

Active School Travel Walking School Bus (WSB) Project

October 25, 2018







Did you Walk to School?

Remember *your* walk to school?

play • memories • friendship • happiness • adventure • nature • explore









"I remember always stopping at my friend Johnny's house on my walk home. Sometimes we would play guitar on his front porch."

For more information on active school travel, visit www.ontarioactiveschooltravel.ca or www.healthunit.org









Benefits of Active School Travel

- Healthier Children
- Less Traffic and Pollution
- Safer School Zones, Healthier Communities
- Better Academic Performance
- Awareness/connection to community
- Traffic safety awareness amongst students



Active School Travel is a low risk initiative; the benefits far exceed the liability risks!







Scope of WSB Project

Received \$100,000 for two years to pilot community tailored Walking School Bus programs in Brockville, Smiths Falls and Mississippi Mills.









Project Objectives

- Strengthen our AST partnerships.
- Create environments that support and encourage students, and families to be active on their school journey.
- Increase the number students/ families who choose AST.
- Develop a sustainable, evidencedinformed model that can be expanded within our rural communities and shared beyond.







Why WSB Programs?

Fewer children and youth are walking & wheeling to and from school

Biggest reasons for children not walking to school:

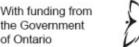
- Distance
- Parental fears for their child's safety such as traffic dangers, stranger danger and unsafe features of the child's route



More parents would allow their child to walk to school if they did not walk alone









Keys to Success

- Having an AST Facilitator
- Using the "5Es" Approach
 - Education
 - Encouragement
 - Engineering
 - Enforcement
 - Evaluation

- Tailoring AST to the needs of each school/ community
- Involving a diverse group of stakeholders
- Keeping up efforts over the long-term







Challenges

- Recruitment of volunteers in Smiths Falls
- First Aid training in Smiths Falls
- Families registering children
- Loss of part-time AST facilitator







Successes

- Partner engagement
- Social media engagement
- Recruitment of WSB leaders & volunteers in Brockville
- Interest from other communities
- Connection with an after school program
- Development of program resources and processes









Questions??



Thank you!







