

Oregon WALK + BIKE TO SCHOOL

Newsletter

Help Develop Two New Safe Routes Resource Guides



The Safe Routes to School National Partnership seeks promising examples of schools and communities overcoming barriers to SRTS programs. Send in your stories to help create resource guides for those who face similar challenges.

1. Working locally with low-income and diverse communities. Examples of low-income, urban, rural, and/or communities of color that show promise in implementing SRTS and overcoming barriers like crime, limited financial resources, language and cultural barriers, staff turnover, and more.

2. Fitting SRTS into state and local efforts to improve health and fitness. Examples of schools, school districts, or states that have included SRTS into broader efforts to get children healthy and active. We aim to help education professionals and policy-makers demonstrate why student physical activity impacts a schools' core mission of educating children.

Send suggestions to Margo Pedrosa: margo@saferoutespartnership.org.

Walk + Bike Challenge Month is coming!

Mark your calendars for May 2010 and see what's new this year

Oregon schools are gearing up for the third annual Walk + Bike to School Challenge, a friendly competition that encourages students to walk and bike to school for the whole month of May.

Last year, 60 schools and over 4,000 individuals participated in the event. We are preparing for record participation among elementary and middle schools in 2010. For the first time, high schools and universities are also invited to participate. Older students will have access to the online trip-tracking system used for the BTA's Bike Commute Challenge, which allows them to compare mileage and challenge their friends.

WALK + BIKE CHALLENGE



School coordinators at elementary and middle schools help students track their trips on the Challenge scorecard. This year, registering your school and reporting results online is easier than ever thanks to a generous grant from Kaiser

Permanente for web improvements.

The event kicks off May 1, ends May 31, and culminates with a special Walk + Bike to Baseball celebration event at PGE Park in Portland on June 11. Event participants and winners will be recognized on field, and the overall winner will throw out the first pitch of the Beavers baseball game.

For more information, visit www.walkbike.org. Online registration opens in March!

Top 3 Strategies for Organizing Your School

Walk + Bike Challenge Month is just around the corner. Is your school ready?

We chatted with Maarten Schreuder, the coordinator for Archbishop Howard, Portland Metro winner of the 2009 Walk + Bike Challenge Month, and got some great thoughts on how to have a wonderful Walk+Bike experience.

1. Think long-term. The biggest key to success, says Schreuder, is longevity and continued participation. The Walk + Bike Challenge lasts a month, but it's up to your school to make sure the program is sustainable in the long run.

2. Get recognized. Archbishop Howard has participated in International Walk + Bike to School Day and the Challenge Month every year since 2007. Students recognize Schreuder in the halls because of his face time with the school during the events. After seeing the success of the programs, Principal

Karen Ashbury worked with the Parish to get additional bike racks at the school. Walking and biking rates at Archbishop Howard vary with the seasons, but when the weather brightens those new and old bike racks get filled up.

3. Ask for help. Why put the whole burden of the event on one person's shoulders? Schreuder says rallying the principal's support has been key to the continued success of Walk + Bike events. Also, ask parent volunteers to lend a hand. Last year Schreuder encouraged another father to volunteer for Challenge Month, and now the whole family walks to school regularly.

So have no fear. A little bit of Walk + Bike goes a long way.

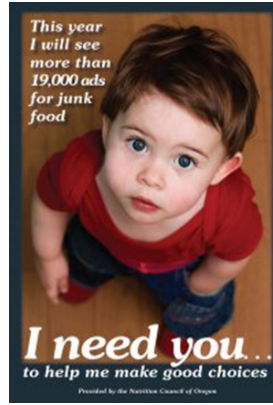
How to kick the junk food marketing habit

For years, zany cartoon characters have promoted sugary cereals. Generations of kids easily associate Toucan Sam, Lucky the Leprechaun, Snap! Crackle! And Pop! with the unhealthy breakfast each cartoon crunches.

This type of marketing to children is exactly what the Nutrition Council of Oregon is targeting in its campaign, *Too Many Ads: Marketing Junk Food to Kids*. Launched in October 2009, the campaign uses ads on Tri-Met busses and trains as well as posters and bookmarks to urge parents to help their children make good nutritional choices, despite child-oriented advertising.

Jennifer Young, Nutrition and Physical Activity Coordinator at the Department of Health Services, has these excellent tips for teaching your child about healthy nutrition:

- **Limit screen time.** Reduce the number of advertisements your child is exposed to.
- **Keep the foods you want your kids to eat on hand.** Fresh fruits and vegetables make convenient and healthy snacks.
- **Eat meals together.** Enjoy healthy habits with your child.
- **Teach your kids to be media literate.** Discuss with your child the purpose and goals of advertisements and how to interpret them.



Save the Date: January & February Events

Jan 24 - Eugene Biking and Walking Summit, 8:30 am - 1:30 pm, Sheldon Community Center

Jan 25 - Portland Safe Routes Training: Overcoming Inertia, 3:00 - 4:30 pm @ St John's Library

Jan 30 - Fix-It Fair: Free Bike Tune-Up for Students and Families, 8:30 am - 2:30 pm @ Parkrose High School in Portland

Feb 4 - Spanish/English Training: All Weather Cycling and Walking to School, 6:00 - 7:30 pm @ Peninsula Elementary in Portland

Feb 5 & 6 - Roof Rack Donation Drive & BTA Fundraiser, 10:00 am - 4:00 pm @ ReRack, 534 NE 18th Ave in Portland

Feb 10 - Panel Discussion: Promoting Active Transportation at School, 5:30 - 7:00 pm @ Portland Building, 1120 SW 5th Ave

Feb 20 - NW Bike Show @ Portland Expo Center

Feb 22 - Portland Safe Routes Training: Family Friendly Biking, 10:30 - Noon @ Belmont Library

Feb 27 - North Clackamas Parent Institute, 7:30 am - 3:00 pm @ Alder Creek Middle School



Position Announcement: SRTS Program Manager

The Safe Routes to School National Partnership is hiring a Program Manager with at least three years proven success in Safe Routes to School (SRTS) program planning and/or implementation. The Program Manager will provide technical assistance and support to local

communities looking to implement SRTS programs, and produce resource guides, case studies and materials to support communities nationwide.

A full description of job responsibilities and qualifications is available at: <http://www.saferoutespartnership.org>

About Us

The Oregon Walk + Bike Committee was created in 1999 to promote Walk and Bike to School Day. In 2007 we extended our focus to encourage walking and biking throughout the year.

Health experts say that kids who get 60 minutes of physical activity a day are happier, healthier, and perform better in school. By encouraging active transportation to school we aim to create healthier, safer, and more sustainable communities.

The committee meets monthly and its member organizations provide staffing, expertise and resources to get kids walking and biking to school. Find out more at:

www.walknbike.org

2010 Walk + Bike Committee

Bicycle Transportation Alliance
Portland Safe Routes to School
American Heart Association
Kaiser Permanente
ODOT Safe Routes to School
Department of Education: Healthy Kids Learn Better
OHSU ThinkFirst Program
DHS Public Health Division
Rogue Valley Transportation District
Eugene Safe Routes to School
Commute Options: Bend

