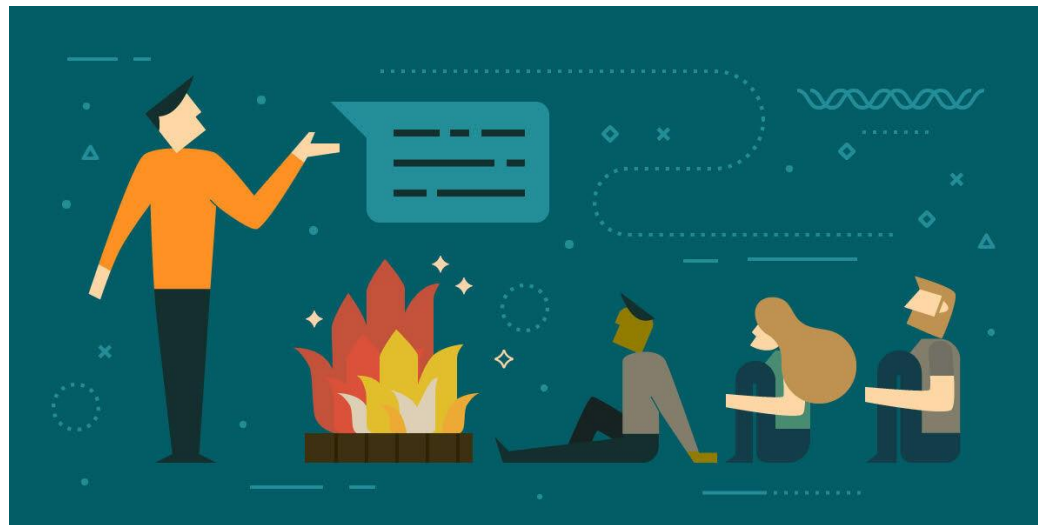




Telling the Active School Travel Story



5 June 2020



Agenda

- Welcome & introductions
- Presentations
 - Storytelling 101: Fenella Hood, Ontario Active School Travel
 - Photo & video: Caroline Cox, Thunder Bay
 - Written word: Leslie Maxwell, Waterloo
 - Graphic design: Nina Camilleri, Ottawa
- Open forum: share your stories



“It takes a thousand voices to tell a single story.” ~*Indigenous proverb*



The inception of language and writing led to an explosion of culture.



Story matters

You're never going to kill
storytelling, because it's built into
the human plan. We come with it.

Margaret Atwood


Stories build bridges.
When the story ends
and the teller's voice is
silenced, the bridge
between teller and
listener remains.

ELAINE BLANCHARD

*Story, as it turns out, was
crucial to our evolution —
more so than opposable
thumbs. Opposable
thumbs let us hang on;
story told us what to hang
on to.*

LISA CRON,
WIRED FOR STORY





"Storytelling is
the most
powerful way to
put ideas into the
world today."

Robert McKee

"WE TELL
OURSELVES
STORIES IN
ORDER
TO LIVE."

