

 **iwalk**
International *in the*
Walk to School **USA**

2010 Report

Walk to School 2010

Celebrates more active, walkable communities

Since 1997, communities around the country have been celebrating Walk to School Day, and the event continues to grow each year. Participation in Walk to School Day 2010 reached a record high with 3,549 events registered through the Walk to School Day website (www.walktoschool.org). Many more communities held events but did not register. Around the globe, International Walk to School Month brought together more than 40 countries in recognition of the benefits of walking and bicycling to school.

Walk to School events are a way for schools and communities to build enthusiasm for walking to school, promote the benefits of walking and bicycling, and bring visibility to safety concerns. These events can also be a great starting point for beginning ongoing Safe Routes to School (SRTS) programs, which work to enable and encourage more children to walk and bicycle to school on a regular basis.

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Congratulations to all those participating in International Walk to School Day. By walking or biking to school, students, parents, teachers, and administrators all across America are getting active. It also helps kids get a head start on being active for 60 minutes each day, the goal set by the Presidential Active Lifestyle program. I know that by getting students moving, we can help ensure they will live full and healthy lives, and that is why I am so encouraged by all the events going on across our country this month.

—First Lady Michelle Obama



WHY WALK IN 2010

Top **3** reasons that communities participate in Walk to School Day:

- #1 Physical activity/obesity prevention
- #2 Support a SRTS program
- #3 Pedestrian safety

Physical activity/obesity prevention and **Support a SRTS program** were the two primary motivating factors for holding a Walk to School Day event in 2010.

	Most common motivator	Second most common motivator
2010	Physical activity/obesity prevention	Support a SRTS program
2009	Physical activity/obesity prevention	Support a SRTS program
2008	Physical activity/obesity prevention	Support a SRTS program
2007	Physical activity/obesity prevention	Pedestrian safety
2006	Physical activity/obesity prevention	Pedestrian safety
2005	Physical activity/obesity prevention	Pedestrian safety
2004	Physical activity/obesity prevention	Pedestrian safety
2002	Pedestrian safety	Physical activity/obesity prevention



“This event caught the attention of the local commissioner who is now working to build a much needed sidewalk to get kids safely to and from the park.

–Walk to School organizer

Catalyst for change

74% of 2010 Walk to School Day events led to policy or engineering changes, according to Walk to School organizers.

Top three policy or engineering changes:

38% of events prompted the addition of promotion of walking and bicycling to existing school policies. **38%** of events led to the addition of sidewalks, paths, crosswalks or crossing guards. **27%** of events led to the addition of signage near school.

Powerful National Support

In 2010, Walk to School received support at many different levels: From U.S. Secretary of Transportation, Ray LaHood, First Lady Michelle Obama, the State SRTS Coordinators, and local Walk to School organizers to Green Works® naturally derived cleaners.

Walk to School events grow in popularity each year, and our country's increased interest in encouraging healthier, greener, and more active lifestyles may have had something to do with this year's impressive response.

“ I am looking forward to participating with students, parents, teachers and everyone who has already committed to walk with us,” Graziani said. “This is a very healthy exercise that promotes physical activity changes in our daily routines to help us improve our overall health. It is also a great occasion for our community to remind children about measures they can take to improve safety when walking to and from school.”

—State Representative Ted Graziani,
*excerpted from Rep. Graziani to Join “Walk to School”
Day, The Hartford Courant, Oct. 7, 2010, by Marta Collazo*

U.S. DOT Secretary Ray LaHood and FHWA Administrator Victor Mendez join students at East Silver Spring Elementary School in Silver Spring, Maryland.



Walk to School was featured in
Hundreds of news
articles nationwide.

The Growth of Safe Routes to School

Awareness of Safe Routes to School continues to grow annually. Since 2006, the proportion of Walk to School event organizers that have not heard of SRTS has dropped from **17** to **4%**.

Walk to School Day events are also increasingly part of larger SRTS programs. In 2010, **48%** of survey respondents indicated that their schools are currently implementing a Safe Routes to School program, up from **42%** in 2009.

For additional information, visit www.walktoschool.org



U.S. Department
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