

# Let's Go!

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## Safe Routes to School Communications Toolkit



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# Overview

## Thank you for your support and partnership on Safe Routes to School!

This toolkit includes communications resources, content and collateral that you can customize and share to get more schools, parents and students involved. We encourage you to use them in your outreach and campaigns.

Questions about strategy, how to use the tools, etc.? Don't hesitate to reach out to Metro's Safe Routes to School Coordinator Noel Mickelberry at [noel.mickelberry@oregonmetro.gov](mailto:noel.mickelberry@oregonmetro.gov).

### About Safe Routes to School

Safe Routes to School makes it safer and easier for students and families to walk and roll to school—and improves the health and safety of students and entire communities. It's a national initiative with programs in more than 14,000 schools in all 50 states. Participation in the region is growing as more school leaders, parents, kids and government agencies get involved in the fun events, safety education and custom support Safe Routes to School has to offer.

### How to use this toolkit

The tools in this toolkit are designed to make it easier for you to communicate with school administrators, teachers, parents, kids and others in your community. Some of the tools include space for event names and dates, logos, event photos and other custom details. See the "Collateral and Content" section for more information about which tools are customizable and how to customize them.

Most of the tools can be printed on a regular printer. Metro is professionally printing the brochure. Reach out to Noel Mickelberry ([noel.mickelberry@oregonmetro.gov](mailto:noel.mickelberry@oregonmetro.gov)) to request brochures.

➔ [Access the tools at bit.ly/SRTStoolkit](https://bit.ly/SRTStoolkit)

## Audiences

The tools in this toolkit will support your work connecting with:

- School administrators and decision-makers
- Parents of school-aged kids (Kindergarten—8th grade)
- School-aged kids (Kindergarten—12th grade)
- Parents who may want to volunteer or lead an event

## Your time commitment

For most of the tools, preparing them to share is as easy as adding some key information or replacing a photo, or just hitting print. Expect only a light effort (up to an hour) for most tools.

The Event Map Template may take more time. It allows you to create a custom map of where a Safe Routes to School event is occurring. If you are having trouble customizing the map, please feel free to reach out to Metro for support ([noel.mickelberry@oregonmetro.gov](mailto:noel.mickelberry@oregonmetro.gov)).

See the “Collateral and Content” section for more about customization.





# Important Dates

These dates offer a great opportunity to join in Safe Routes to School efforts going on around the country.

October: International Walk + Roll to School Day

➔ [www.walkbiketoschool.org](http://www.walkbiketoschool.org)

May: Walk + Roll Challenge Month

➔ [www.thestreettrust.org/walkroll](http://www.thestreettrust.org/walkroll)



# Key Messages

These messages are the foundation of the content used in these tools. You can use them for everything from newsletter articles to social media posts. You can also copy, paste and adapt the messages for other communications materials you create.

## For everyone

***Safe Routes to School makes it safer and easier for kids to stay active by walking and rolling to school.***

- *Safe Routes to School improves the health and safety of students and entire communities. Benefits include more physical activity, better safety around schools and reduced transportation costs for families.*
- *It's fun and easy to participate in Safe Routes to School. From fun events for the whole family to safety education for kids, there are lots of ways to get involved. Find out about activities at your school by visiting [URL].*
- *We're here to help! Need support finding your safest route to school? Want to plan a fun event for kids to walk and roll? Contact [your Safe Routes to School coordinator] for more information.*

## For school administrators

***Research shows that Safe Routes to School boosts grades, supports student health and builds safer communities. Now's your chance to get your school involved.***

- *Safe Routes to School is a national initiative with programs in more than 14,000 schools in all 50 states. By supporting Safe Routes to School, you can make it safer and easier for kids to walk and roll—and build a healthier school community.*

- *Safe Routes to School can reduce drop-off and pick-up times and increase school attendance. It also supports active learning by keeping kids moving.*
- *With your help promoting Safe Routes to School, we can support more parents, teachers and students to get involved at your school.*

## **For parents (newly interested or super involved)**

### ***Help your kids get active and walk or roll to school!***

- *Safe Routes to School brings communities together to walk or roll to school. It's a fun, easy way to stay active, and it can even boost grades too.*
- *Whether you live around the block or a couple of miles away, you and your kids can try walking or rolling to school.*
- *Safe Routes to School can help you and your kids get active on the way to school. Contact [your Safe Routes to School coordinator] or visit us online at [URL] to learn more.*

## **For K-12 kids**

### ***Let's go! Walk + roll to school.***

- *It's a fun, easy way to get active, stay healthy and hang out with friends or family.*
- *Walking and rolling are even more fun with a group. Find out about activities coming up at your school and spread the word to friends and parents.*
- *For grades 6-12: Get to school your way! Whether you live around the block or a couple of miles away, you and your friends can try walking or rolling to school.*
- *Want to start walking or rolling to school? Visit [URL] for more information.*

# Collateral and Content

You can use the collateral and content to raise awareness about Safe Routes to School, get more people involved, promote events and more.

The content is organized by communication goal: either general communications, event promotions or safety tips. You can access all the files at the link below.

➔ [Access the tools at bit.ly/SRTStoolkit](https://bit.ly/SRTStoolkit)

## Customizing the tools

Several of the tools are available in Microsoft Word to make it easy for you to add custom logos, photos, event details and more. To edit them, you will need Microsoft Word installed on your computer. You will also need Calibri font.

If you would like help customizing the tools, please reach out to Metro ([noel.mickelberry@oregonmetro.gov](mailto:noel.mickelberry@oregonmetro.gov)).

Please note that the following tools are not designed to be customizable.