JOAN DIDION



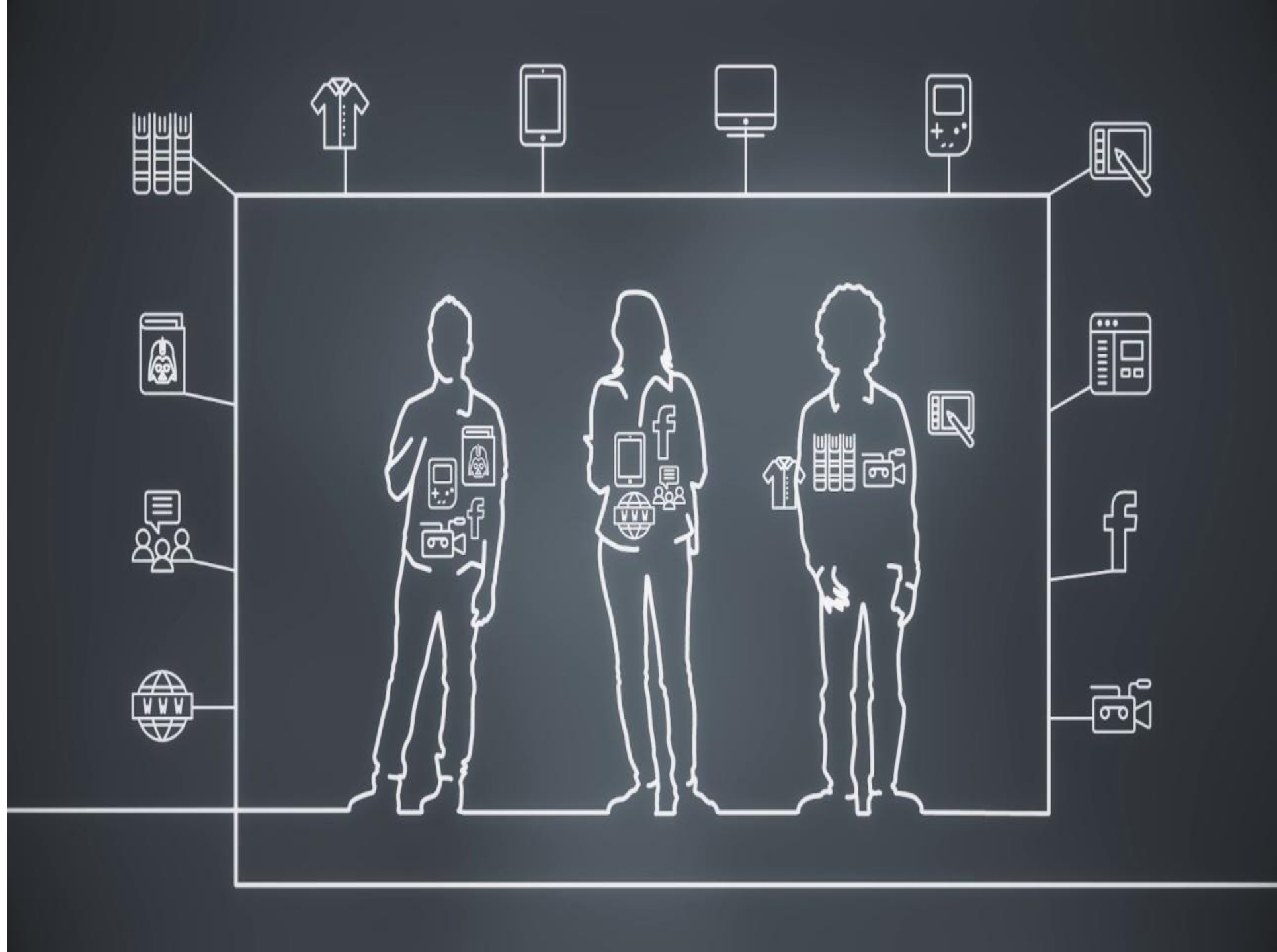
Story time



Once upon a time...

the evolution of storytelling







The power of
storytelling





ANTHONY ALMOJERA

Anthony Almojera: "You can have a busy day sometimes, but never this"

Stories
worth
telling





Active School Travel kickstarted in Kemptville with temporary, parent-led walking school bus





"Future Nobel Prize winners, coming through!" Photo by [Pasco County Schools](#)

If you want your kids to get better grades, telling them to hit the books may not be the right answer after all. In fact, setting down the books and going outside to get some exercise will boost their brain power, and improve their scholastic performance.



Storytelling for a change



Kids walk the talk





THE SCIENCE OF STORYTELLING

As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling stories.

IF

100,500

digital words are consumed
by the average US citizen
every day

92%

of consumers want brands to
make ads that feel like
a story

60X
faster

rate at which the brain
processes images in
comparison to words

THEN



Keep it short (and
have a great title
to grab readers'
attention).



Deliver content
that is linear and
expresses a clear
narrative.



Show, don't tell.
Use images for
more compelling
content.

✓ BIG BENEFITS

HEALTH



Good for
Heart &
Bones



Increased
Alertness &
Attention



Improved School
Performance



Better
Sleep



Less
Anxiety &
Depression



COMMUNITY



Fostered
Friendships



Increased
Sense of
Belonging



Better
Understanding of
the Local Area



SAFETY



Reduced
Traffic Volume
Around
Schools



Lower Risk
of Collision
& Injury



AIR QUALITY



Reduced
Vehicle
Emissions



Improved
Air Quality



Lower Risk of Lung
& Cardiovascular
Diseases

CROSS SMART



Always cross at
designated
crosswalks and
follow pedestrian
signs and traffic
signals.



Watch for
drivers
turning left
or right
through the
crosswalk.

For more tips and resources visit the schools tab at: translink.ca/travelsmart

THE POWER OF STORYTELLING

01

MRI scans reveal that when we read words like "perfume" and "coffee", our primary olfactory cortex activates.



02

Individuals who frequently read fiction seem to better understand other people and display greater empathy.



03

When someone listens to a character-driven story, their brain immediately floods with oxytocin, a love hormone.



04

Our brain will ignore clichéd words and phrases – a phenomenon that scientists theorize is caused by loss of storytelling power.



05

The "hero's journey" story model is the foundation for half of all Hollywood movies and the majority of the most-watched TED talks.



06

The hormone cortisol is released during the rising arc of the story, prompting a powerful emotional reaction even when the listener knows the story is fiction.



echostories.com

Story power through graphics

Ontario Active
School Travel



Name the messenger



Quote the messenger



The Shark Trust
@SharkTrustUK



Hot news! Canada Protects Endangered Mako Sharks with Groundbreaking Atlantic Ban! bit.ly/Canada_mako
"We applaud the 🇨🇦 govt for stepping up to protect 1 of the Atlantic's most threatened [#sharks](#), the shortfin mako," says Canadian [#SharkLeague](#) partners [@EAC_Marine](#) 1 of 3



Call
to
action



Rouge National Urban Park @RougePark · May 29

#WeMissYouToo, but before making plans to visit #RougeNUP, know that our priority is to keep our visitors and our employees healthy and safe. Reminder that until May 31, our visitor facilities & vehicle access/parking remain closed. ow.ly/GYHa50zTMmy





David Suzuki Foundation

Yesterday at 3:00 PM · 🌐

Today on [#CleanAirDay](#) you can help make Canada's pollution law stronger. Ambient air pollution accounts for a staggering 8.8 million premature deaths each year, according to recent research. Canada's pollution law is supposed to protect against these threats, but it hasn't been updated for more than two decades. Speak up for clean air and sign now.



