

# Education and Encouragement Techniques

# Técnicas Educativas y Motivacionales



# Education and encouragement strategies can often begin right away



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



Habilidades de seguridad peatonal y ciclista

# Pedestrian safety



## Seguridad peatonal

# A. Crossing safely

- Where to cross  
En 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

# Include parents in education



Incluir a los padres en esta educación

# 2. Educating parents

- Pedestrian and bicyclist safety guidelines to reinforce with children  
Que refuercen las guías de seguridad con los niños
- Safe driving near the school  
Manejar de manera segura cuando se esta 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

# Skills practice



# Parents teach and reinforce safety skills



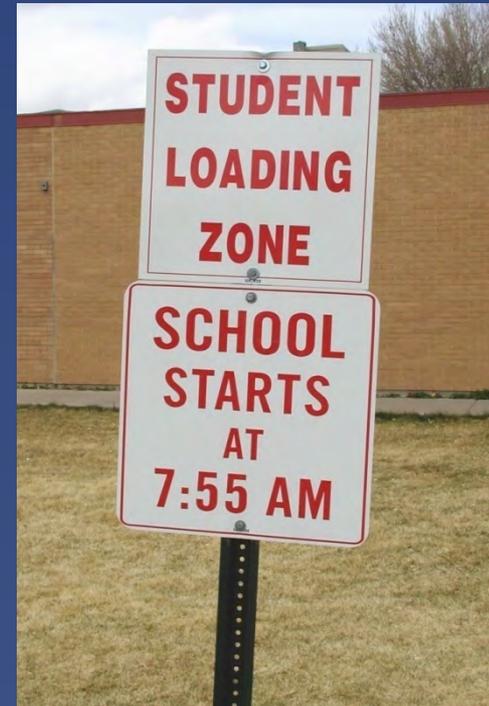
Los padres enseñan y refuerzan las habilidades de seguridad

# 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  
Tener cuidado con y 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/ **Competencias**
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

# An opportunity to include everyone and invite support



Una oportunidad para incluir a todos y se les invite a apoyar

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



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



**International Walk to School in the USA**

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](http://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](#)



# Hold walk and bike to school days throughout the year



Realizar días para caminar e ir en bicicleta hacia la escuela durante todo el año

