

**CHAPTER FIVE: DEVELOPING A SCHOOL SAFETY
& SECURITY CAMPAIGN**

CHAPTER 5: DEVELOPING A SCHOOL SAFETY AND SECURITY CAMPAIGN

COMMUNITY PARTNERS

The Town of Grand Chute SRTS Task Force has a number of partners serving on their task force. The task force would like to expand the task force to include local businesses and members of the community to assist in promoting an Awareness, Education, and Marketing Campaign. Potential partners may include:

- Local businesses and health organizations (i.e. Theda Care, Affinity Health System, Aurora Health Care),
- Children's Hospital of Wisconsin,
- Fox Cities Triathlon Club,
- YMCA of the Fox Cities, &
- Safe Kids of the Fox Valley.

The Town of Grand Chute SRTS Task Force would also like to continue to work with the Town of Grand Chute Police Department, Outagamie County Sheriff's Department, and the YMCA of the Fox Cities on continuing to provide educational programs regarding bike and pedestrian safety.

WALK TO SCHOOL ACTIVITIES

The Appleton Area School District may participate in the International Walk to School Day event held in October of every year. Another idea is for the school district to hold various themed walk to school days for the elementary school students. For those students that are bused, a bus drop off area could be developed where students walk on a designated route to school.



Students participating in Walk to School Day

The Mileage Punch Card Program could also be developed and punch cards could be distributed to students on Walk to School Day. Those students who participate by walking or biking to school would receive a punch on their punch card from the principal or other staff member. The principal or other staff members would not tell the students what day he/she would be at a particular entrance. By doing this, the task force felt that it would encourage students to walk or bike to school more often. For those students who ride the school bus to school, there could be a walking track or route that students could walk during recess to earn punches for their punch

cards. Students who fill their punch card may turn it in to receive a Toe Token or the student may be entered to win a prize (i.e. bike helmet or a bike).

In conjunction with the walk to school activities, additional activities related to this event may be done in the classroom. These include:

- Teaching bike safety in Physical Education Class;
- Having the math class do analysis on the parent and student surveys;
- Having geography students map where they live and how they get to and from school;
- Having art students design a logo for the Grand Chute Safe Routes to School Program.

FUNDING AND RESOURCES

There are a number of funding resources and other resources that can assist the Grand Chute Safe Routes to School Program. A few of these resources are listed below.

Additional Funding

WisDOT Safe Routes to School (SRTS) Program: The Wisconsin Safe Routes to School Program provides funding on a biannual basis for planning, infrastructure, and non-infrastructure projects within two miles of an elementary school or middle school (kindergarten through eighth grade).

For more information about the guidelines and funding cycles, contact the program coordinator:

- Renee Callaway, Wisconsin Safe Routes to School Coordinator
Email: srts@dot.state.wi.us

Bicycle Safety - Rodeo (BS-R): This grant is intended to provide one-time funding that will contribute to a community's ability to set-up a bicycle training rodeo or similar hands-on event. The purpose of this event is to teach safe bicycling operation skill and judgment to elementary and middle school children and their parents. Many of the skills and attitudes developed in this training are precursors for skills and attitudes necessary for safe driving.

For more information, contact:

- Larry Corsi
Wisconsin Bureau of Transportation Safety
Phone: (608) 267-3154
Email: larry.corsi@dot.state.wi.us

Pedestrian Road Show-Walking Workshop (PRS): *The Pedestrian Road Show-Walking Workshop* provides funding to communities that are working on local expertise and on-going commitment to increase public safety by reducing pedestrian related traffic crashes and injuries while improving the community's Walkability. The grantee will arrange a Pedestrian Road Show/Walking Workshop with a trained facilitator from a BOTS list. The Pedestrian Road Show/Walking Workshop is the

initial event to a pedestrian improvement commitment by this community. The invitation of community leaders encourages the formation of a local group of pedestrian advocates and experts to focus on identifying and solving potential problems that affect pedestrian safety and walkability in the local community. They also identify good pedestrian environments and determine how those can be replicated in the less desirable locations for pedestrians.