DAVIDSUZUKI.ORG

Help strengthen Canada's pollution law - David Suzuki Foundation



David Suzuki Foundation

26 mins · 🌐

Can't wait! Join the first [#GreatCanadianCampIn](#) this Saturday, June 6. It's open to EVERYONE! Set up your tent and huddle around the virtual campfire at 7pm EDT. We hear there will be special campfire story from David Suzuki 😊

Download the free DIY camp-in kit 🙌 www.girlguides.ca/greatcampin
[#NatureAtHome](#)



Ontario Active
School Travel





greenpeace • Follow



greenpeace Now is our chance to build back better cities that are resilient to disasters, centered around the well-being of all their citizens, where no-one is left behind and we can live to be healthy, happy and connected.

• Cities where we can consume less, but live more.

• What does your ideal city look like?

• Green space? Less traffic? Better food?

• Tell us 🗣️

• #cities #buildbackbetter #hackyourcity
#city #citylove #citygram



Liked by greenpeace.hamburg and 20,607 others

2 DAYS AGO

Add a comment...

Post

Ontario Active
School Travel





Greenpeace Canada

6 hrs · 🌐



"This is a story beyond one person, a story beyond that park. It is a story writ large of who owns spaces, who has privileges to those spaces."

Change the narrative, follow [#BlackBirdersWeek](#) 🦅 Follow @BlackAFinSTEM on Twitter and Instagram.





Jay Krause @jaytkrause · Jun 2



Don't let your action end at a social media post today. Find ways to share your privilege, continue to raise up black voices, support work being done, and educate yourself. If you're unsure and uncomfortable, as I am, it means that we need to do more. Black lives matter. 1/2



1



9



Jay Krause @jaytkrause · Jun 2



Sharing money can be an easy place to start. Today I set up a recurring donation each month to support the incredible work of leaders at @HCCI1 2/2



1



1



7



Mememes are in



STSTB @TBayBus · Apr 22

Apply for September 2020 busing for senior elementary school and high school students by April 30 ststb.ca/en/apply-trans...
[#TBayBusRegister](#)



STORYTELLING IS NOT JUST FOR CAMPFIRE



A GOOD STORY

IS AUTHENTIC, IS CREATIVE, MAKES AN EMOTIONAL AND PERSONAL CONNECTION, INSPIRES ACTION, TAKES AN AUDIENCE ON A JOURNEY WITH THE BRAND

STORYTELLING CAN INCREASE REVENUE, BELIEVE IT OR NOT



Companies can dramatize their message and make it exciting.



It puts their audience at ease and engages them with the human side of the brand.



This creates an emotional connection.



It makes people do crazy things like alter behavior, change lives or make consumers spend money.



The best part about storytelling in business is that it isn't a dry data dump that overwhelms your audience.

GOOD STORIES COMPEL PEOPLE TO CHANGE

THE WAY WE FEEL

Stories demand an emotional investment.

THE WAY WE THINK

Stories pique and hold interest.

THE WAY WE ACT

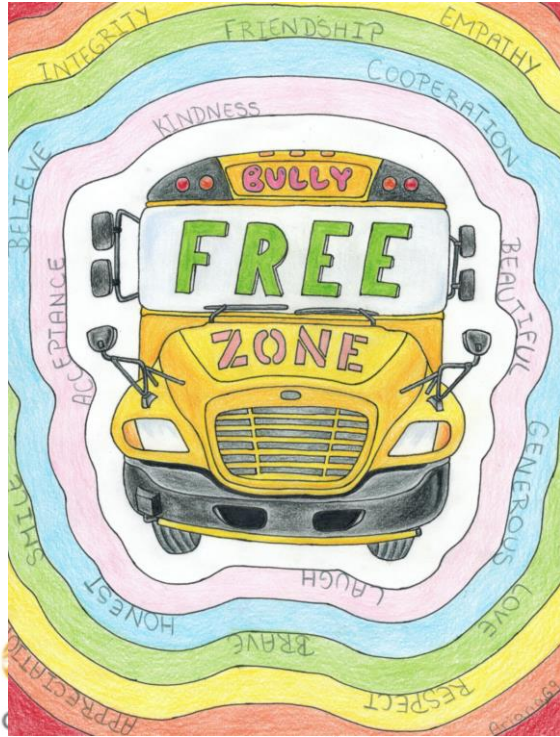
Stories bring energy to the message.

THE WAY WE BEHAVE

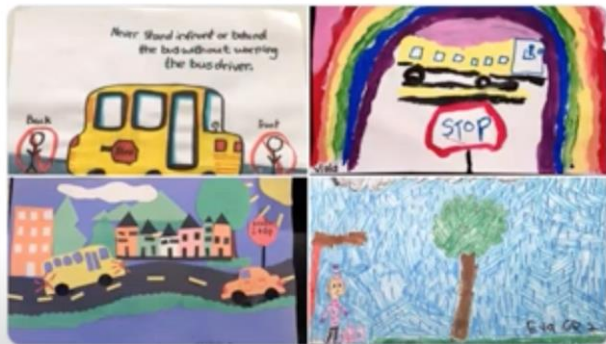
Stories cause us to take action.



Storytelling contests



received for OSTA's Safety and Writing Competition!



GOOD STORIES DRIVE THE AUDIENCE TO ACTION



Clarify your message.



Confirm how the audience will know when they change.



Confirm why their action is important.



Explain how you want your audience to take action.

It is key to ensure that your audience does not feel sold, but instead is led down a path that arrives at the destination or desired action.

