

Education and Encouragement Techniques

Técnicas Educativas y Motivacionales



Education and encouragement strategies can often begin right away



Las estrategias educativas y motivacionales casi siempre pueden empezar pronto

Education programs



Programas educativos

Who needs educational messages?

1. Children
2. Parents
3. Neighbors



1. Niños
2. Padres
3. Vecinos

¿Quién necesita los mensajes educativos?

1. Educating children

- Pedestrian and bicyclist safety
- Seguridad peatonal y para los ciclistas
- Personal safety
- Seguridad personal
- Health benefits
- Beneficios para la salud
- Environment
- Medio ambiente



1. Educando a los niños

Pedestrian and bicyclist safety skills



Seguridad peatonal y ciclista

Pedestrian safety



Seguridad peatonal

Crossing safely

- Where to cross
 - Donde cruzar
- How to cross
 - Como cruzar



1. Educando a los niños

Bicyclist safety



Seguridad para los ciclistas

A. Preparing for the ride



A. Preparándose para el paseo

B. Following the rules of the road



B. Siguiendo las reglas del camino

Personal safety



Seguridad personal

Health and environment

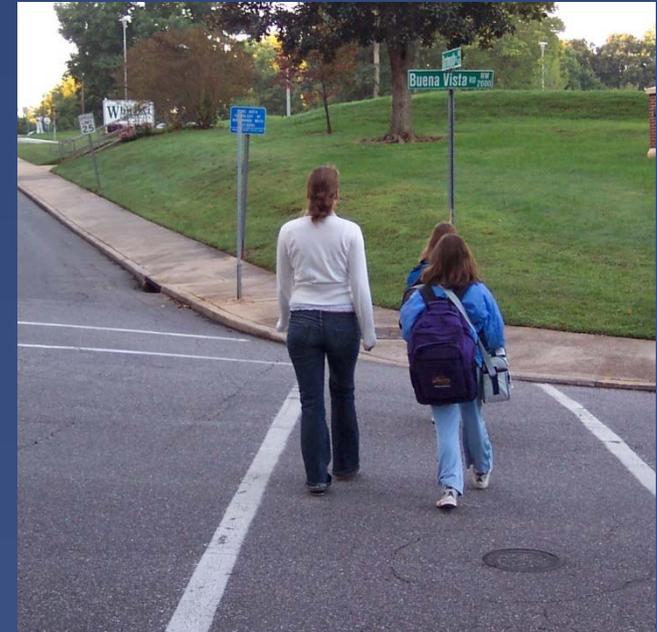
- Health benefits of physical activity
- Beneficios que brinda la actividad física para la salud
- Concern for the environment
- Preocupación por el medio ambiente



Salud y medio ambiente

2. Educating parents

- Pedestrian and bicyclist safety guidelines to reinforce with children
- Que reafirmen las reglas de seguridad con los niños
- Safe driving near the school
- Manejar de manera segura cerca de la escuela
- School pick-up and drop-off procedures
- Procedimiento para dejar y recoger a los niños de la escuela



2. Educando a los padres

Parents teach and reinforce safety skills



Los padres enseñan y reafirman las reglas de seguridad

Safe driving near the school



Manejar de manera segura
cerca de la escuela

School drop-off and pick-up procedures



Procedimientos para dejar y recoger a los niños en la escuela

3. Educating neighbors

- Watch for & yield to pedestrians and cyclists
- Ceder el paso a los peatones y ciclistas
- Drive slowly
- Manejar despacio
- Keep sidewalks clear
- Mantener las banquetas despejadas
- Prune plants
- Podar las plantas



3. Educando a los vecinos

Encouragement programs



Programas de motivación

Encouragement programs

1. Events/ **Eventos**
2. Walking school buses
Camiones escolares caminantes
3. Individual competition
Competencias individuales
4. Contests/ **Concursos**
5. Park and walk sites
Lugares para estacionar el carro y caminar
6. Route map promotion
Promocionar el mapa de la ruta



Programas de motivación

1. Events



1. Eventos

Celebrate International Walk to School Day (& month) in October



Celebrar el Día (y mes) Internacional para Caminar a la Escuela en Octubre

www.walktoschool.org

twalk
International in the USA
Walk to School

Join kids and families around the globe to walk and bicycle to school in October!