For more information, contact:

- Larry Corsi
Wisconsin Bureau of Transportation Safety
Phone: (608) 267-3154
Email: larry.corsi@dot.state.wi.us

Teaching Safe Bicycling (TSB): This training is normally scheduled in April and designed to work with teachers, YMCA staff, summer program instructors, law enforcement officers, programs and organizations putting on bike rodeos and people interested in teaching safe bicycling to children. This is a one-day course at no cost to the participants. The course teaches attendees how and why children are different from adults when it comes to bicycling and what the most common child bicycle crashes are. It also provides useful information that can be used at future training sessions, hands on training for participants and strategies for developing better ideas and methods for teaching children. Sponsors will also receive useful safety materials for children.

For more information, contact:

- Larry Corsi
Wisconsin Bureau of Transportation Safety
Phone: (608) 267-3154
Email: larry.corsi@dot.state.wi.us

Wisconsin Pedestrian and Bicycle Law Enforcement Training Course: This two-day course provides Wisconsin law enforcement officers with the training and information that they need to manage traffic for pedestrian and bicycle safety and enjoyment in their communities. It will explain the causes of crashes and the chief countermeasures for preventing these crashes, teach Wisconsin laws and statutes relating to pedestrians and bicyclists and provide hands on training.

For more information, contact:

- Larry Corsi
Wisconsin Bureau of Transportation Safety
Phone: (608) 267-3154
Email: larry.corsi@dot.state.wi.us

Local Transportation Enhancements (TE): The Transportation Enhancements program funds projects that increase multi-modal transportation alternatives and enhance communities and the environment. Federal funds administered through this program provide up to 80% of the costs for a wide variety of projects including "provision of facilities for bicycles or pedestrians" and "provision of safety and educational activities for pedestrians and bicyclists." Projects must meet federal and state requirements. Local governments with taxing authority, state agencies, and Indian tribes are eligible for funding. A project sponsor must pay for a project and then seek reimbursement for the project from the state. Federal funds will provide up to 80% of project costs, while the sponsor must provide at least the other 20%.

For more information, contact:

- John Duffe
Department of Transportation
Phone: (608) 264-8723
Email: john.duffe@dot.state.wi.us

Recreational Trails Program: Funding for the Recreational Trails Program (RTP) is provided through federal gas excise taxes paid on fuel used by off-highway vehicles. Towns, villages, cities, counties, tribal governing bodies, school districts, state agencies, federal agencies and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50% of the total project costs.

For more information, visit:

<http://www.dnr.state.wi.us.org/caer/cfa/LR/Section/rectrails.html>

Green & Healthy School Program: *Green & Healthy Schools* is a Web-based, voluntary program available to all public and private elementary, middle, and high schools across Wisconsin. The program encourages teachers, staff, students and parents to work together to use the school, its grounds and the whole community as learning tools to teach, promote and apply healthy, safe and environmentally sound practices. *Green & Healthy Schools* is an intergrated program that addresses many of the same issues as *Safe Routes to School* such as transportation alternatives, improved air quality, a safe transportation environment and community involvement. Small grants are available for schools that show a commitment towards these goals.

For more information, visit www.dnr.wi.gov/greenandhealthyschools or contact:

- Carrie Morgan
Wisconsin Department of Natural Resources
Phone: (608) 267-5239
Email: carrie.morgan@dnr.state.wi.us
- Elizabeth Kane
Wisconsin Department of Instruction
Phone: (608) 266-2803
Email: elizabeth.kane@dpi.state.wi.us

School Health Education and Physical Activity: Physical activity involves the development, implementation, and evaluation of school-based, school-linked efforts to increase exercise among students, staff, and community. There are several the Department of Instruction is addressing this important issue. *Movin' and Munchin' Schools* is one such program that addresses this important issue. It is a DPI sponsored program to engage families in physical activity and healthy eating by having students and their families count moving miles based on the amount of physical activity they complete, and the food choices a person makes.

To find out more about how you school can begin a *Movin' and Munchin' Schools* program contact:

- Jon Hisgen
Email: jon.hisgen@dpi.state.wi.us
Web: <http://dpi.wi.gov/sspw/pdf/movnmunchn.pdf>

Wisconsin Medical Society Public Health Grant: Up to \$15,000 is awarded to organizations with innovative programs to promote controllable (modifiable) lifestyle choices affecting health with a focus on prevention and incorporating principals of public health. Preference will be given to programs that will ultimately be self-sustaining and encourage appropriate partnerships and/or collaboration.