MASTERING THE ART OF CRAFTING A STORY

LISTEN

BE
PERSONAL

INSPIRE
ACTION

CONTINUE
TO LISTEN

THINK
AHEAD

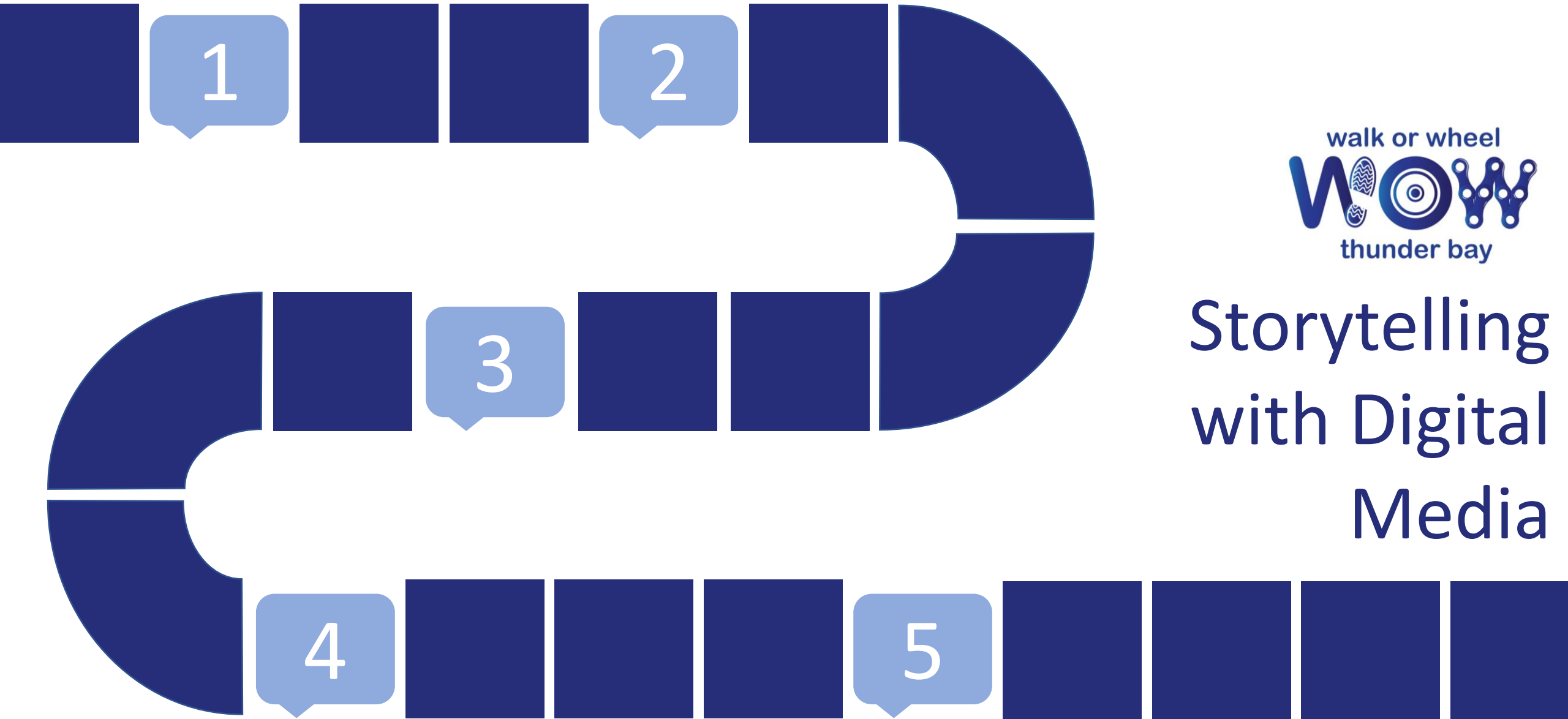
Tell a story

“Create those things where human protagonists relate to us, where the stakes and conflict grip us, and where the emotions move us.

Craft those simple things, those glorious things, those things so often forgotten but so desperately needed.

There’s no hidden or corporate meaning behind the word ‘story.’ We know what they are. And we need to start telling them.” ~ *Jay Acunzo*





