by the Resource Center for improving routes within 2 miles of the school. Copies of the plan were given to representatives of the school, school board, city of Norcross and Gwinnett Village Community Improvement District – some of the entities involved in the program. The task force will now work with local and state government to start making the recommended improvements around the middle school.



### Statewide Highlights

#### **Alliance for a Healthier Generation (Friend): *Healthy Schools Day at the State Capitol***

Nykia and Alicia attended and represented the Resource Center at the Alliance for a Healthier Generation's Healthy Schools Day at the Georgia State Capitol in Atlanta on Wednesday, March 14<sup>th</sup>. The team was invited to have a table at the event and to present information to interested schools, attendees, visitors to the capitol, and staffers of lawmakers and state employees.

**Meeting with Governor Nathan Deal's Staff:** On Friday, March 30, Alicia, Nykia and Patti met with key members of the Georgia Governor's staff to share information about the Safe Routes to School program and the Resource Center. While at the School Health Day at the capitol, Alicia and Nykia were approached about meeting with Governor Deal's Education Specialist and other staff members to explain the Safe Routes program. Subsequently, Alicia was able to set a meeting date with Ms. Kristin Bernhard and Allen Fox. The meetings took place at the Governor's office in the State Capitol. Ms. Bernhard noted that Georgia has one of the highest rates of child pedestrian injuries and fatalities at and around school bus stops. The Resource Center's Child Pedestrian Safety Curriculum offers a lesson plan on bus stop safety. Staff shared program successes, provided informational packets including a list of partners and friends, gave an explanation of the partnership program, and shared documents touting the health, air quality, and safety benefits of the program.

### SRTS Marketing (Toole Design Group and Outreach Staff)

**Georgia Walk to School Day:** The outreach team utilized existing incentives for registered Georgia Walk to School Day (gWalk) events and distributed materials. In February, under Task Order 7, the Toole Design team established online registration for Georgia Walk to School Day on the Resource Center website, [www.SafeRoutesGA.org](http://www.SafeRoutesGA.org). We had approximately 60 events register throughout the state. Events were primarily held during the first half of the month. However, staff encouraged schools to participate throughout March and into April. A post-event survey was distributed to participants. Results will be provided in the next progress report.

**Bike to School Day – May 9, 2012:** In preparation for the First Annual National Bike to School Day in early May, the Marketing and Outreach Team began work on an educational resource video for schools and organizations to utilize during National Bike Month (May) and prior to Bike to School Day. Outreach staff is encouraging schools to sign up for Bike to School Day. An online registration was established on the Resource Center's web site. Additionally, an extensive

list of resources (both online and downloadable) was listed on the Bike to School Day page of the web site. Incentives were ordered in March for Bike to School Day. They include reflective zipper pulls and reprinted educational bookmarks. The National Bike to School Day logo was customized for Georgia and includes one of the Resource Center 'spokes-kids'. The Marketing Team began design of flyers, banners, and other downloadable resources for school events.



**Outstanding Partner of the Year Awards – Call for nominations 2012:** During this period, the Resource Center Marketing Team launched a call for nominations for the Outstanding Partner of the Year Award for 2012. A landing page was created on the web site to highlight 2010-2011 winners and to provide for information for this year's contest. Partners may nominate themselves, or people or organizations may nominate a school. Nominations are due in mid-April and a timeline will be established for the awards to be announced by mid-May. Awardees will be selected based on involvement in and improvement of Safe Routes programs through the 2011-2012 school year.

**Website and Social Media:** The website was also updated during this period to include information about Georgia Walk to School Day and National Bike to School Day. Registration for the latter was included on the Bike to School Day landing page. Other website updates include partner list updates and travel plans uploaded to the website. The Resource Center continues to coordinate the web site and Facebook and provides weekly (or more frequently) updates to 29 "fans" (or individual Facebook users who have "Liked" the page) and at least 25 organizations with a Facebook page have connected with the Resource Center's page.