More information is online at: www.wisconsinmedicalsociety.org

Dane County Bicycle Association: The mission of this foundation is to provide a perpetual source of grant funding for projects and initiatives that will improve the quality, scope and effectiveness of bicycling education, usage, and advocacy in Wisconsin. DCBA has provided funding for a variety of bicycling projects, ranging from bicycle facilities, to bicycle advocacy efforts, to programs that promote bicycling among children as a healthy and regarding activity, to books of popular bicycle touring routes. Although the amounts of individual grants and loans vary, on average DCBA awards a total of \$10,000 per year for bicycling -related projects. Grants are awarded to organizations through the state of Wisconsin.

More information is available online at: www.danecountybicycle.org

Bikes Belong: Bikes Belong accepts requests for funding of up to \$10,000 for facility, capacity, and education projects. Visit www.bikesbelong.org and click on the 'grants program' link on the left side toolbar for more information.

General Mills Champions for Healthy Kids: In partnership with the American Dietetic Association Foundation and the President's Challenge, the General Mills Foundation developed the Champions for Healthy Kids grant program in 2002. Each year, the Foundation awards 50 grants of \$10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle.

For more information visit:

<http://www.generalmills.com/corporate/commitment/champions.aspx>

Community Academic Partnership Fund:

For information about this funding source visit: <http://wphf.med.wisc.edu/index.php>

Saucony Run For Good: The Saucony Run For Good Foundation is a grant program that encourage active and healthy lifestyles in children. The grants are open to non-profit organizations that initiate and support running and fitness programs for kids- which in turn will help them live longer, healthier lives.

For additional information visit: <http://www.sauconyrunforgood.com/>

Related Programs

National SAFE KIDS Campaign: The National SAFE KIDS Campaign is a national nonprofit organization dedicated exclusively to the prevention of unintentional childhood injuries (motor vehicle crashes, fires, and other injuries), which is the number one cause of death of children under the age of 14. The Campaign's aim is to stimulate changes in attitudes, behavior and the environment. Since its inception in 1998, the Campaign has focused on developing injury prevention

strategies-conducting public outreach and awareness campaigns, stimulating hands-on grassroots activity and working to make injury prevention a public policy priority. The National SAFE KIDS Campaign and program sponsor FedEx Express developed SAFE KIDS Walk This Way in 2000 to bring national and local attention to pedestrian safety issues. The SAFE KIDS Walk This Way program involves *Walk to School Day* events, data collection, school pedestrian safety committees and community pedestrian safety task forces. The Campaign relies on the support of more 300 grassroots coalitions in all 50 states, the District of Columbia and Puerto Rico to reach out to local communities.

For more information visit: <http://www.safekids.org>

School Wellness Policy: With the passing of the Child Nutrition and WIC Reauthorization Act of 2004, school districts participating in federally subsidized child nutrition programs (e.g. National School Lunch Program, School Breakfast Program, Special Milk Program and After School Snack Program) will be required to establish a local school wellness policy beginning of the 2006-07 school year. Part of Wisconsin's School Wellness Policy requires schools to set goals for physical activity for their students. *Safe Routes to School Programs* will help meet these goals.

For more information visit: <http://dpi.wi.gov/fns/wellnessplcy.html>

Governor's School Health Award: Governor Doyle and State Superintendent Burmaster have initiated the Governor's School Health Award recognizing and celebrating schools with policies, programs, and the infrastructure to support and promote among other things physical activity and parental and community involvement. The goal of this award is to motivate and empower Wisconsin schools as they create and maintain healthy school environments. Walking and biking to school is a step in the right direction in meeting the goals of the award.

For more information on how your school can apply for the award visit:

<http://www.schoolhealthaward.wi.gov/>

Nutrition and Physical Activity Program: The Nutrition and Physical Activity Program encourages healthy eating as well as increased physical activity among students. One of its strategies is to institute school policies that increase student activity such as getting more children walking and biking to school or starting *Safe Routes to School Programs*.

For more information visit: <http://dhfs.wisconsin.gov/health/physicalactivity/>

Comprehensive School Health Program: Healthy Children are Better Learners! Because of this the DPI (Department of Public Instruction), in partnership with others, is implementing a Comprehensive School Health Program (CSHP) initiative that supports such programs in school communities throughout the state to develop healthy resilient, successful learners. The initiative includes providing grants, staff development, and technical assistance (described in other sections) as well as building a strong state support system for CSHP. This support system includes communications, intra- and interagency collaboration, funding, policies, and resources. Current state level partners include the American Cancer Society - WI Division, Children's Health Alliance of Wisconsin, Governor's Council on Fitness and Health, University of Wisconsin, Wisconsin Clearinghouse for Prevention Resources, Wisconsin Congress of Parents and Teachers (PTA), Wisconsin Department of Health and Family Services, Wisconsin School Health Coalition, cooperative educational service agencies (CESAs), and a variety of professional organizations.

