

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 here 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.



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NEWS

Free Customizable Walk, Bike and Roll Encouragement Materials

Just in time for Walk to School Day! TARC has released several new Walk, Bike and Roll encouragement resources. All materials are customizable by local programs. Multi-lingual materials will be available in August. Resources are downloadable on [TARC's website](#).

Resources for October 3rd Walk to School Day

International Walk to School Day is just around the corner! Remember to register your program and access valuable resources on the new [International Walk to School](#) website. Also, check out California's Walk to School Headquarters website for [multi-lingual resources](#) and to get ideas from 2012 California Walk to School Day [success stories](#)!

\$48.5 Million in State Safe Routes to School Funding Awarded by Caltrans

Congratulations to new State SRTS awardees! Caltrans announced the Cycle 10 SR2S approved project list on June 29th. Out of 336 applications, 139 projects were selected for funding for a total of \$48.5 million in project awards. Seven million dollars of the funds were awarded in rural counties with \$28 million awarded to projects that included at least one low-income school. Find out which communities received funding [here](#).

Congress Passes New Transportation Bill

There has been much discussion regarding the recent reauthorization of the Federal transportation bill, known as Moving Ahead for Progress in the 21st Century (MAP-21). The following websites provide some analysis and perspectives on how the two-year transportation bill will impact SRTS programming throughout the country:

- [Safe Routes to School National Partnership](#)
- [Safe Routes to School National Partnership and America Bikes](#)
- [Rails to Trails Conservancy](#)

New Study Links Walking/Bicycling to School with Decreased Adolescent Obesity

A new study, published in *Pediatrics*, surveyed over 1700 high school students and their parents and concluded that adolescent obesity rates would decrease by 22% if all adolescents walking/bicycled to school at least four days a week. Read the abstract for the article, *Influence of Sports, Physical Education and Active Community to School on Adolescent Weight Status*, [here](#).

FUNDING OPPORTUNITIES

Imagination Playground in a Cart Grant – Due July 20th!

This KaBOOM! opportunity provides funding for Imagination Playgrounds and training educators to facilitate unstructured play for young children. Up to five Imagination Playground in a Cart sets will be awarded through this 2012 grant program. Eligibility information and grant commitments are detailed on the [KaBOOM! website](#); scroll down to find information about the *Magic of Healthy Living* program.

Convergence Innovation Fund Call for Proposals - Due August 9th!

Funding is available from the [Convergence Partnership](#) for local and regional philanthropic institutions to submit proposals that will support the launch of new grant-making initiatives designed to enhance the built environment and/or expand access to healthy food in low-income communities and communities of color in order to improve health and promote equity. **Local organizations can initiate the proposal by approaching their local foundations.** For more details, visit the Convergence Partnership website at www.convergencepartnership.org/InnovationFund.

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. More information is available at <http://www.healthimpactproject.org/project/opportunities>.

NEW RESOURCES

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.

National Park Service Offers Technical Assistance for Trail Projects

The National Park Service is accepting applications for technical assistance to assist locally-driven projects to create opportunities for healthy outdoor recreation, connect youth with the outdoors, and connect communities to parks. Applications for assistance will be accepted until August 1. Visit the [Rivers, Trails, and Conservation Assistance](#) website for complete information and to apply.

2011 Youth Risk Behavior Surveillance Data Released

2011 Youth Risk Behavior Survey (YRBS) results are now available on the [YRBS Web site](#). The YRBS monitors six categories of health-risk behaviors among high school students including unhealthy dietary behaviors and physical inactivity—plus the prevalence of asthma and obesity.

FHWA Releases Report on Value of Investing in Walking and Bicycling Infrastructure

The Federal Highway Administration (FHWA) has issued a new [report](#) detailing how investment in pedestrian and bicycle infrastructure in four pilot communities, including Marin County, impacted participation in bicycling and walking. The report notes several findings, including increases in the number of bicyclists and pedestrians, averted vehicular miles, reduced economic cost of mortality, and the estimated reduction in CO₂ emissions during the study period. To read the full report, visit [FHWA’s website](#).

WORKSHOPS AND WEBINARS

July 24 – Health Impact Assessments and Pedestrian and Bicycle Safety

This free webinar, hosted by the Pedestrian and Bicycle Information Center (PBIC) in conjunction with the American Public Health Association, will explore what health impact assessments are and how they can be used to connect bicycle and pedestrian safety and health, including how they can add value to a decision-making process. To register, visit [PBIC’s registration site](#).

August 8 - Implementing a Pedestrian Safety Education Campaign in Your Community – It's Up to All of Us!

Are you looking for a new way to implement pedestrian safety education that focuses on both drivers and pedestrians? If so, please join the California Department of Public Health's PedSafe program for a webinar on the newly released "[It's Up to All of Us](#)" pedestrian safety education campaign. The webinar will cover the campaign background and how to use the no-cost materials provided by the program to customize a campaign for your community. Learn more and register for the webinar [here](#).

August 22 - Tips and Tools for Getting Great Results from Your Student and Parent Surveys

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 has helped Alameda County obtain parent survey return rates averaging from over 50% to 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](#).

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