

## FOUR KEY MEDIA MESSAGES

**Last year, 298 schools registered for Oregon's Walk+Roll to School Day. This year our goal is 315, and we think it can happen! With 315 schools throughout Oregon participating on October 3<sup>rd</sup>, expect to see over 31,500 children, parents, teachers and community members walking, biking, and rolling to (and from) school.**

### **1. To enhance the health of children**

Thirty years ago, 50% of students walked or biked to school. Today, only 15% do. Walking and rolling to and from school is an excellent way to make physical activity a part of student's daily routines. Children need at least sixty minutes of physical activity every day to keep them healthy – and many kids in Oregon just don't get enough! Walking and biking to school can help improve strength and endurance, decrease anxiety and stress, and help maintain weight. Positive experiences walking and rolling to school will pave the way for being physically active throughout life.

### **2. To improve the health of the community**

Studies show that 20-30% of morning traffic is parents driving their kids to school. More walking and rolling reduces the congestion and associated pollution around schools. It can also encourage parents to walk and roll to school and throughout the community with their kids.

### **3. To create permanent, safe walking and rolling routes**

Well-maintained routes designed for walking, biking, and rolling calm traffic and reduce collisions. Walking and rolling to school creates driver awareness in school zones. This increases safety for all!

### **4. To improve neighborhood livability**

Studies show that more people walking and rolling in a neighborhood makes people feel safer and better about their community. It helps make public streets lively and friendly, encourages community interaction, and attracts people to commercial, civic and recreational areas.

