



INSPIRE ACTIVE JOURNEYS TO SCHOOL

Communications Kit

Background

The *Inspire Active Journeys to School: Communications Kit* was developed with the objective of creating materials and resources that promote and support active school travel among parents and caregivers, and in turn, more broadly affect change in the decision-making processes surrounding school travel.

Engagement completed in 2020 found a strong desire for messaging that is more emotional than previously produced materials geared towards parents and caregivers. Research has demonstrated that messaging for parents and caregivers that highlights the barriers, factors, and motivators while they are in the key stages of change can be effective in shifting perceptions or attitudes towards certain modes of travel.¹

The sample messaging below will support organizations in targeting parents and caregivers in their promotion of active school travel through their communication platforms, and we encourage organizations to get creative with the way they use these materials in their outreach campaigns. While the messages include sample messaging for social media posts, they are easily adaptable for use in newsletters, presentations, websites, or other formats.

Package Contents

The *Communications Kit* contains resources that are available for use by organizations to promote and encourage behaviour change in parents and caregivers surrounding school travel. These resources have been developed with a combination of messaging and imagery that target the emotional response and thought processes of parents and caregivers when they are making decisions about how their children travel to and from school. The assets in this package will also provide parents and caregivers with the agency and knowledge to plan active trips to and from school as well as give them practical tools to put their plans into place.

All resources have been provided in both English and French languages to ensure they can be used across the country. The resources are packaged in two categories: **Graphic Assets** and **Activity Sheets**.

- **Graphic Assets:** Include emotional messaging and imagery that calls on parents to question and reassess their decisions surrounding school travel. The resources have been provided in multiple formats to support their use across different platforms and for varying audiences.
- **Activity Sheets:** Support the messaging presented in the graphic assets and provide parents with the resources to better prepare and act on their decisions to choose active modes of transportation to school. The activity sheets can be linked to and shared as a supplementary resource to the graphic assets, as well as an interactive tool for parents, caregivers, and children.

¹ <https://ontarioactiveschooltravel.ca/wp-content/uploads/2021/11/Engaging-Parents-in-Active-School-Travel-Summary-of-Research-Oct-2021.pdf>



Guidance for Sharing the Resources

GRAPHIC ASSETS

The following table provides details on the graphic assets and their available formats. Sample captions are provided for guidance and inspiration, but we encourage organizations to share the materials in whatever manner they feel works best for them and their audiences.

One round of A/B testing was completed in March of 2023 to test different supporting messaging for the assets. Each asset that was included in the testing was shared with two different captions to determine which was more engaging for the target audience. Captions with the highest engagement are included below.

Asset	Available Format(s)	Sample Messaging
End the cycle	Motion Graphic	Reduce congestion and traffic safety risk around schools. Keep your vehicle out of the school zone and help end the cycle 🚗🚫
Is driving really more convenient?	Motion Graphic	Think twice before you grab the keys 🔑 Avoid school zone congestion by walking or rolling.
Make space for a better goodbye hug	Image Video	Keep traffic out of the school zone 🚗🏠 Plan a more enjoyable school journey and keep it safe for everyone.
Put the wheels in motion	Image Video	Ride to school together and make time for connection along the way 🚲🚲
Quality time on the way to school	Image Video	Find some family time on the way to school 👨👩👧 Create a more meaningful journey to school.
Small steps now will build healthy habits	Video	Take the walk to school 👤👟 Start building healthy habits that get your family moving today.
Support companionship	Video	Don't let your kids miss out! Walking buddies make the journey to school safer and more fun ✨



Asset	Available Format(s)	Sample Messaging
Travelling time is social time	Image	<p>The active journey to school builds social connections and friendships.</p> <p>Encourage students to walk and wheel to school together 🚲👟</p>
Stop scrolling, there are kids strolling	Video	<p>No text message is worth a child's life.</p> <p>Put the phone down and help make our streets safer 🚶🚦</p>
Help our children breathe	Image	<p>It's your exhaust they're breathing in 🚗💨</p> <p>Air pollution hits young lungs harder. Keep your exhaust out of the school zone.</p>
ABCD check	Carousel*	<p>Is your child's bike ready for their journey to school? 🚲</p> <p>Complete an ABCD Check before their next ride!</p>
Driving don'ts	Carousel*	<p>Make school zones a safer space for everyone 🏫</p> <p>Help improve school zones by practicing safe driving tips.</p>
Getting dressed for the snow	Carousel*	<p>Encourage your children to walk and wheel to school in all seasons! ❄️☀️</p> <p>Make sure they're prepared, no matter the weather.</p>
Walk to school	Carousel*	<p>Do your kids know how to walk to school safely? 🚶🚦</p> <p>Review these tips and tricks to ensure a safe and independent trip.</p>

**Carousel posts have been made available in both numbered and non-numbered formats in case one portion or section does not align with what an organization wants to promote.*





ACTIVITY SHEETS

Asset	Purpose	Ideas for Use	Graphics Assets to Pair With
Kid's checklist for a great school day	<p>To support parents, caregivers, and children in getting themselves ready for the journey to school.</p> <p>Checking off small steps throughout the day makes getting out the door easier for the whole family.</p>	<p>Print out the checklist and stick it by the door, fridge, or wherever household members will see it regularly and have easy access.</p>	<ul style="list-style-type: none"> • Small steps now will build healthy habits • ABCD Check • Getting dressed for the snow • Support companionship
Planning your school journey	<p>To help parents and caregivers plan for their current and future school travel plans.</p> <p>A resource to prompt parents and caregivers to have a conversation with their child and create a plan in case of an emergency rising.</p>	<p>Place the family communication plan in your child's backpack to ensure they are always prepared on their way to and from school in case of an emergency.</p>	<ul style="list-style-type: none"> • Is driving really more convenient? • Make space for a better goodbye hug • Stop scrolling, there are kids strolling • Quality time on the way to school • Driving don'ts • Getting dressed for the snow • End the cycle
School travel - goals badge board	<p>To support families in making an active journey to school more fun and engaging.</p> <p>A resource for setting goals and rewards as a family to motivate a shift in their school travel planning.</p>	<p>Print out the badge board to outline active school travel goals.</p> <p>Print and cut out the badges to place on the badge board as they are given and collected. Use the badge templates to create new and unique badges.</p> <p>Badge boards and badges could be laminated for reuse, printed as stickers, or printed at larger scales to place on walls.</p>	<ul style="list-style-type: none"> • Is driving really more convenient? • Quality time on the way to school • Small steps now will build healthy habits • Support companionship • Getting dressed in the snow • Walk to school • ABCD Check

