



Greetings from the California Safe Routes to School (SRTS) Technical Assistance Resource Center (TARC)! TARC is a program within California Active Communities, a joint Unit of the University of California, San Francisco and the California Department of Public Health, and is funded through a SRTS Non-Infrastructure award from the California Department of Transportation. This monthly email provides a summary of news, research, and training opportunities to support your SRTS work in California. For more information on SRTS in California, to view our monthly E-News archive, or to find out when your next regional network teleconference call is, check out our website at [www.CAsaferoutestoschool.org](http://www.CAsaferoutestoschool.org).



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## NEWS

### **Gearing Up for Back to School: What Your SRTS Program Can Do Now**

Visit [TARC's website](#) to read up on getting your SRTS program ready for a successful year with strategies on evaluation, organizing your advisory committee, and preparing for events throughout the academic year.

### **Resources for October 3<sup>rd</sup> Walk to School Day**

International Walk to School Day is just around the corner! Remember to register your program and access resources such as planning tools and event ideas on the new [International Walk to School](#) website. Get inspired by [success stories](#) on California's Walk to School Headquarters website, where you will also find [multi-lingual materials](#) such as parent letters, safety tips, and a walkability checklist.

TARC has also released several [new Walk, Bike, and Roll encouragement materials](#) that can be used to promote Walk to School Day and activities year round. All materials are customizable by local programs, and the parent flyer is now available in multiple languages.

### **CDC Report: More People Walk to Better Health**

Check out the Centers for Disease Control and Prevention's (CDC) [August Vital Signs Issue](#)—highlighting the importance of safe and accessible walking environments. This report provides an opportunity for states, communities, and partners to mobilize around the importance of environmental and programmatic supports for walking and the many health benefits of an active lifestyle - "Better spaces and more places for walking can get people more active."

### **FUNDING OPPORTUNITIES**

#### **Funding for Health Impact Assessments – Due in September**

The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, announced a call for proposals for grants to conduct health impact assessments (HIA). The call will support two kinds of awards: demonstration project grants of up to \$75,000 and HIA program grants of up to \$250,000. Deadlines for both types of grant applications are in September. More information is available at the [Health Impact Project Website](#).

### **NEW RESOURCES**

#### **SRTS Data System Tutorials Now Available**

The National Center for SRTS's Online Data System now has several short video [tutorials](#) available. The tutorials are designed to provide an overview of the evaluation resources offered by the National Center for SRTS and to show how to use the online Data System for entering, analyzing, and retrieving data and reports about your Safe Routes program.

#### **Free Pedestrian Safety Campaign Materials**

The ["It's Up to All of Us" campaign](#) is designed to influence individual and community behavior through norm change. **Campaign materials are available free of charge** and include a series of 18 media templates. Materials can be used "as is" or customized to address local needs. A Campaign Guide also is available. "It's Up to All of Us" is funded by the California Office of Traffic Safety through a collaborative project with the Pedestrian Safety Program of the California Department of Public Health.

#### **Resources for Engineers Working With SRTS**

The Institute of Transportation Engineers' (ITE) recently published article, [Transportation Practitioners - Stakeholders in Safer Routes to School](#) [link to PDF], provides an overview of outreach and training materials for ITE members involved with SRTS activities. These materials were developed in partnership with the National Center for SRTS and include topics such as school site selection, school routes maps, and school site design.

### **CONFERENCES**

#### **September 10-13 - Pro Walk/Pro Bike® 2012: Pro Place, Long Beach, CA**

Join more than 1,000 planners, engineers, health professionals, and advocates who will convene in Long Beach, California, September 10-13, 2012, for the 17th Pro Walk/Pro Bike conference. The conference includes more than 100 panel sessions, poster presentations, and mobile workshops over the four-day event. Learn more about the conference and register on the Pro Walk/ Pro Bike website [here!](#)

## WEBINARS

### **August 21 – SRTS in Indian Country Part One: Understanding Program Development Challenges**

SRTS programs in Indian Country are faced with many challenges. In this sixty-minute webinar, Katherine Campbell, from the U.S. Department of the Interior, will provide an overview of the First Lady's *Let's Move! In Indian Country* initiative and discuss how the program has teamed up with SRTS in tribal communities. Although focusing on Indian Country specifically, this presentation will touch on universal issues such as outreach, overcoming obstacles and sustainability. Don't miss this opportunity to learn more about SRTS programs in Indian Country and how their lessons can translate to success within your own program! Learn more and register for this webinar [here](#).

### **August 22 – Tips and Tools for Getting Great Results from Your Student and Parent Surveys – Sponsored by TARC**

Getting ready to do your fall student or parent surveys? TARC is pleased to sponsor this webinar to help local programs learn effective strategies for getting the most accurate data and coaxing the best cooperation from busy schools and families. Alameda County SRTS Director Nora Cody will share best practices that have helped Alameda County obtain parent survey return rates averaging between 50-90%, as well as greatly improved the efficiency and accuracy of student tallies. The presentation will include sample outreach materials, classroom strategies, and ways to incentivize high parent survey returns on a budget. Register for the webinar [here](#).

### **August 27 – Navigating MAP-21: The Safe Routes to School Edition**

This webinar builds on the "Navigating MAP-21" series being held by the League of American Bicyclists and the Alliance for Bicycling and Walking. This webinar focuses specifically on the impact of the new transportation law, MAP-21 on SRTS. Join Margo Pedroso, Deputy Director, and Robert Ping, Technical Assistance Director, from the SRTS National Partnership for this informative session. [Register now for the SRTS Edition of Navigating MAP-21!](#)

### **August 30 – Great Ideas for Walk to School Day – Sponsored by TARC**

Walk to School Day is on October 3, 2012! Whether you are new to Walk to School Day or a seasoned veteran, this informative webinar has valuable information for you! Join host TARC along with Kara Sergile, RN, MPH, with KWS Consulting, and Leah Stender, MURP, LEED AP, CNU-A, with WalkSanDiego, as they share tips for a successful event and great ideas about: engaging schools, principals, and volunteers in your event; working with middle schools; and avoiding volunteer burn-out to turn your one-day event into a year of great walk and bike to school activities. [Register here](#).

### **September 4 – SRTS in Indian Country Part Two: Success Stories and Lessons Learned**

In part two of the webinar series, Katherine Campbell from the U.S. Department of the Interior and Michia Casebier, Arizona Department of Transportation SRTS Program Senior Planner and President of M.G. Tech Writing LLC, will highlight lessons learned from specific SRTS programs in Indian Country and explain some of the strategies that those programs found successful. They will also discuss grants for Tribal SRTS and how to make your program sustainable. Don't miss this wonderful opportunity to learn from the lessons and success of SRTS Programs in Indian Country. [Register here](#).

**September 26 – Implementing a Pedestrian Safety Education Campaign in Your Community – It’s Up to All of Us! – *Save the Date!***

**Save the Date** for the second webinar on the “It’s Up to All of Us” campaign from CDPH’s PedSafe Program. This webinar will focus on local implementation efforts, highlight best practices, and will be a great opportunity to gain a few creative ideas. Please save the date! A registration link will be shared in the next couple of weeks, and you may contact program staff on their website. Visit the [PedSafe Website](#) to view an archive of the first webinar in this series.

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