October is International Walk to School Month. In the USA, more communities than ever before participated in Walk to School Day on October 4 and events continue throughout October.

LEARN MORE:
[Why Walk or Bike](#)
[About](#)
[Who's Walking](#)
[FAQ](#)
[Contact](#)
[Media](#)

GET INVOLVED:
[Register](#)
[Getting Started](#)
[Event Ideas](#)
[Resources](#)

[Site Map](#)

Complete an event report
Tell us how your Walk to School events went this year by filling out our online survey by November 1, 2006.

Register for 2006
Register your event or sign up to be a resource person for your state.

Share photos of your event
Submit photos of your Walk to School event to the international web site.

See which schools are walking
Visit our interactive map to find out which schools have registered in each state.

Visit the international site
Find out which other countries are walking and biking to school, and view photos from past events.

WHY promote walking and bicycling?

- [To enhance the health of kids](#)
- [To improve air quality and the environment](#)
- [To create safer routes for walking and bicycling](#)

WALK all year long with SAFE ROUTES TO SCHOOL

Go beyond your Walk to School event to support safe walking and bicycling all year long with Safe Routes to School programs. New Federal legislation has recognized the value of ongoing walking and bicycling and is providing funding for states to establish programs.

www.saferoutesinfo.org

[Find out why Safe Routes to School matter](#)

[Learn more about what's happening in your state](#)

[Example Safe Routes to School activities](#)

