

## Sample IWALK Messages

Schools, school boards, and promotional partners can use our sample IWALK (International Walk to School Month) messages to help promote active school travel in your community. The messages have been designed for Twitter but can easily be adapted to other platforms such as Facebook, Instagram, and LinkedIn.

### Share in 5 Simple Steps:

**Step 1:** Choose a message.

**Step 2:** Copy and paste it into the 'new post' section.

**Step 3:** Customize the message, e.g., by adding hashtags and emojis.

**Step 4:** Download the matching graphic of your choice by saving it onto your computer and uploading it along with your message. Include Alt Text for accessibility.

**Step 5:** Post your message!

### Suggested Hashtags:

#IWALK #IWalk2School #GetYourWalkOn #JourneyOutside #Walktober

#Jmarche2022 #AllonsDehors

### Emoji Bank:



## Sample Social Media Messages:

1) October is #IWALK (International Walk to School) Month, when students around the globe participate in walk-to-school events and celebrate commuting on foot. Support the movement by encouraging walking in your school community! [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** An animated image of a mother and child, a father and child, and a group of three friends walking towards school. The caption reads: "Students around the world are walking and wheeling to school. Join the global movement!"

2) Why do we choose to drive when #ActiveTransportation is better for our health, strengthens community bonds, and improves our air quality? On October 5<sup>th</sup>, participate in #IWALK day to see the positive difference that active transportation can make. [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** An image of two young boys holding up an umbrella and smiling on their walk to school. The caption reads: "Active transportation is good for our health and strengthens community bonds."

3) The changing season means colourful leaves 🍂, migrating birds 🐦, and scurrying critters 🐿️. How many of these can you and your child(ren) spot on your journey to school this month? Use the IWALK I-Spy activity cards to track your sightings! [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** Two friends looking at each other and smiling. One friend is holding a notebook and pencil and the other friend is holding a magnifying glass to their eye. The caption reads “Colourful leaves, migrating birds, and scurrying critters. There’s so much to look out for during your walk to school!”.

4) This October, why not ditch the car commute and start walking instead? You can help your child make new friends, improve focus in class, and build healthy habits for life. 🍂 😊 Join the global #IWALK movement today! [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** Four children are talking on their walk to school. The caption reads: “Students around the world are walking and wheeling to school. Join the global movement!”.

5) This #Walktober, help students participate in International Walk to School (IWALK) Month. Be sure to register your classroom or school with @OntarioAST and help represent Canada in the global movement! 🍁🚶 Follow the link for the registration form: [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** Three students are laughing as they enter their school building. Two of the students are walking, and the third student is walking with their bike. The caption reads "Walk, wheel, or bike. Represent Canada in the global IWALK movement!".

6) Even if you live too far to walk to school, you can still participate in #IWALK Month with Drive to 5. Park a block away from school and walk the last 5 minutes. Participate in the global #IWALK movement today. [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** A parent and child hold hands while walking to school. The caption reads "Students around the world are walking and wheeling to school. Join the global movement!".

7) Getting active on the way to school is a simple way to enhance children's concentration in class and help them remember what they learn. Participate in the global #IWALK movement this October to help your child make the most of their daily commute. 🚶 🚲  
[ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** A child holds their notebook and is turned to smile at the camera. He wears a backpack as he walks to school. The caption reads "Students around the world are walking and wheeling to school. Join the global movement!".

8) Help your child prepare for #IWALK month with the proper gear and clothing to bike 🚲, walk 🚶, and roll to school. Find out how you can increase #ActiveTransportation at your school this October!  
[ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** A parent accompanies their child on a scooter as they travel to school. The child is equipped with a red backpack and a bright blue helmet. The caption reads: "Grab your backpack, wear a helmet, and dress for the weather!".

9) This October, plan to walk, bike, or wheel to school to celebrate #IWALK month. Get ready by exploring your neighbourhood beforehand to find your new favourite route(s) to school!

[ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)



**Suggested alt-text:** A group of students walk across a crosswalk. The caption reads “Students around the world are walking and wheeling to school. Join the global movement!”.

