

Suggestions for Use:

Use our sample Back to School messages to help promote active school travel in your community. The messages encourage behaviours across a selection of themes: 'Practice Your Route,' 'Drive to 5,' 'Get Your Walk On,' and 'Get Your Wheel On.' They have been designed for Twitter but can 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. Note that some messages already include hashtags and/or have been designed to be posted as a thread in consideration of Twitter's 280-character limit.

Step 4: Download the matching graphic of your choice and upload it along with your message. Include Alt Text for accessibility. The graphic files are available on our [Back to School](#) page.

Step 5: Post your message!

Suggested Hashtags:

#BackToSchool #WalkToSchool #BikeToSchool #JourneyOutside

#RetourÀL'école #ÇaMarche #ÇaRoule #AllonsDehors

Emoji Bank:



Practice Your Route

1) (1/2) With **#BackToSchool** approaching, it's time to plan how your child will walk to school and begin practicing the route. Start planning your child's active journey to school by exploring your neighbourhood to find routes to school that work best for your family.

(2/2) For resources to support your active **#BackToSchool** journey this fall, visit ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A father says to his son: “You think you’re ready to lead the way?” Caption: Plan your active journey to school and try it out before the first day of class.

2) **#BackToSchool** season is the best time to start planning your child's active route to school this September. Practice the route together by walking, biking or rolling to school before the first day of class!

Find planning resources at ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: An illustration with a parent and two children walking from a house to a school. Beside them are a map, a checklist, and a compass. Caption: Plan your active journey to school and try it out before the first day of class.

Drive to 5

1) Can't walk all the way to school? Try #DriveTo5 by parking 5 minutes away from school and walking the last stretch together. The extra time outdoors is a great way to start the day.

Explore other ways to prepare for #BackToSchool ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A child is on his scooter and his dad is right behind him, thinking: "I skip the traffic and love our outdoor time together." Caption: If you drive to school, park a block away and walk the last 5 minutes. You'll both be glad you did.

2) If you need to drive to school, you can still help reduce traffic congestion and make school zones safer for everyone with #DriveTo5. Park 5 minutes away from school and finish the journey on foot.

Find more travel tips at ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A car drives from a house to a school along a route depicted by a dotted line. Part-way along the route is a parking icon. Text in graphic: Skip the congestion and drive to 5. Caption: If you drive to school, park a block away and walk the last 5 minutes. You can make school zones safer for everyone.

3) Instead of driving, walking to school is an easy way to reduce air pollution in the school zone. If you need to drive, try **#DriveTo5**! Park 5 minutes away from school and finish the journey on foot.

Explore other **#BackToSchool** resources ontarioactiveschooltravel.ca/back-to-school/

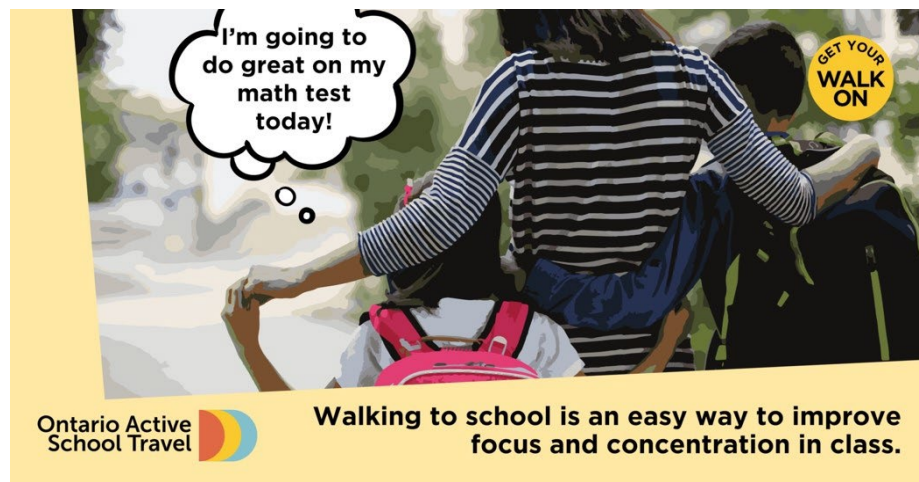


Suggested Alt text: A parent and her child are walking and holding hands. The parent is thinking: "The air smells fresh this morning!" **Caption:** Burn breakfast, not emissions. Drive to 5 is a great way to reduce air pollution in the school zone.