**Program brochure**

**Social media share graphics**

## How to use social media share graphics

Social media share graphics are images that accompany social media posts. Social media posts that include images get a lot more engagement and show up in more people's feeds, so these graphics can make a big difference in reaching people on social media.

Use the graphics with the social media posts we've provided, or add them to posts you create. They're made for a variety of messages and can work well on Facebook, Instagram, Twitter and other channels.



## Customization tips

### HOW TO EDIT TEXT

1. Download and open any of the tools saved as a Microsoft Word document.
2. Editable text will appear in text boxes. Editable text includes event names, dates, event details and web addresses. Core brand details, including the campaign name and tagline, are not editable.
3. Click on the text you would like to edit and replace it with your custom text, using Calibri font.


### HOW TO REPLACE IMAGES AND LOGOS

1. You can replace images and logos on many of the tools.
2. To swap out an image or logo, right click on it and select "Change picture...." Then find and select the file you'd like to use instead. If you are replacing a photo, make sure to use a high-resolution photo and to select a shot that works well with the dimensions of the space.
3. Click on the new image and select "Picture Format" in the Word dashboard. Select the dropdown menu next to "Wrap Text" and select "Behind Text." This will allow you to freely move the image around as appropriate.
4. If you need to adjust the size of the new image, select the dropdown menu next to "Crop" in the "Picture Format" dashboard and then select "Crop to fit." This will make sure the image does not warp or stretch. You can then move the image within the frame.
5. If you are replacing a photo on the event flyer or poster, or adding a custom map to the map template, make sure the top of the image lines up with the top of the header text.
6. If the image appears on top of any text, right click on the image, select "Arrange" and click on "Send to back."

## Customization tips

### HOW TO CUSTOMIZE THE EVENT MAP TEMPLATE

The safe routes map template uses an image from [Google Maps](#) to show the location of your event or the safest routes to your school. You can also add pins to show things like meet-up spots, activity locations and schools.

1. Visit [maps.google.com](#) and search for the location of your school or event. Zoom in or out so the area you want to feature is shown in your browser window.
2. Take a screenshot of the map. Save the image on your computer.
3. Follow the steps under “How to replace images” to add your map to the safe routes map template.
4. The map should be in grayscale to align with the design. To change the map to grayscale, click on the map image and go to “Picture Format” in the Word dashboard. Select “Color” and select “Grayscale” in the Recolor section of the dropdown menu.
5. Adding pins: You can add pins to show the location of schools, activities, meet-up spots and more. Pins are saved with the map template in this folder. To add a pin, open the pins folder, then drag and drop the pin you want to use onto the correct location on the map. Resize the pins as needed.
6. **Adding safe routes:**
  - To add recommended safe routes to your map, go to “Insert” in the Word dashboard. Click on “Shapes” and select “Freeform” from the dropdown menu (it looks like this: ).
  - Click on the starting point on the map and trace the route, clicking when you reach a corner and holding down the Shift key to ensure lines are straight. Once you’ve finished drawing the route, click on the Esc key.
  - Finally, change the format of the line. Click on the line and go to “Shape Format” in the dashboard. Click on Format Pane and edit the Color of the line to red and the width to 5 pt.



General poster in English & Spanish



Event poster in English & Spanish

## General communications tools

These tools will help you get more people involved in Safe Routes to School, whether you're reaching out to school principals or parents. The content can be used year-round to build awareness and get people walking and rolling.

➔ [Access the tools at bit.ly/SRTStoolkit](https://bit.ly/SRTStoolkit)

### For school administrators and decision-makers:

Program brochure\*

General poster

Social media share graphics

### For parents and kids:

Flyer

Poster

Email blast for parents

Newsletter article

Social media posts

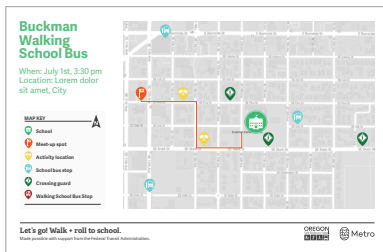
Social media share graphics

Event map template

\*The program brochure should be printed professionally. Metro can provide printed brochures and customized inserts for your program. Please reach out to Noel Mickelberry at [noel.mickelberry@oregonmetro.gov](mailto:noel.mickelberry@oregonmetro.gov) to learn more.



Social media share graphics



Event map template

## Event promotion tools

Have an event coming up or looking to plan one? These tools make it easy to promote the event and get more people walking and rolling. They are customizable to include the name, date and location of your event – and you can even use your own event photo.

➔ [Access the tools at bit.ly/SRTStoolkit](https://bit.ly/SRTStoolkit)

### For school administrators and decision-makers:

Event email blast for school administrators

### For parents and kids:

Flyer

Poster

Email blast for parents

Newsletter article

Social media posts

Event map template (can be customized to show event routes)

## Safety tips tools

These safety tips provide quick reminders and route ideas to help people stay safe while walking and rolling to school.

Social media posts

Social media share graphics

## Additional Resources

To learn more about Safe Routes to School in the greater Portland area and across the country, check out these resources from our local and national partners.

Metro Safe Routes to School Program

➔ [www.oregonmetro.gov/saferoutes](http://www.oregonmetro.gov/saferoutes)

Oregon Safe Routes to School

➔ [www.oregonsaferoutes.org](http://www.oregonsaferoutes.org)

National Center for Safe Routes to School

➔ [www.saferoutesinfo.org](http://www.saferoutesinfo.org)

Safe Routes Partnership - Pacific Northwest

➔ [www.saferoutespartnership.org/pacific-northwest](http://www.saferoutespartnership.org/pacific-northwest)





# Questions

If you have questions about the Safe Routes to School communications toolkit, please contact:

**Metro**

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