



City of Hamilton's

Active and Sustainable School Travel (ASST) – Messages and Resources for Schools

July 2026



Join the
MOVEMENT
ActiveSchoolTravelHamilton.ca 

Purpose

This toolkit is intended to support active and sustainable school travel (ASST) messaging at your school. You will find resources for newsletters, announcements, social media, event days, and electronic message boards.

For more information or questions about this toolkit, visit ActiveSchoolTravelHamilton.ca or email ActiveSchoolTravel@Hamilton.ca

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Weekly Active School Travel

Announcements

September

- Step into September! Every step you take is good for your health and helps reduce traffic around our school. Walk, wheel, or roll into school ready to start your day!
- Cars can be cool, but walking, biking or rolling is cooler for the planet. Did you know that choosing an active way to get to and from school helps reduce air pollution? It also helps our planet stay cooler and healthier. Try it this week and put that energy into you instead of our planet!
- Did you know...walking, wheeling, or biking to school can help wake your brain and body up? Start the year off strong by being active on your way to school!
- Start a habit you can keep all year. Make walking or rolling to school part of your weekly routine now!

October

- Today is the first day of Walktober! Plan to walk, wheel, or roll to school in the morning and see how many times you can be active on your way to school this month!
- The leaves are falling, and your number of car trips can be too! Walking or rolling to school gives you fresh air and lets you enjoy the colours of fall! Walk, wheel or roll into school and fall in love with Fall!
- When walking or wheeling to school in the mornings, remember these safety tips:
 - Never walk or roll behind any vehicle!
 - Always use sidewalks and crosswalks and look both ways before crossing the street.
 - Being active on the way to school can be a great way to chat with your friends, always walk with a parent or a buddy and ask them what they are excited to learn today! Remember, to stay safe and have fun!
- Trick AND treat your body this week! Halloween treats taste even better after walking or rolling to school.

November

- It may be getting chilly outside but being active on your way to school can help warm you up! Try walking, rolling, or wheeling to school today!
- Walking, wheeling, and rolling to school can help your brain. It makes you feel more awake in the morning, calmer during the day, and gets you ready to learn! Be active on your way to school and help build your brain!
- Did you know that it can take a train up to 2 kilometers or more to stop? That is more than 18 football fields! Stay safe when walking or rolling to school and never walk or stop on the railway tracks.
- Did you know that you can still take part in the fun of walking or rolling to school, even if your parents drive you? Ask your parents to park 5 minutes away from the school and walk the rest of the way! Make plans to meet your friends to make it extra fun!

December

- Walking or rolling to school is not only exercise, but also a great way to have a winter adventure! Watch your breath in the cold air, create paths in the snow, and enjoy the winter season!
- Keep moving, even when it is cold. Walking and rolling to school in the winter helps fight off the winter blues!
- As the weather gets colder, it is important to dress warm for your walk or wheel to school! Keep your hat, scarves, and mitts by the front door so you remember to put them on every morning!
- Make sure to stay active over the holiday break! Try walking and rolling to some of your favourite places and activities. Have a safe and happy holiday!

January

- New year, new goals! Make active travel to and from school a part of your new year. Challenge yourself and see how many times you can walk or roll to school this January!
- January is Mental Health Month. Did you know that regular physical activity can help improve your mental health? Make your mornings active and help your brain stay healthy by choosing to walk or wheel to school!
- If you take the school bus, you can still get in some physical activity before school by walking to the bus stop! Pick up your friends along the way and walk together!

- While being active on your way to school, watch out for ice and snow! Practice safety by wearing bright colours, taking your time, and watching where you step. Being active starts with being safe!

February

- February 4th is Winter Walk Day! Walking and rolling to school in the winter builds strong muscles and warms your heart. Join in the fun and try to walk or roll to school as much as possible this month!
- Don't let winter stop you from moving. Put on your boots and keep walking or rolling to school even if there is snow on the ground!
- Love your heart this February. Being active on the way to school helps keep your heart strong and healthy. Being with friends while being active also helps increase your bond! Celebrate love and friendship and get moving!
- Need help making the trip to school fun? Challenge your friends and see how many days you can walk or roll to school this week! Walking with friends is always more fun!

March

- Get ready to march into March! Active travel helps you stay energized and focus on what you are learning. Try walking or rolling to school as much as possible this spring!
- Make March break as active as you can! Get outside, be active, stay safe and have fun!
- Roll in style! Wear your safety gear such as helmets and safety pads if you are rolling to school. Remember, safety first!
- Spring is in the air! Help keep the air around our school cleaner by using active ways to get to and from school. If you need to take a car, ask your parents to park 5 minutes away and walk the rest of the way!