Mt. Juliet, TN

Phoenix, AZ

Seattle, WA



www.walktoschool.org

Success story: Walking Wednesdays



Charlottesville, VA

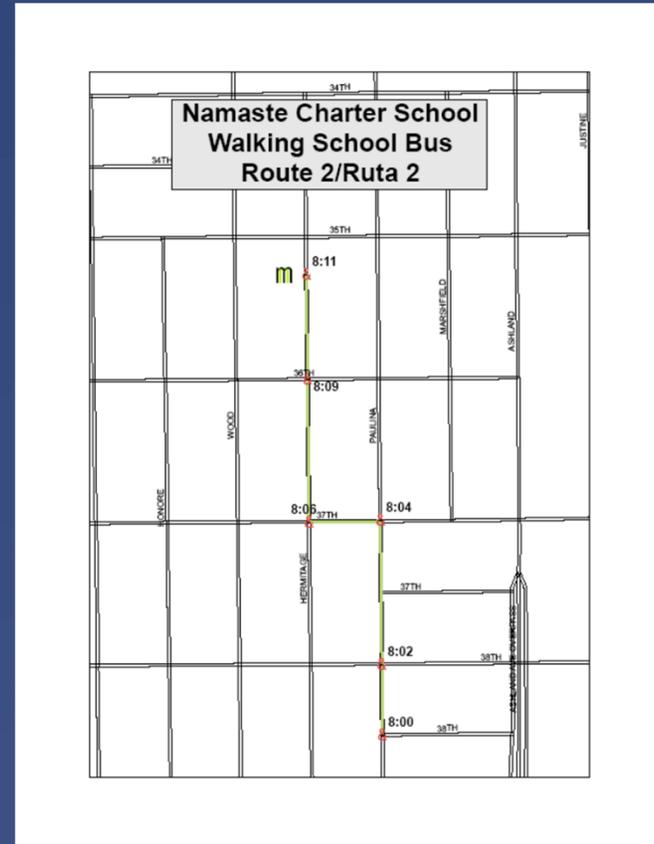
Ejemplo exitoso: Miércoles de Caminata

2. Walking school buses and bicycle trains



2. Camiones escolares caminantes y trenes de bicicletas

Can be informal or formal



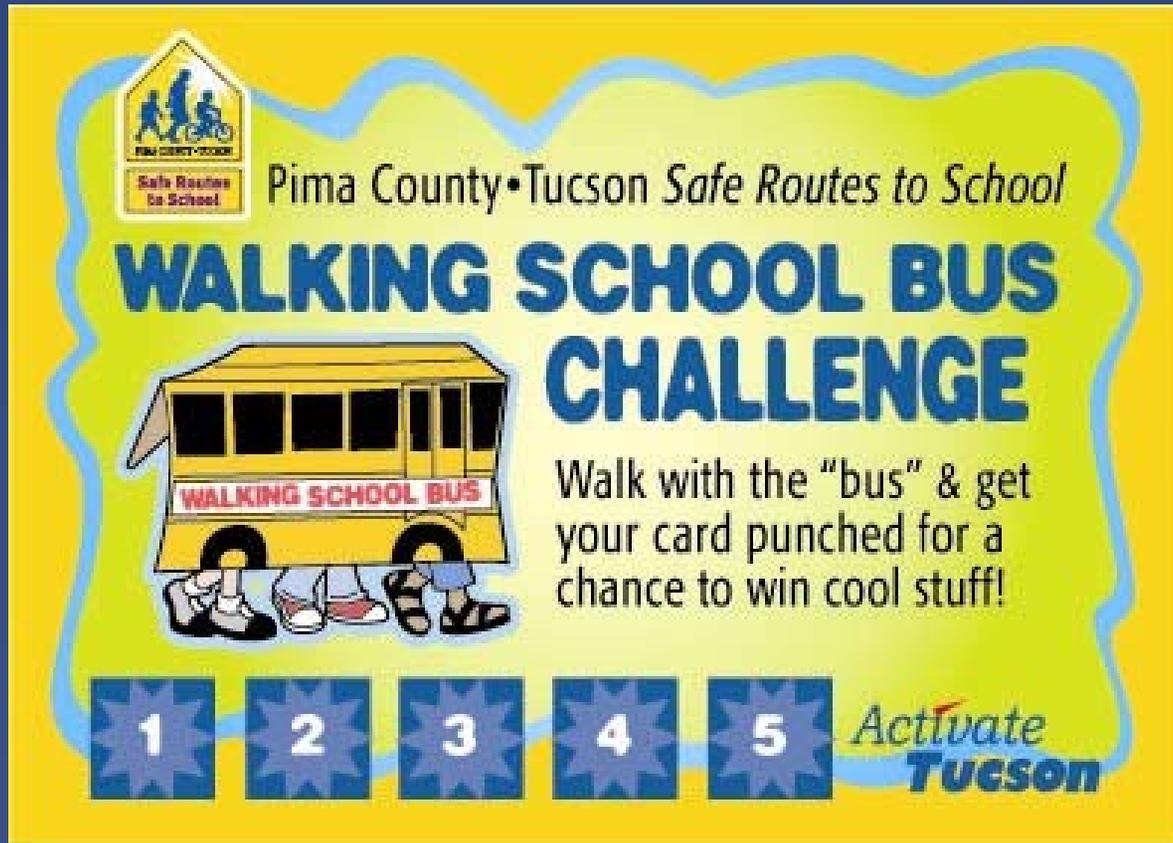
Puede ser formal o informal

3. Individual competition



3. Competencia individual

Success story: Punch cards



Tucson, AZ

Ejemplo exitoso:
Tarjetas para ganar premios

4. Contests



4. Concursos