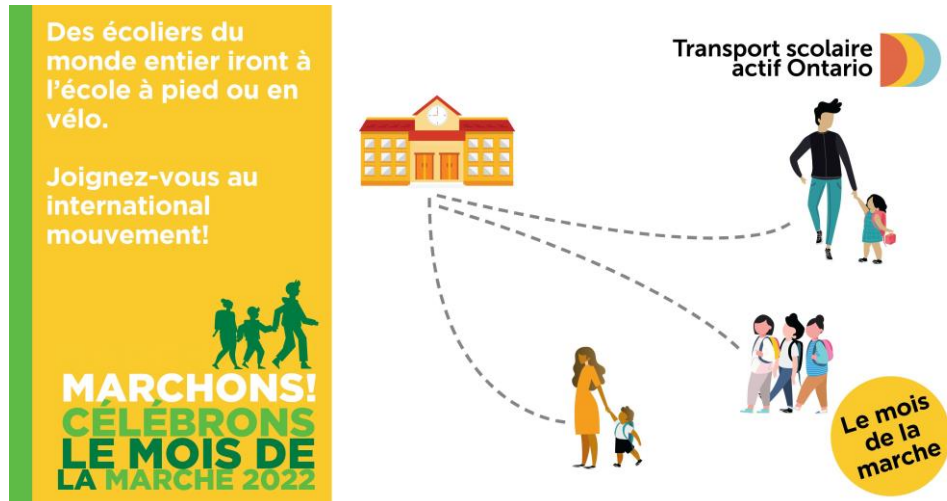
10) Every active journey to and from school helps make your community healthier and more sustainable. 📍 🚲 🗑️ Register your school in #IWALK month to encourage your students to get active on their daily commute. [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)

11) Walking to school is a lot easier than your child’s algebra homework – and maybe even a bit more fun! This October, ditch the car and start walking. You can help your child make new friends, improve focus in class, and build healthy habits for life. 🗑️ 😊 Learn more at [ontarioactiveschooltravel.ca/international-walk-to-school-month/](https://ontarioactiveschooltravel.ca/international-walk-to-school-month/)

## Sample Social Media Messages (French):

1) Pendant le mois d'octobre, des écoliers du monde entier célèbrent la marche comme mode de déplacement scolaire en participant à des événements de marche. Joignez-vous au mouvement #Jmarche2022 en organisant un événement dans votre communauté scolaire !

[ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/](https://ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/)



2) Si vous habitez loin, gardez votre voiture à cinq minutes de l'école et faites le reste du trajet à pied avec vos enfants. Voilà une bonne façon de vous initier au déplacement scolaire actif. Pour en savoir plus sur le mois #Jmarche2022 [ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/](https://ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/)



3) Il n'y a aucun doute que la meilleure éducation commence par la vie en plein air. Vos enfants apprendront mieux en allant tous les jours à l'école à pied. Nos ressources vous aideront à faire provision d'expériences mémorables. #AllonsDehors. [ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/](https://ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/)



4) Octobre est le mois idéal pour aller dehors avec vos enfants : les couleurs sont magnifiques et le temps se rafraîchit. Grâce à notre carte de jeu «J'aperçois...», vos enfants ne s'ennuieront pas en marchant de la maison à l'école. #Jmarche2022 #AllonsDehors. [ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/](https://ontarioactiveschooltravel.ca/fr/mois-international-jmarche-pour-aller-a-lecole/)



## Sample Messages for Newsletters:

**1)** This October, join the global #IWALK movement! During IWALK Month – International Walk to School Month – students are encouraged to walk and wheel to and from school for a single day, a couple of days, or every day of the month!

Visit [ontarioactiveschooltravel.ca/international-walk-to-school-month/](http://ontarioactiveschooltravel.ca/international-walk-to-school-month/) for resources, ideas, and tips to help celebrate and participate in IWALK Month. Share stories and images of your community getting your walk on by tagging @OntarioAST and using the hashtags #IWALK and #JourneyOutside on Twitter.

**2)** Join us in celebrating IWALK Month with thousands of schools across the globe!

**(Insert School/Board Name)** has signed up with **Ontario Active School Travel** to participate in this annual celebration taking place in October. Throughout the month we are encouraging students and families to walk or wheel to school and participate in the school activities happening at **(Insert Time of Day and Relevant Location)**. We will be going outside to **(Insert Relevant Activity Details)**.

Learn more about IWALK and download the available materials and resources at [ontarioactiveschooltravel.ca/international-walk-to-school-month/](http://ontarioactiveschooltravel.ca/international-walk-to-school-month/). We hope to see you **(Insert School/Board Name or Mascot)** outside!