April

- April is Earth month! Help our Earth by choosing active travel. Walking or wheeling to school means fewer cars and cleaner air. Help make our planet healthy today!
- Follow safety rules when walking or rolling to school. Cross at crosswalks and always look both ways for cars before crossing. If you are walking with a younger friend, hold their hand when crossing the road.

- April 21st is Walk and Roll Day! Grab your friends and family and choose an active way to get to and from school this Wednesday!
- The weather is getting warmer, and so is our planet! Help keep our planet cool this spring by using more active and Earth-friendly methods to get to school! Try riding the school bus or walking or rolling with a friend. If you need to take a car, ask your parents to park 5 minutes away and walk or wheel the rest of the way!

May

- May is bike month! Ride your bike to school and enjoy the fun of getting to school!
- Wheeling to school helps to build strong muscles, a healthy heart, and a healthier planet. Make your mornings happier and healthier by choosing to wheel or roll to school!
- Biking, blading, or boarding can be a fun way to get to school. Make sure to wear your safety gear and never wear headphones. Always make sure you can hear cars, trucks, and other people around you and get to school safe.
- Do you see other students on your way to school in the morning? Make a new friend and start an active travel group! Walking and rolling to school together is a great way to meet new people and start the day off positive!

June

- Bike to School Week is here! Get your friends together and ride your bikes to school as much as possible this week. If you cannot ride your bike, try walking or another active way to get to school!
- Do you know how to tell if your helmet fits? Follow the “2 V 1” rule. Start by putting your helmet on your head. The front should be two finger spaces above your eyebrows. Then check the straps to see if they make a “V” shape around your ears. Finally, check your chin strap to make sure that there is 1 finger space between your chin and the strap. Always wear a helmet when wheeling to school!
- The school year is almost done. Keep moving strong! Active travel is something you can do all summer long! Walk and roll as much as you can this summer.
- Celebrate your year of active choices! Think about all the fun you had walking and rolling to school this year and keep active all summer long!

Monthly Sustainable School Travel

Announcements: School Bus

September

- Start the school year off safer and have fun with friends! If you ride a bus, take the bus. Did you know that riding the school bus is the safest way to get to school? School buses have higher seats with sturdy backs and special seating to protect you in case of an emergency. Take the bus today!
- Let's keep cars away from our school. If you are assigned a school bus, please ride the bus. If you ride the school bus, always wait for the bus driver to give you the signal to cross. You must be able to see the driver always. If you can't see the driver, then the driver can't see you.

October

- This would be a great time to start a new routine. Ensure that if you are assigned a bus, that you take the bus. If you are close enough, take a friend and walk or roll to school. The school bus is a great place to meet students from different grades. Many lasting friendships start on the bus ride to school.
- The leaves are changing and the colours outside are beautiful. It's a perfect time to walk to the bus stop. If you are assigned a bus, ride the bus. Walking to the bus stop will give you some fresh air before you get to school. You will arrive at school ready to learn!

November

- Walking to your bus stop helps you to learn your neighbourhood and your neighbours. You can get some fresh air and sunshine while you wait for the bus and get your brain ready for the day! If you are assigned a bus, please ride the bus so we can keep cars away from the school.

December

- Have a wonderful Holiday. Try walking to some of your favourite places over the holidays and stay active!

January

- Walk to the bus stop in plenty of time so you don't miss it! Taking the bus means less time spent in traffic and more time for you. Riding the bus will also keep cars away from the school! If you are assigned a bus, then take the bus!

February

- The first Wednesday of February is Winter Walk Day. If you are assigned a bus, please take the bus to school. If you are close enough, plan to walk or roll to school that day. Grab a friend and bundle-up for a fun trip to school!
- When walking to your bus stop, cross the road at intersections with stoplights and stop signs. Use pedestrian crossing areas and areas with crossing guards. Never cross the road between parked cars. If you are assigned a bus, please take the bus to keep cars away from our school!

March

- Did you know that car trips to school are the second largest use of cars? Riding the bus to school means less traffic around the school, which helps to keep school areas safe. Each school bus takes about 36 cars off the road! Take the school bus whenever you can!

April

- Spring into Spring! In April we celebrate walking and rolling to school. If you are assigned a bus, please ride the bus. Challenge a friend and see how many times you can be on time to ride the bus to school.
- Walking to the bus stop and taking the bus to school helps your community to be healthier. Fewer cars around the school make it safer for everyone! Take the school bus whenever you can.

May

- If you are waiting for your school bus, always wait in a safe area. If you can touch the bus, you are too close. If you ride the school bus, always wait for the bus driver to give you the signal to cross. You must be able to see the driver. If you can't see the driver, then the driver can't see you! Be safe and ride the bus!

