



# Walk or Wheel CHALLENGE

## 2019 CHALLENGE PARTICIPATION GUIDE



Healthy Kids  
Collaborative



# WHAT IS THE WOW CHALLENGE?

The WOW Challenge is a one-week walking and biking competition between Dane County schools that happens every October. The WOW Challenge asks schools to organize and plan activities that are proven to increase walking and biking to school and make it safer to do so.



# HOW DOES IT WORK?

- Participating schools will earn points based on how many things they do to encourage students to walk or bike to school in a week
- The four schools with the highest number of points will each receive \$250
- ALL schools that participate will receive prizes to distribute to participating students
- This guide will provide information about how to participate in the challenge, resources, and tips

The WOW Challenge is organized by the Safe Routes to School and the Healthy Kids Collaborative with help from partners the City of Madison, Safe Kids, Madison Metropolitan School District, and the Madison Area Transportation Planning Board.



## HOW TO TRACK PARTICIPATION

Various activities are recommended during the WOW Challenge to encourage students to walk or wheel to and from school, or to walk during the school day to engage students who are normally bused to and from school.

The schools will keep track of how many days they participate in a list of possible activities. There are also a number of ways to earn bonus points (see WOW Challenge Score Card). Once the form is completed, email to SKoval@uwhealth.org.

If you chose to earn the bonus points for sending classroom tallies from the Golden Sneaker classroom competition, please also attach the tally sheets.

## GETTING STARTED

Find parents, teachers, police, and other key school supporters that will help organize and promote the event. Potential partners include PTA/PTO members, PE teachers, school nurses, public health department staff, or other community members with an interest in physical activity, safety, or pedestrian issues. If you have time, ask a group of students to help plan the event so it is more meaningful to them.

Promote your event by letting students, parents, and others know about your participation in the Challenge and how they can participate. Make announcements at school, publish school newsletter articles, and send flyers home or post on your website. Once you register, there are letters and flyers on the website that you can use to promote the event.

**Sign Up Now!**

[Click Here to Fill Out the Online Sign Up Form and Get Your School Ready for the 2019 WOW Challenge!](#)

# WOW CHALLENGE ACTIVITIES



## Assemblies

Hold an assembly to kick off the event or to keep motivation going. Be creative. You could invite speakers to discuss safe walking and biking. Ask local dignitaries to emphasize the importance of physical activity. You could also invite local bike clubs or teams to come speak about biking.

## School Announcements

Each morning, make an announcement about the challenge, which includes fun facts about walking and biking or keeps students up to date on how many children have walked or biked so far.



## Student Participation Display

Create a spot in the classroom or a hallway where student participation can be tracked. Have children add a sticker, foot, or wheel with their name on it every time they walk or bike.



## Golden Sneaker Classroom Competition

Classes in your school can compete against each other in the WOW Challenge to win their school's Golden Sneaker trophy.

Contact Shawn Koval at [SKoval@uwhealth.org](mailto:SKoval@uwhealth.org) for more information, resources, and/or support.

# WOW CHALLENGE ACTIVITIES

## Walking School Bus

A walking school bus is a group of children, under the supervision of at least 2 adults, walking a set route to and from school, and stopping to pick up or drop off schoolmates along the way. WSBs encourage families to enjoy the benefits of walking together, ease traffic congestion around the school, increase the visibility of pedestrians, and allow students to practice safe walking behaviors. They also encourage parents and kids to meet others in their neighborhood. By inviting adults to walk along with a group of children, parents will feel less of a safety concern with their children walking to school.



To organize a walking school bus during the WOW Challenge, consider these items:

- Check out the Safe Routes to School Walking School Bus toolkit on the [WOW Challenge page](#)
- Find interested parents who can participate during the challenge and determine what school neighborhoods you can walk from based on your volunteers.
- Map the route the walking school bus will take. Considerations in determining the route are sidewalks/paths that can be used, street crossings, and avoiding the busiest streets.
- Make sure that you have enough adults for the size of the walking school bus. Generally, you want 1 adult for every 8 children, although for the youngest children you may want 1 adult for every 4 children.
- Make sure that the children are aware of basic pedestrian safety and that they are to wait for the adult leader before crossing the street.
- Consider wearing bright colors
- Remember that children often act before thinking, have narrower side vision, are not good at judging the speed of cars, and are shorter so cannot see over cars & bushes.