Success story: Golden Sneaker Award



Larkspur, CA

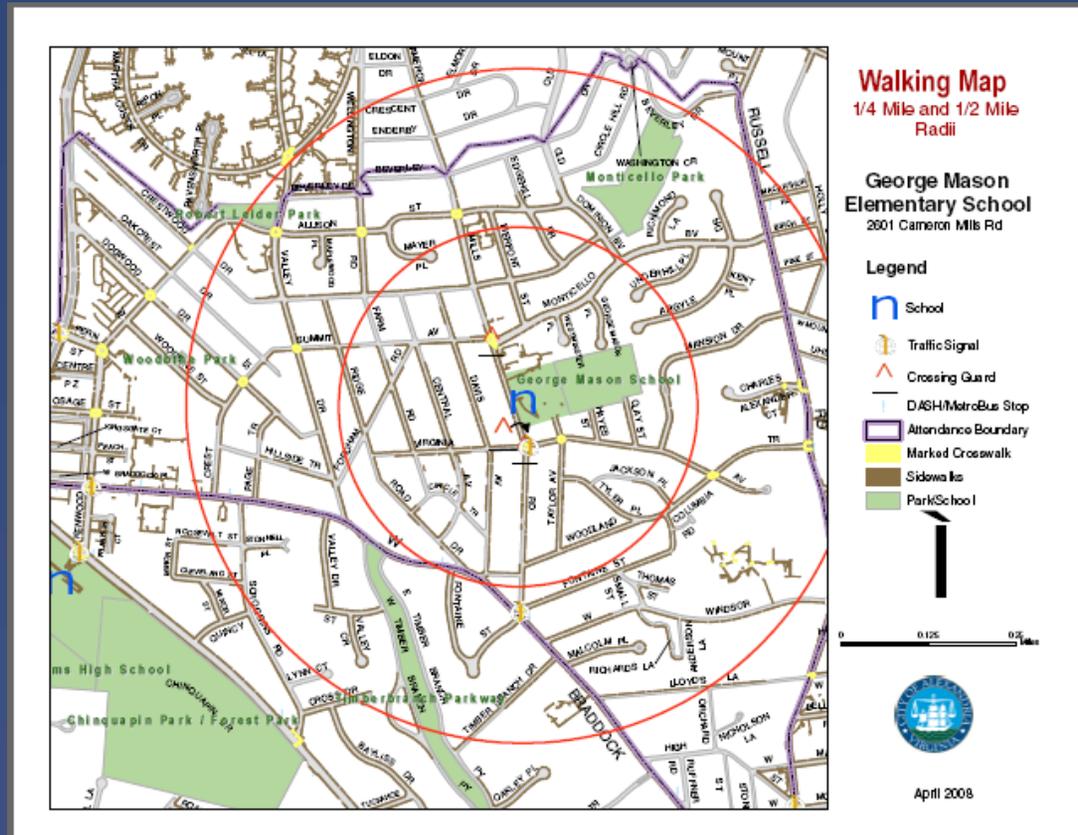
Ejemplo exitoso: Premio Calzado de Oro

5. Park and walk sites



5. Sitios para estacionar su vehículo y caminar

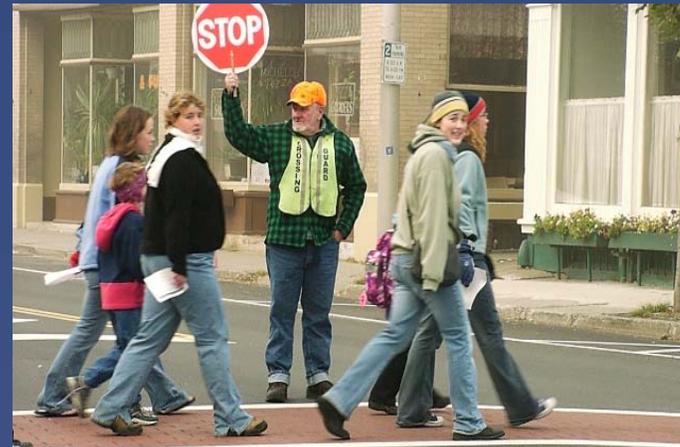
6. Route map promotion



6. Mapas con rutas para caminar

SRTS for different grades

- Make it relevant
Hacerlo relevante
- Encourage students to take ownership
Motivar a los alumnos para que lo hagan propio
- Hold contests with cool prizes
Realizar competencias con buenos premios



Rutas Seguras a la Escuela (SRTS)
Para grados diferentes