

# Walking School Bus Checklist

**You've decided to start a Walking School Bus! Fantastic! Here is a recommended time line to get your school off on the right foot.**

## **Fall Walking School Bus (WSB)**

April/May

- Flyer/advertise that you are starting a Walking School Bus at your school next year.
- Recruit families with potential interest and get their locations (see Recruitment Tips below).
- Recruit leaders, and get phone and email contact information.
- Determine potential routes (see 'How to select a WSB route' handout).
- Complete background check for leaders (if necessary).

July/August (before school starts)

- Administer leader training to leaders (see Leader Training Toolkit).
- Create flyers (See flyer templates in English and Spanish and 'How to make a WSB map').
- Print flyers in appropriate languages, enough for each student to take one home.
- Ask the principal or front office staff for a list of upcoming/fall parent outreach events. You and route leaders can attend these events to promote the program.
- Make a Walking School Bus cut-out (See Recruitment Tips below).

August (after school starts)

- Recruit participants at events and through WSB flyers/registration forms. Contact families that shared interest the previous spring.
- Collect all completed registration forms by a first due date.
- Contact registered families.
- Start Walking!

August- December

- Keep extra WSB flyers/registration forms at the front desk and with leaders.
- Keep a log of participants on each route.
- Continue recruitment activities.
- Thank your leaders and make a plan to continue in the Spring.

## Recruitment Tips

Recruitment can be a more challenging aspect of starting a Walking School Bus. Below are some ideas to get the word out to families at your school.

### Recruiting Participants

- Attend parent outreach events (back to school night, math and science night, rodeo night, etc.).
- Give our flyers and talk to parents in the parking lot at drop-off or pick-up time.
- Do a skit at a school assembly.
- Ask schools to advertise:
  - on their Facebook page
  - in their morning announcements
  - at PTA meetings
  - on automatic phone calls
  - in monthly newsletters
- Ask leaders for other ways to recruit families.
- Bring a Walking School Bus cut-out to outreach events, see image below.

### Recruiting leaders

- Recruiting leaders can also be a challenge. Most leaders are parents, but teachers can also lead routes. Other community members may also want to lead a route (such as elders living in the neighborhood or people from a local church or college). Check with your school to find out who needs to get a finger-print background check before they can volunteer.

Get creative in how you reach families!



Bring your Walking School Bus cut-out to recruitment events and have activities to engage both kids and their parents. This cut-out was made with a double layer of foam board (although cardboard and poster paper can also work) and paint. Soft foam handles are attached to the back so children can walk to school or do a skit while carrying the bus.