

Walk to School Day 2013

After Action Report

Nearly 10,000 lace up to walk to school!

Students from districts throughout the Greater Green Bay Area joined thousands throughout the state of Wisconsin and all over the world to celebrate International Walk to School Day on Wednesday, October 9th, 2013. Walk to School Day events are part of a larger Safe Routes to School effort. Over the past few decades, a number of social and environmental changes have limited children's access to safe places they can walk, bike and play. Walk to School Day events



Students at Fort Howard Elementary School in Green Bay proudly tout their Walk to School Day signs!

raise awareness for the need to create safer routes for walking and biking and emphasize the importance of addressing issues such as increasing physical activity,

pedestrian safety, traffic congestion and concern for the environment. The events aim to build connections between families, schools and the broader community.

A Focus on Safe Routes to School

Valley View and Pioneer Elementary Schools in Ashwaubenon celebrated Walk to School Day 2013 as part of their district's Safe Routes to School Project. Their mission is to enable and encourage children to walk and bicycle to school safely and enjoyably.



Mayor Schmitt joined the fun at Aldo Leopold Community School in Green Bay

Why walk?

- Incorporate a portion of the 60 recommended minutes of physical activity into daily commute
- Learn safe pedestrian and bicycling skills
- Raise awareness for community walkability and bikeability
- Demonstrate concern for the environment
- It's FUN!

"Encouraging our students to begin their day by walking to school is an excellent way to prepare their minds and bodies for receiving instruction." -Superintendent Dr. Michelle Langenfeld



The students at Foxview Intermediate School in De Pere loved their reflective bracelets!

The Highlights

- * Almost 10,000 students in 20 schools participated this year, building on the success of Walk to School Day 2012!
- * 5 participating schools had a participation rate of 88% of their student body or higher!
- * Many schools incorporated pedestrian safety education into their Walk to School Day events!
- * Local celebrities walking with students included Mayor Schmitt, Superintendent Dr. Langenfeld, McGruff the Crime Dog and a variety of school mascots!
- * 9 media spots including stories in the Green Bay Press Gazette, on WTAQ, Fox 11 Good Day Wisconsin and Action 2 News



A special thanks to all participating schools and many partner organizations!



Stay Connected with Live54218!

Visit Live54218 on the web: www.Live54218.org

Like Live54218 on Facebook: [Facebook.com/Live54218](https://www.facebook.com/Live54218)

Follow Live54218 on Twitter: [Twitter.com/#!/Live54218](https://twitter.com/#!/Live54218)



*Live54218 began as a challenge from the Green Bay Press-Gazette to its readers across Brown County – how could we **think boldly** about changing our community? The overwhelming response from the community was to address the growing childhood obesity epidemic. With the Green Bay Area Chamber of Commerce leading the charge, teams of community members and a broad cross-section of partners met throughout 2010 to review existing local and national programs and the evidence base to determine how to achieve our vision of making Brown County the community where the healthiest kids in America are raised. Recognizing that we needed to focus not only on our kids, but more so on changing our entire community, Live54218 was created around simple recommendations we could all live every day. Our mission is to create environments in the community that support and promote all residents daily in consuming 5 fruits and vegetables, drinking 4 bottles of water, having less than 2 hours of screen time, participating in at least 1 hour of physical activity, and sleeping 8 hours a night.*

LIVE 54218 .ORGSM

*Making the Greater Green Bay Area the
Healthiest Community in the Nation!*