Storytelling with Digital Media

Caroline Cox & April Hadley –June 5, 2020



What We Did

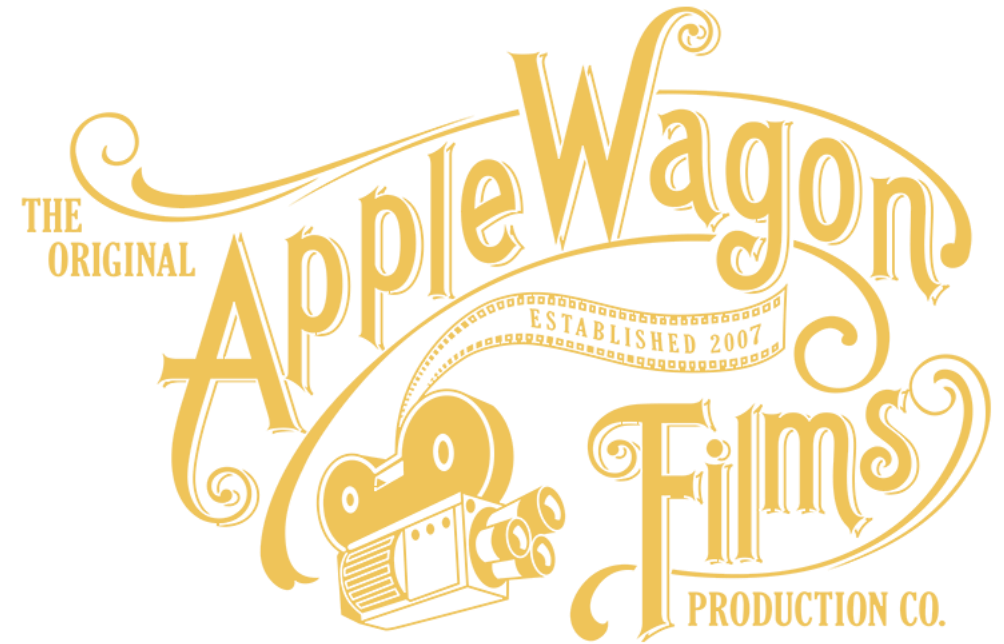
WOW TBay thought it was important to document activities throughout our project implementation using photographs and videos.

These photographs and videos highlight what our schools and steering committee achieved throughout the project.

WOW TBay Video Series

Short videos featuring each of our participating schools that coincided with the 4 major Ontario Active School Travel events.

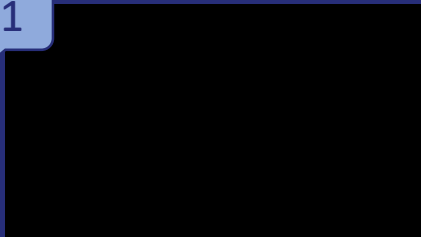
One 'legacy' video about the project that highlighted our stakeholders and participating school's successes.



About the Videos

WOW TBay created a series of Active School Travel Champions videos that highlight schools' achievements in active school travel. The four videos, profile WOW TBay's participating schools, each one celebrates an active school travel initiative—and the people who make it possible.

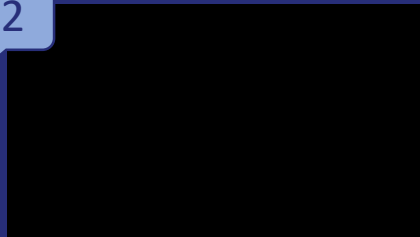
1



International Walk
to School Month

Features St.
Thomas Aquinas'
Park and Stride
users including
teachers, parents
and students.

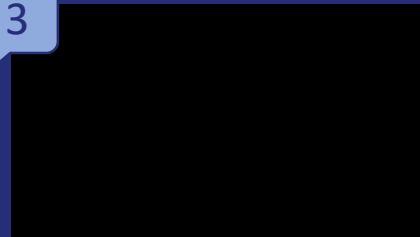
2



Winter Walk Day

Features École
Gron Morgan's
Walking School
Bus.

3



Bike Week

Features St.
Margaret students
cycling for their
school journeys.

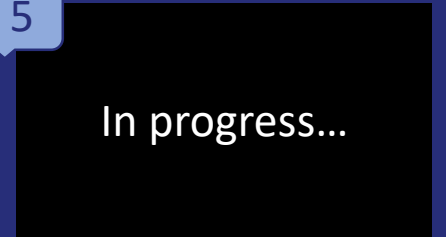
4



Active April

Features
Edgewater Park's
students "Walking
at the Edge"
program

5



In progress...

WOW Legacy
Video

Features us as co-
leads of the
project, footage
from different
events and the
STSTB manager

WOW TBay Event Photography

Still photographs featuring each of our participating schools were taken at school assemblies, walkabouts, facilitated discussions, and at the 4 major Ontario Active School Travel events.



About the Photos

WOW TBay's visual storytelling didn't end there. We also hired a professional photographer to capture memories from participating school events and project implementation.



School Assemblies



Walkabouts



Facilitated
Discussions

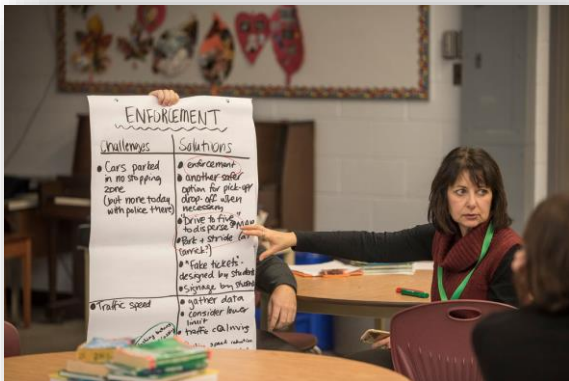


OAST Events



Implementation
Highlights





Results

The Champion videos have over 20,000 views on Facebook. They are shown often at schools, as well as among stakeholders and decision-makers at committee meetings.

Stakeholders and decision-makers also feature prominently in the videos and images.

Questions?



Compelling Words

...

Writing stories to change behaviour

*Leslie Maxwell, MAPW
Student Transportation Services of Waterloo Region*

Focus: One good story

Title

Don't Step on Lava!

Author

Lindsay Ford

Publisher

The Holistic Parent Magazine

Date

August 24, 2019

Audience

parents and their families interested in natural health and wellness

Link

<https://www.theholisticparent.ca/articles/2019/8/24/dont-step-on-lava>

THE HOLISTIC PARENT



AUG 24

Don't Step on Lava!