# Success story: Walking Wednesdays



Charlottesville, VA

## Historia de éxito: Miércoles de Caminata

## 2. Walking school buses and bicycle trains



2. Camiones escolares caminantes  
y trenes de bicicletas

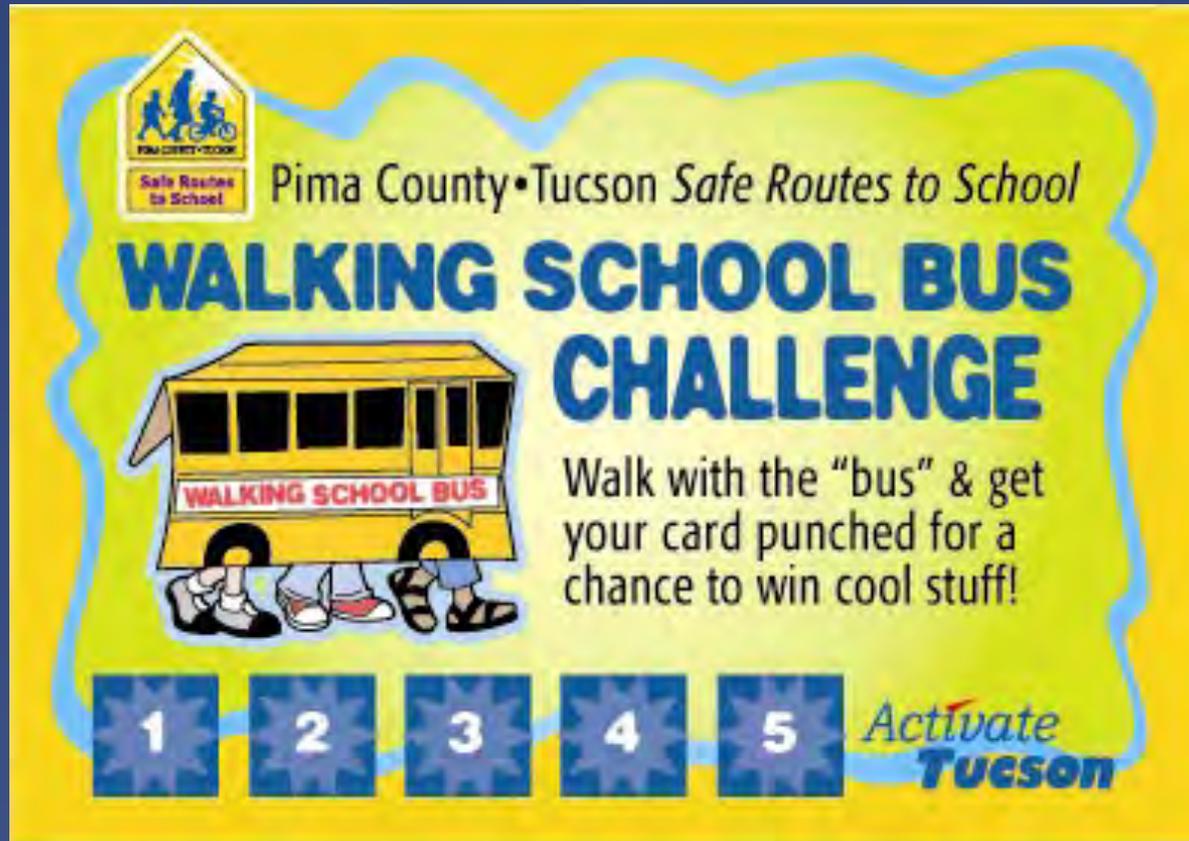


# 3. Individual competition



## 3. Competencia individual

# Success story: Punch cards



Tucson, AZ

Historia de éxito:  
Tarjetas pinchables

# Success story: Frequent bikers



Boulder, CO

Historia de éxito:  
Ciclistas frecuentes

# 4. Contests



## 4. Competencias

# Success story: Golden Sneaker Award



Larkspur, CA

## Historia de éxito: Premio Calzado de Oro

# Success story: “Caught being good”



Wilmette, IL

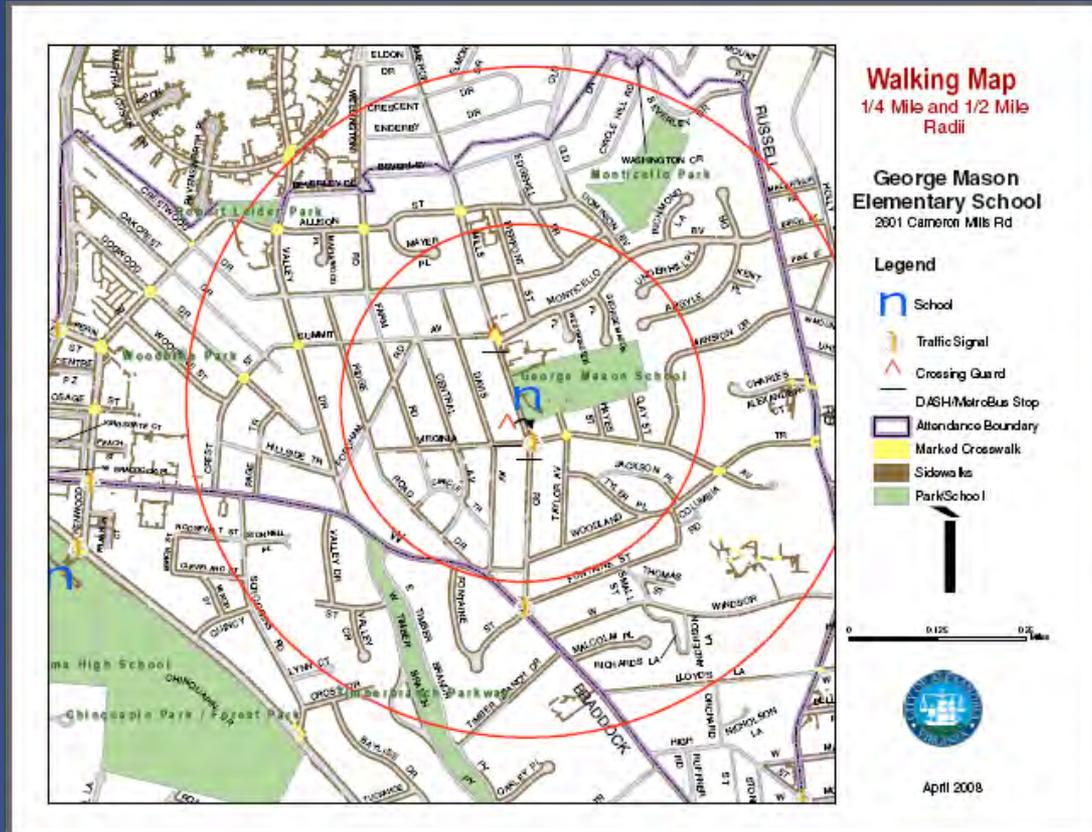
Historia de éxito:  
“Te atrapamos haciendo lo correcto”

# 5. Park and walk sites



## 5. Sitios para estacionar su vehículo y caminar

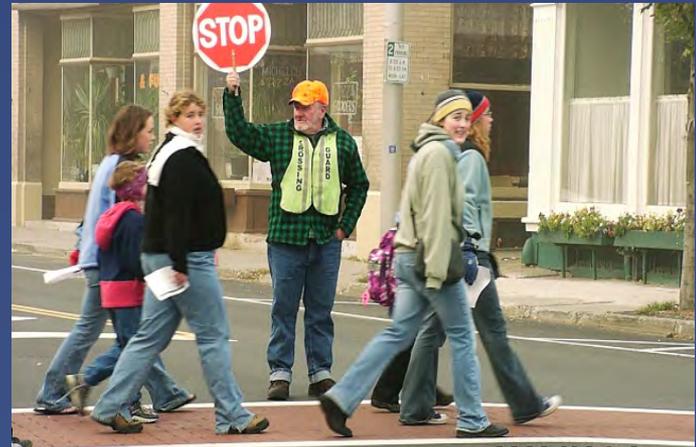
# 6. Route map promotion



## Promocionar el mapa de la ruta

# SRTS in middle schools

- 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)  
en escuelas secundarias**