



**Newsletter No. 13, September 2007**

Hello Safe Routes to School coordinators and friends! Here is what's new with Michigan's Safe Routes to School program this month:

**NEWSFLASH! SURVEY ASSISTANCE—AND NEW SURVEYS—AVAILABLE NOW!**

- ▶ **Revised Parent and Student surveys** are now on the SR2S website! **Please use the revised surveys from this point on.**
- ▶ The Excel spreadsheet program is being updated to match the new surveys. Do not use the current spreadsheet program.
- ▶ **Survey assistance is now available** through the Michigan State University research team led by Dr. Christine Vogt! Dr. Vogt will: print and mail your surveys to you; enter survey results after you mail the surveys back; produce a summary of results for your school.
- ▶ Contact Dr. Vogt at [vogtc@msu.edu](mailto:vogtc@msu.edu) for information and to request assistance. Your principal and teachers who administer student surveys must sign a consent form before surveys are distributed. Consent forms are also on the SR2S website.
- ▶ **Schools are encouraged to collect data this fall** so that they can apply for funding (baseline research is a requirement) and also better understand student and parent opinions. Contact Dr. Vogt at [vogtc@msu.edu](mailto:vogtc@msu.edu) if your school has already collected surveys OR if you plan to do surveys on your own without her assistance. All schools are asked to provide their completed surveys to her research team.

**HELP US HELP YOU: NEW ONLINE SURVEY**

Please help us help you by completing a **short on-line survey**. The survey only takes 1-2 minutes. The results will tell us what type of assistance schools need in order to complete an action plan. All schools that complete the survey will be entered into a drawing to receive some great prizes. All SR2S school coordinators will soon receive a link to the survey – thank you in advance for your participation.

**WALK TO SCHOOL DAY AND MONTH: PRESS RELEASES**

Walk to School Day is an excellent way to increase visibility and build support for your Safe Routes to School program. The SR2S Handbook module on Walk to School Day contains all the information you need to plan and carry out your event. If your event will occur on October 3, International Walk to School Day, or any day soon, it is time to prepare a press release. To help with this, an updated press release template was recently sent to your SR2S coordinator. Your Handbook CD also includes a press release template. Let our office know if you have questions OR if your SR2S coordinator has not received your packet of student stickers for Walk to School Day.

**DON'T MISS THE EARLY REGISTRATION RATE: REGISTER BY OCTOBER 10 FOR THE 1ST SAFE ROUTES TO SCHOOL NATIONAL CONFERENCE**

Save money and secure your spot at the 1<sup>st</sup> Safe Routes to School National Conference scheduled for November 5-7 in Dearborn, MI. The National Center for Safe Routes to School and the Safe Routes to School National Partnership proudly present this inaugural event. Early registration ends October 10. At \$190, this early rate special includes your choice of more than 25 workshops, an evening at The Henry Ford with a private showing of the museum following the opening program, three inspiring plenary speakers, fabulous meals and three days of valuable networking with Safe Routes to School advocates, champions and leaders from around the country. On October 11 the rate increases to \$240 for the full conference, so don't wait.

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Whether you're just getting started with Safe Routes to School initiatives or have been working on the issue for years, everyone will benefit from the offerings. Several in-depth sessions and workshops will take place throughout the conference covering issues such as:

- Effective media relations
- Creative approaches for increasing program funding
- Addressing the needs of diverse populations
- Strategies for engaging and involving youth
- School siting policies
- Equity issues
- Leadership skills building
- Integration with public health
- Teaching bicycle safety
- Engineering neighborhood traffic safety
- Engaging local law enforcement

Wednesday's program includes the Safe Routes to School National Partnership's annual meeting and two mobile workshops. The first takes you to see two beautiful GreenWays Initiative projects that are, like Safe Routes to School, linking communities by leveraging vision, resources and people. The vision and impetus behind these projects will inspire and can be applied to a community's vision for Safe Routes to School. The second mobile workshop offers an informative and inspiring opportunity to visit two diverse urban neighborhoods in Detroit, in which innovative Safe Routes to School (SRTS) partnerships are underway to address SRTS challenges for underserved populations.

Support for this conference is provided in part by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey. Sponsorship is also provided by the Michigan Department of Transportation and the W.K. Kellogg Foundation.

For more information about the conference, visit [www.saferoutesmichigan.org/nationalconference.htm](http://www.saferoutesmichigan.org/nationalconference.htm)

Thanks, and please remember to call our office if you have any questions, comments, or suggestions!