LINDSAY FORD

Idea #1 - YOUR stories are valuable

Stick with your personal experience.

Your stories, well told, will move people.

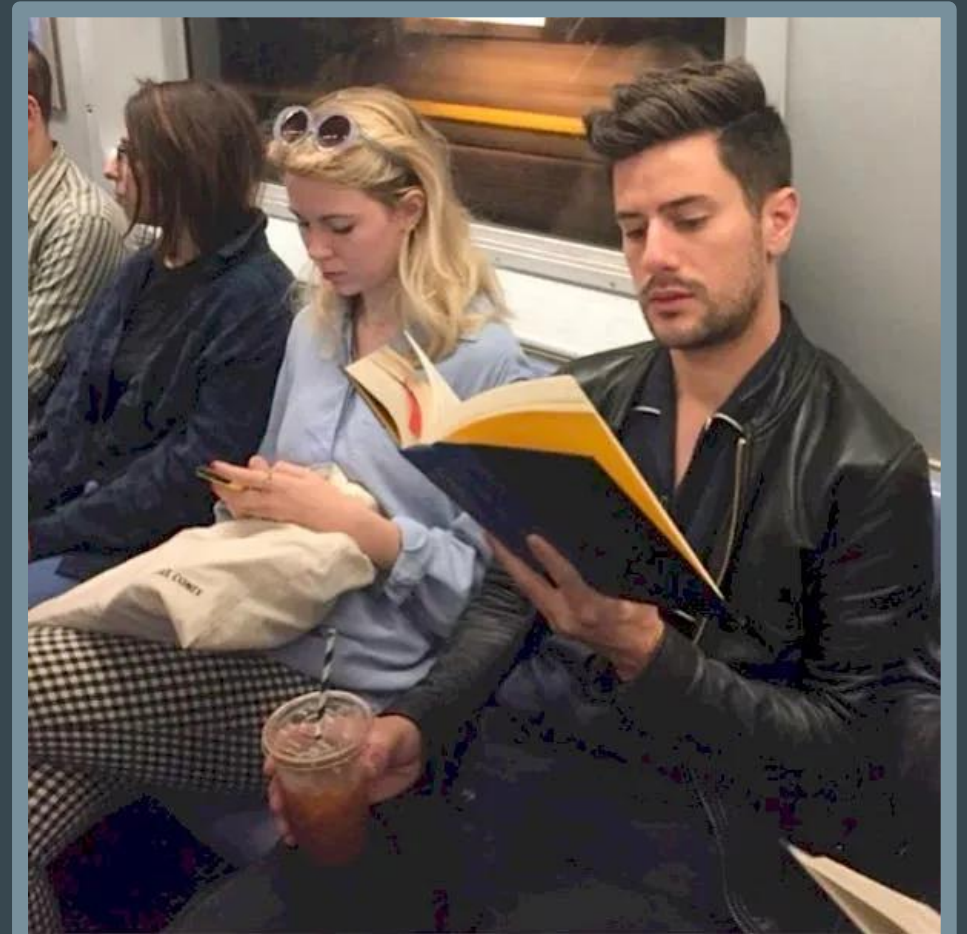


Idea #2 - Your reader is ready to read

People actually read a LOT these days

*...much of it online
...at their pace
...on their time.*

And every reader loves a good story.



Idea #3 - Your message is your power

Challenge a current belief...

With ideas a reader can endorse...

A call to action they can perform...

And words they can repeat.