Get Your Walk On

1) Getting active by walking to school is a simple way to enhance children's attention and concentration in class. This school year, choose **#ActiveSchoolTravel** and help your child make the most of their daily commute.

Find resources at ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A parent and two children are walking and embracing each other. One of the children is thinking "I'm going to do great on my math test today!" **Caption:** Walking to school is an easy way to improve focus and concentration in class.

2) Discovering a new route on your [#WalkToSchool](#) can be a great way for you and your child to spend time outdoors and connect with nature, which can benefit your child's health and well-being.

Find resources at ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A parent and child are walking away from school and holding hands. The child is saying to her dad: "Can we walk home through the park again?" Caption: Time spent outdoors can help improve children's social, psychological, academic and physical health.

3) This school year, encourage students to walk to school! Walking is a simple way to maintain your physical and mental health. Explore [#ActiveSchoolTravel](#) resources for [#BackToSchool](#) season ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: An older parent/grandparent is walking with his son/grandchild and thinking: "I'm so glad I can be part of his journey to school." Caption: Walking to school gives you healthy and active time together outdoors.

4) Walk your kids halfway to school and let them finish the last stretch by themselves. This way, you can get some exercise as a family while also helping your kids gain independence and confidence.

Find resources at ontarioactiveschooltravel.ca/back-to-school/



Suggested Alt text: A mother and her child wave to each other as the child walks away. The mother is thinking: "I'm proud to see him do the last stretch by himself." Caption: Walking to school is a great way for students to gain independence and confidence!

Get Your Wheel On

1) (1/2) Are your bikes ready to roll for your #BikeToSchool? Make sure they are safe and ready to ride with an ABC Quick Check: bikeleague.org/content/basic-bike-check/

(2/2) And don't forget about brain safety by checking the fit of your helmet! Watch this Bike Helmets 101 video and teach your family how to properly fit their helmets: <https://vimeo.com/91626131>



Suggested Alt text: Two children are biking along a path. One is thinking "My ride to school sure is smooth this year!" Caption: Make sure your bicycle is tuned and ready! Check the air, brakes, and chain for an ABC check.

Sample Social Media Messages (French):

Familiarisez-vous avec votre chemin

Prenez le temps dès maintenant de planifier le chemin qu'empruntera votre enfant cet automne pour aller à l'école à pied ou à vélo, et de l'essayer ensemble. Commencez par explorer votre quartier pour trouver les itinéraires scolaires qui conviennent le mieux à votre famille.

ontarioactiveschooltravel.ca/back-to-school/



GAREZ-VOUS « À 5 »

Impossible de marcher de la maison à l'école ? Garez la voiture à cinq minutes de l'école et faites le reste à pied. C'est la meilleure façon pour votre famille entière de commencer la journée.

Découvrez plus de conseils sur ontarioactiveschooltravel.ca/back-to-school/



Ça marche

(1/2) Cette saison du **#RetourÀL'école**, accompagnez vos enfants à pied pendant la moitié du trajet jusqu'à l'école, puis laissez-les faire le reste sans vous.

(2/2) Ainsi, non seulement vous passez du temps ensemble dehors et vous faites de l'exercice, mais vous aidez aussi vos enfants à forger un esprit d'indépendance en marchant seuls sur une certaine distance!

Trouvez des conseils sur ontarioactiveschooltravel.ca/back-to-school/



Ça roule

(1/2) Pour les enfants, une bouffée d'air frais, c'est essentiel, surtout après les multiples fermetures d'écoles et des mois d'**#ApprentissageEnLigne**. Aller à l'école à vélo est la façon idéale pour les enfants de faire de l'exercice tout en acquérant une certaine autonomie.

(2/2) La distanciation physique? Rien de plus facile à vélo. Alors, ça roule ! Trouvez des conseils sur ontarioactiveschooltravel.ca/back-to-school/

