



# How to start a Frequent Walker Program

**1. Determine specifics of the event** such as dates, method for tracking trips and prizes. Try starting a Frequent Walker program as part of a celebration, such as International Walk to School Day, Earth Day, Car Free Day, Bike to Work/School Day, Bike Month, Traffic Safety Day or after completing a pedestrian or biking safety course.

*\*Your school may choose to include carpooling or riding the bus as a way to earn a punch, this allows students who are unable to walk or bike a chance to participate. Another option would be to encourage families who drive to participate in Park and Walks.*

**2. Find or create punch cards or logs.** One way to get students to take ownership of the contest is by holding a punch card or log design competition. Laminating the cards will help to keep them looking nice longer. If you don't want to create your own punch card the Wisconsin DOT has designed a punch card to be used by the public. More information on the DOT's punch card can be found at <http://www.dot.wisconsin.gov/localgov/aid/saferoutes-club.htm>

**3. Develop a reporting system.** Develop a monthly report that includes the date, average number of participants, goals achieved, and pictures. Share these reports with your administration, school board, staff, teachers, and parents!

**4. Volunteers** may be needed to help punch cards when students arrive at school. It is helpful to have identification tags for volunteers and to use your school's guidelines for volunteers.

**5. Advertise the activity through:**

Parent letters

Daily announcements

School website

School posters

School newsletters

½ Sheet weekly reminders

**6. Make the activity exciting.** Frequent Walker Programs are a great way to get students excited about being physically active, while building long-lasting healthy habits. The following are suggestions to increase participation.

- Hold an assembly and teach students about the importance of being physically active.
- Allow students to design Frequent Walker/Rider punch cards or logs.
- Create a walking wall to showcase the club and mileage walked.
- Challenge students to walk around the United States.
- Offer small incentives.

## Resources & Examples

### Shawano Pathways

[www.shawanopathways.org](http://www.shawanopathways.org)

### Safe Routes to School East Central Wisconsin

<http://eastcentralsrts.org>

### National Center for Safe Routes to School

[www.saferoutesinfo.org/guide/encouragement/mileage\\_clubs\\_and\\_contests.cfm](http://www.saferoutesinfo.org/guide/encouragement/mileage_clubs_and_contests.cfm)

### Wisconsin Department of Transportation

[www.dot.wisconsin.gov/localgov/aid/saferoutes-club.htm](http://www.dot.wisconsin.gov/localgov/aid/saferoutes-club.htm)