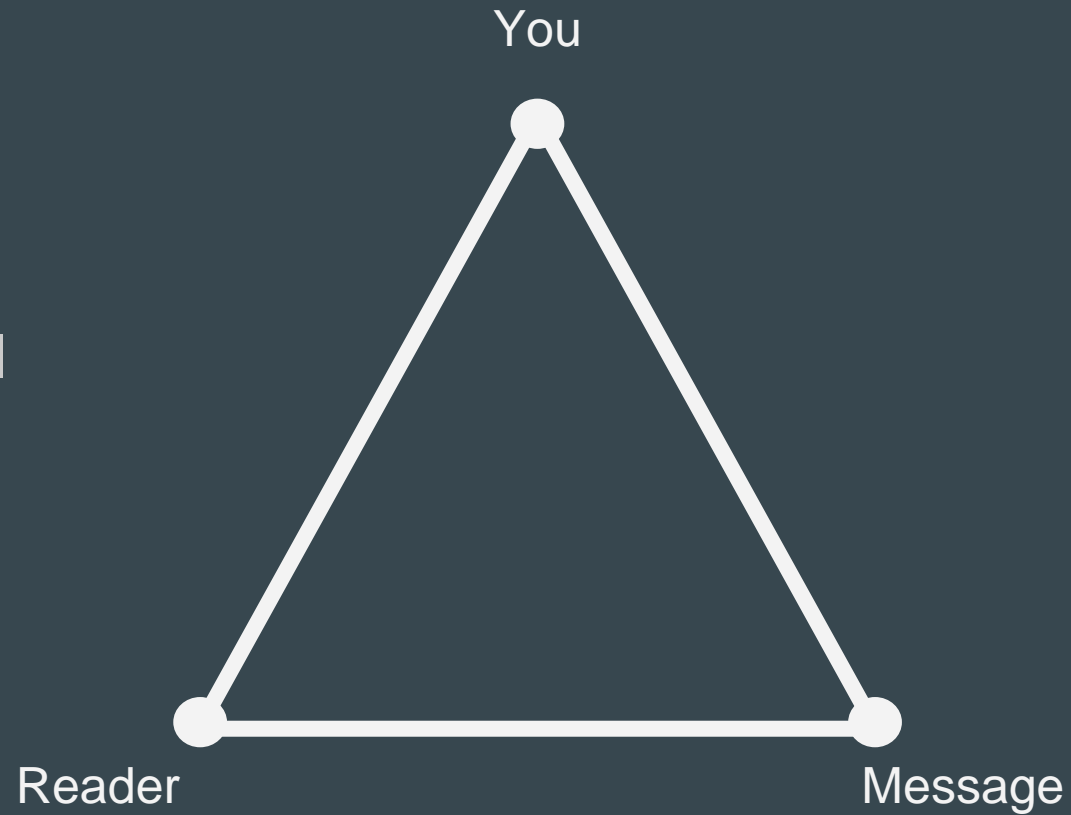


Three ideas in one

YOUR stories are valuable

Your READER is ready

Your MESSAGE is powerful



Ottawa Student Transportation Authority

Safety Blitz Campaign



Follow us on FB & Twitter @OttSchoolBus
www.ottawaschoolbus.ca



OSTA
Ottawa Student
Transportation
Authority

Safety Blitz Campaign

Identify major issues

- Number of children driven to school
- Unsafe driving habits in school zone

How do we resolve these issues?

- Change parent behavior



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Transportation
Authority

Safety Blitz Campaign

Q: How do we change behavior?

A: Begin by using messaging that is impactful and targets the audience



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Kindergarten Handout

Goal: Increase number of students who walk to school

Message: Walking to school is a fun and easy way to get to school



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Parent Handout

Goal: Reduce number of vehicles in school zones

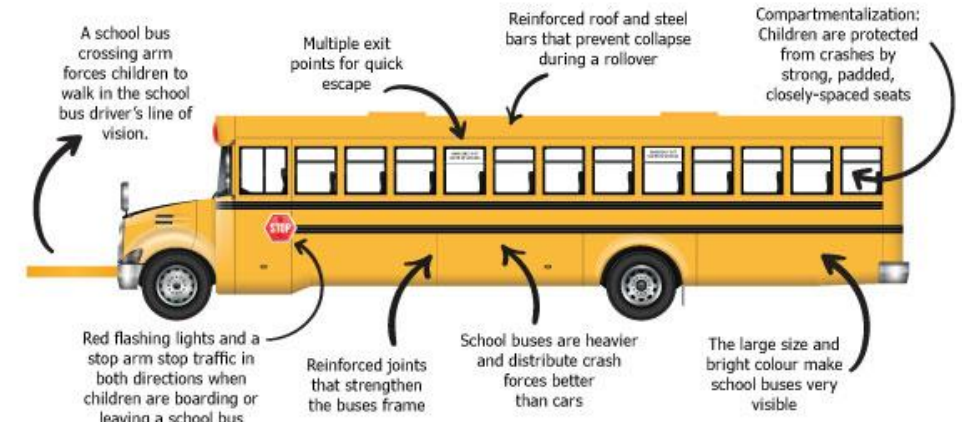
Message: School Buses are the safest mode of transportation for children



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School Bus Safety

Safer School Zones Start with You



VS



Car crashes are the leading cause of death for Canadian children between the ages of 5-19*

Transport Canada research shows that the occupants of school buses are **16 times less likely to be injured in road collisions** than the occupants of any other vehicle.

If your child is in the Bus Zone, please let them take the bus. Not only is a school bus safer than a car, it also reduces congestion, is environmentally friendly and improves safety in school zones.

Don't drive. Let them ride.



*Public Health Agency of Canada. Analysis of mortality data from Statistics Canada.



Parent Handout

Goal: Reduce number of vehicles in school zones

Message: You're part of the problem



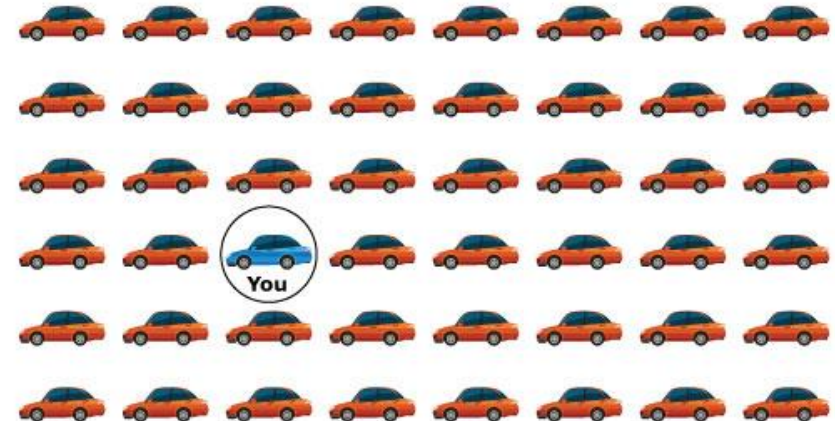
Follow us on FB & Twitter @OttSchoolBus
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Safer School Zones

Start with You



VS



**Did your child receive a spot
on the school bus?
Please don't drive, let them ride.**



Parent Handout

Goal: Create more awareness a about distracted driving in school zones

Message: When you drive distracted, you're risking lives



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Parent Handout

Goal: Create safer school zones

Message: Obey rules around school zones



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Safer School Zones Start with You

An isometric illustration of a school zone intersection. A red school building is at the top. A street runs horizontally with a crosswalk. Several cars are parked along the street, some in double parking spots. Pedestrians are walking on the sidewalks. A yellow school bus is stopped at the crosswalk. A car is making a U-turn. A car is parked in a no-parking zone. A car is stopped at a crossing guard. A car is speeding. A car is parked in a walk-a-block spot.