For additional information visit: <http://dpi.wi.gov/sspw/chspprog1.html>

Other Resources

Bicycle Federation of Wisconsin: The Bicycle Federation of Wisconsin (BFW) is a statewide, nonprofit, bicycle advocacy organization with more than 2,500 members working to make Wisconsin a better place to bicycle. The BFW is actively involved with SRTS Programs.

For more information visit: www.bfw.org

Wisconsin Walks: Wisconsin Walks promotes walking for transportation, health and recreation and collaborates with individuals and communities to create walkable places that are delightful, safe and accessible for everyone. Wisconsin Walks is actively involved with SRTS Programs.

For more information visit: www.wisconsinwalks.org

Active Living by Design: Active Living by Design is a national program of The Robert Wood Johnson Foundation and was established to create and promote environments that make it safe and convenient for people to be more physically active. The goal of Active Living by Design is to encourage changes in design, transportation, and policies to cultivate and support active living, a way of life that integrates physical activity into daily routines.

For more information visit: www.activelivingbydesign.org

Kid Power: Kid Power is a program that works to develop a wide range of upbeat, effective community violence prevention and self esteem building services.

For more information visit: www.kidpower.org

America on the Move: America On the Move Foundation (AOM) is a national non-profit organization, their mission is to improve health and quality of life by promoting healthful eating and active living among individuals, families, communities, and society.

For more information visit: www.americaonthemove.org

YMCA Activate America: YMCA Activate America is a long-term public health initiative of the YMCA movement that is focused on making healthy living a reality for millions of Americans. This initiative is the YMCA's response to America's growing obesity, chronic disease and health care crisis.

For more information visit: www.ymca.net/activateamerica

- **Activate Fox Cities:** A wide-ranging group of Fox Cities organizations has joined together to encourage people in our community to get moving and live healthier. We call our effort Activate Fox Cities. We are dedicated to making the Fox Cities and the surrounding area the healthiest communities in Wisconsin.

For more information visit: <http://www.focol.org/activatefoxcities/INDEX.HTM>

- **Walk to Win:** Have you always wanted to get in the exercise habit but never found an enjoyable activity you could do easily and fit in your hurried daily routine? What about walking? Through Walk to Win, a free program, you can begin a lifelong habit that will improve your heart health, help you maintain or lose weight, enhance your mental sharpness and add energy to your day!

For more information visit: <http://www.walktowin.org/>

Girls on the Run: Girls on the Run is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Girls on the Run International (GOTRI) is the parent organization of more than 120 Girls on the Run councils across the United States and Canada. GOTRI establishes, trains and supports a network of community-level councils with local volunteers. The volunteers serve as role models to the girls through coaching the 12-week, 24 lesson curricula. The curriculum is delivered in these areas through after-school programs, recreation centers, and other non-profit settings.

For more information visit: www.girlsontherun.org

PTA Healthy Lifestyles: PTA Healthy Lifestyles is helping communities make health and wellness a priority. In 2007, hundreds of PTAs across the country held health fairs; encouraged students to walk or ride their bikes to school; introduced families to new, nutritious foods; and launched ongoing fitness programs to celebrate Healthy Lifestyles. There were recipe contests, cooking demonstrations, parent education nights, walkathons, yoga classes, and more. For their outstanding commitment to promoting health and wellness in their communities, 40 PTAs received PTA Healthy Lifestyle Awards.

For more information visit: www.pta.org/healthylifestyles

CDC Guide and National Parks Service "Rivers & Trails Grants" assistance grants: The CDC and "Partnership for Prevention" offer this new action guide with resources and key steps to facilitate community trail development. It also combines information about promoting trail use among youth and adults. Community trails have a unique advantage in that they can accommodate different types of physical activity by people of all ages.

For more information visit: www.nps.gov/rtca

Complete Streets: Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and bus riders of all ages and abilities are able to safely move along and across a complete street.

For more information visit: www.completestreets.org