**Tallulaville, NC’s Safe Routes to Schools   
Communication Plan**

**1. Primary goal**

Increase the number of children walking or biking to and at school.

**2. Objectives**

* By May 30th, engage at least three organizations as partners on the Safe Routes to Schools initiative.
* Get the principals of at least 80% of the district’s schools to formally endorse the Safe Routes to Schools initiative by September 15th.
* Prior to National Walk to School Day (October 7th), ensure that the majority of school children and their parents are aware of the event and of the value of walking and biking.
* Capitalize on Walk to School Day as an opportunity to gain mass media coverage of the importance of walking and biking on that day.
* Throughout the school year, retain parent, teacher, and child awareness and enthusiasm for walking and biking both to and at school.

**3. Branding** (Formal name, logo, tagline, and other branding elements that will help other recognize the initiative.) For example:

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**4. Audiences, messages, materials/communication channels**

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| **Audience** | **Key Messages** | **Tactics: Materials/ Communication Channels** |
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**5. Timeline (Illustration)**

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| **Tactics** | | | |  |
| **What** | **Activities** | **Who** | **By When** | **Monitoring** |
| flyers home with students | * Draft flyer * Pilot test – children and parent input on message and format * Finalize & make copies * Distribute to home rooms teachers for distribution to students | CW  CW  JL  JL | August 10, 2015  August 30, 2015  Sept 10, 2015  September 15, 2015 | Check in with homeroom teachers to confirm distribution, CW, Sept 20 |
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