Avoid Double Parking
Drivers have to go around illegally parked cars and they cannot see children trying to cross the street.

Obey the Speed Limit
Speeding is dangerous and illegal.

Walk-A-Block
If you drive, consider parking a five-minute walk away. Use the Walk-a-Block map to help keep school zones safe for everyone.

Avoid U-turns
Children do not anticipate a change in a vehicle's direction. Drive around the block instead.

No Parking
Park legally or park farther away and walk a block to school.

Obey Crossing Guards
Do not proceed until the crossing guard has left the intersection.

Come to a complete stop
Make sure no children are crossing before proceeding through stop signs and crosswalks.

OSTA
Ottawa Student Transportation Authority

It's your school community. Please help make it safer.

OTTAWA
CITY OF OTTAWA

Ottawa Student Transportation Authority

Safety Competition

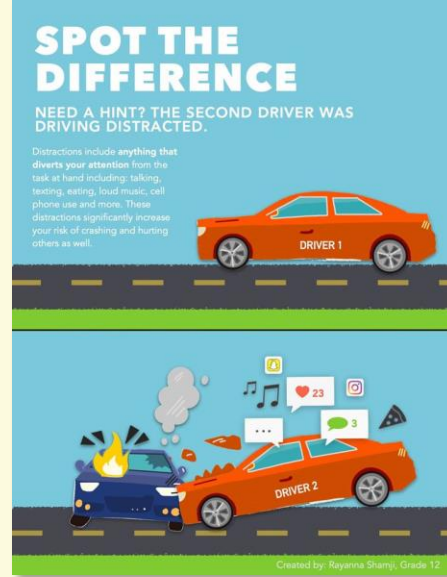
Outcome: 485 submissions

Takeaway: Students also seeing problems in school zones



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My walk to school,
So quiet and serene,
Is important to me,
So my mind can walk free,

Each step I take
Each bird that flies by
Opens my mind to ponder
And my thoughts that arise

Whether it's cold and snowy,
The sky a harsh grey,
Or budding blossoms,
In the warm month of May.

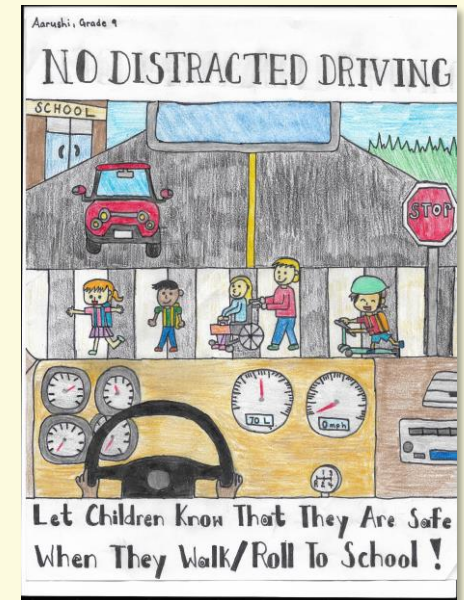
My walk is my time,
To relax and distress,
To appreciate nature,
For all its assets.

If I had a late night,
I enjoy it all the same,
Or a bad morning,
My walk will remove my pain.

The grass, it dances,
The wind it blows,
The people they smile,
My heart, it glows.

I could never give it up,
For my worries and dismay,
Never get in the way,
In my walk to school each day.

Nonetheless, there is still hope to save our environment, if we switch our gear to greener alternatives. Green transportation, also known as sustainable transportation, is a method that has a low negative impact on the environment and has the capacity to support the needs to transport the population in a manner that is least damageable to the environment. It has the potential to balance our current and future needs by not hindering the needs of future generations. Sustainable transportation can help improve the quality of the environment by reducing greenhouse gas emissions. It can also restore healthy communities, cleaner air, and lead to a better use of eco-friendly alternatives. Research has shown that in Canada, transportation accounts for nearly 25% of our carbon emissions. This daunting number is heavily influenced by 80% of Canada's population settling themselves in urban areas. Such figures also reflect the impact of transport on our shared environment around the world, as transportation accounts for approximately 25% of the world energy consumption and carbon dioxide emissions.



Getting your children to walk to school has more benefits than one thinks. Walking has all the economic, environmental, social, mental and health benefits. As well as learning road sense and independence skills. Additionally, children breathe fresh air which gets them ready to embrace the school day. The key advantage of walking to school is the health benefit.

It has been recommended by pediatricians that children should get at least an hour of physical activity a day. Walking to and from school would help accomplish that goal to be achieved sooner. Furthermore, walking is known to prevent many diseases such as type 2 diabetes, vitamin D deficiency and obesity. As a bonus their metabolism increases and bone health gets better as well.



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OSTA

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Thank You

Don't forget to follow us on FB & Twitter
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Thank you!