# WOW CHALLENGE ACTIVITIES

## Bike Trains

A bike train is like a walking school bus, except students ride their bikes to school. Bike trains require students to learn and know bike safety rules and wear a helmet. Hold a workshop on bike safety before the event to teach bike safety rules. There should be one adult for every 3—5 kids to ensure safety. It is important for the participating adults to model good behavior, wear bike helmets, and follow bike safety rules.



To organize a bike train, consider these items:

- If a child is not a strong, independent biker, a parent needs to accompany their child on the bike train.
- Make sure each child's bike is safe to ride. If a child's brakes aren't working, tires aren't inflated, or there is some other problem with the bike, the morning ride leader shouldn't allow the child to ride that bike.
- Each child must be wearing a properly fitted helmet.
- One adult is always in front, one is always in the back, and one or more are in the middle.
- All parent volunteers should be visible by wearing an orange or fluorescent vest or jacket.
- Stay together as a group. If the group gets split up, the front should stop and wait for the rest of the group to catch up—especially after intersections. The adult in front needs to constantly check behind to make sure that everybody stays together.
- Students should ride “predictably” - single file in the proper lane position. Anytime a child is in the middle of the road, the group should pull over and stop until all kids are riding responsibly.
- Use hand signals and look both ways at intersections.
- If a child lags or has mechanical trouble, have them move off the road with a designated adult that can assist them.

# WOW CHALLENGE ACTIVITIES



## Remote Bus Drop-Off

For students that live too far away to walk or bike to school, an alternate drop-off location can be designated so that these children still have the option of walk to school. A good drop-off location must be big enough to allow safe drop-offs and have safe sidewalks connecting to the school. Arrangements can also be made for the bus company to drop off the students a few blocks away. Make a map so everyone knows the exact location.

## Walk AT School

Students can walk at school before school starts, at lunch, during an assembly, recess, or as part of a class activity. These events can foster a lifelong appreciation for walking and are the easiest way to include every student.



## Incorporate Themes in the Classroom

Have fun! Use sidewalk chalk to trace your footsteps on the sidewalk around the school.

Incorporate it in your lessons. Have students write an essay about their experience or create a map of their route.

Have students create banners and posters to hang around the school.

# WOW CHALLENGE ACTIVITIES



## Connect with Community Partners

Encourage community partners to join you for your event! Some examples from past events include:

- MSCR Fit 2 Go Van
- Madison Water Utility Water Wagon
- REAP Blender Bike

For a full list of community partner activities, contact Shawn Koval at [SKoval@uwhealth.org](mailto:SKoval@uwhealth.org), or reach out to organizations in your community!

## Traffic Calming

The Healthy Kids Collaborative has traffic calming materials, including painted tires and cones, to help enforce traffic laws around your school. Please contact Shawn Koval at [SKoval@uwhealth.org](mailto:SKoval@uwhealth.org) to borrow these supplies.



## Social Media

Encourage participation and spread the word by posting to your school's social media page.

Sample post: [School name]'s families students, and staff are getting more active!

During [week of event] we are participating in the Dane County Walk or Wheel Challenge. Students and parents are encouraged to walk or bike to school or join in one of our activities at school.

# RESOURCES

National Walk to School Day

<http://www.walkbiketoschool.org/>

Wisconsin Safe Routes to School Toolkit

<https://wisconsin.gov/Documents/doing-bus/local-gov/astnce-pgms/aid/safe-routes/toolkit.pdf>

Wisconsin Bike Federation

<http://wisconsinbikefed.org/programs/bike-and-walk-to-school/>

Active Schools Information

<https://dpi.wi.gov/sites/default/files/imce/sspw/pdf/pasasactiveschlsstories.pdf>

Bike Helmet Fitting Tips

<https://www.safekids.org/sites/default/files/documents/Helmet%20Fit%20Test%202013.pdf> (Spanish link)

Teaching Safe Pedestrian Habits

<https://www.safekids.org/walkingsafelytips>

Teaching Safe Bicycling Skills

<https://www.safekids.org/sites/default/files/documents/>