June

- Riding the school bus with friends is fun and helps keep cars away from the school. It makes you feel more ready to start the day and helps keep the air cleaner! Ride the school bus as much as possible and help keep our school safe.

School Newsletter Inserts

Do you want to provide more information to your school community about active and sustainable school travel? Consider including these short messages in your monthly school newsletter.

September

Join the Movement and Get Active this School Year!



Back to school is a great time to begin a new routine. Have you thought about adding some active travel into your child's day, or your day? Active travel means using your body to get where you need to go (e.g., walking or rolling). Fewer children are walking, biking, and scootering to school today than in the past. Parents play a key roll in how their children get to school. Being active on the way to school can help your child:

- Perform better at school,
- Know their neighbourhood,
- Have better physical and mental health and wellbeing,
- Be more active, and
- Meet new friends.

Start slow. Being active on the way to school, even one day a week, can be beneficial. It is a great way to start helping your child develop healthy life-long habits. For more information go to ActiveSchoolTravelHamilton.ca or visit <http://ontarioactiveschooltravel.ca/>

October



Join the Movement and Encourage Children to Walk or Roll to School During Walktober!

October is International Walk to School Month or as we call it in Hamilton, Walktober.

Walktober is a celebration! During October we raise awareness and promote Active and Sustainable School Travel. Everyone is encouraged to walk or roll to and from school as often as possible. Not only is this a great way to be active, it also helps our planet.

Encourage your family to take part in Walktober. Be a role model and do it with them!

For more information, go to: ActiveSchoolTravelHamilton.ca

November



Join the Movement and Use Active Travel to Get School!

Walking, rolling, or biking are healthy ways to get to school. You can skip the busy car drop-off and use an active way to get to school. This helps your child move more and stay healthy.

Walking instead of driving keeps the air clean. Clean air helps kids breathe better and makes neighbourhoods nicer!

For more information, go to: ActiveSchoolTravelHamilton.ca

December

Join the Movement and Learn how to tell if Child is ready to Walk to School Without Adult Supervision

Parents are the best judge of when their child is ready to walk to school without an adult. That is often grade 5 or 6, or age 10 or 11. Younger children may not understand potential dangers they could come across. When your child is ready to walk to school without supervision, be sure that they have a friend to walk with.

If you walk with your children to school, you can help them learn the neighborhood. You can teach them traffic rules, street signs and directions. You can model safety when crossing streets, and how crossing guards can help. It is also a great chance for some chat time with your kids!

Keep these tips in mind when walking with your child to and from school:

- When crossing streets, hold your child's hand and always observe the traffic safety laws.
- Observe all traffic signals and let the school crossing guard help you.
- Be sure to look all ways before crossing the street and continue to watch for vehicles.
- Remind children to make eye contact with drivers as drivers may not always see them.

For more information, go to: ActiveSchoolTravelHamilton.ca



January

Join The Movement and Bundle up for Winter Walks to School

During the cold, winter months, it's important to know how to dress for the weather to stay warm. Wear a hat and layers of clothing made of wool or synthetic woven fabrics. Cover up exposed areas like your ears, nose, cheeks, and fingers. Covering your head and upper body helps to keep heat in. Consider a school-wide plan to teach students

how to dress for cold weather. You can do this with posters, announcements, or a winter clothing fashion show! Bundle up and get active!

For more information go to ActiveSchoolTravelHamilton.ca or visit <http://ontarioactiveschooltravel.ca/>



February



Teens and tweens develop and mature at different rates. They will be ready to walk to school on their own at different ages. Look at the individual when deciding if it is safe for them to walk to school without an adult. Some children may not have the skills to focus on safe pedestrian behavior until they are 10 or older.

Students should walk in pairs or groups to school when there is no adult with them. Here are some things to consider:

- Make sure kids stick to a safe route to school.
- Practice safe street crossing with them before the start of school.

- Teach them to cross with crossing guards or use crosswalks whenever possible.
- They should walk with at least one neighborhood friend or older sibling.
- Explain that it is not safe to use a cell phone or text while walking, which makes them less aware of traffic.
- Choose bright colored clothing. Backpacks and other accessories should have reflective materials on them.

Winter Walk and Roll Day is the first Wednesday in February. Encourage your children to take part in this fun event.

For more information, go to: ActiveSchoolTravelHamilton.ca

March

Join the Movement and Map Out the Best Active Routes to School

Do you know the walking and biking routes to school in your neighbourhood?

Connect with friends, and neighbours to map out the safest routes to school for your children. Identify routes in your community that:

- Students and families are already comfortable using.
- That have sidewalks, crossing guards, bike lanes and slow speeds.
- Have crosswalks where people can cross the road safely.
- Are the shortest distance between the school and home.

Active travel to school helps children learn road safety rules, have fun, and be healthy!

For more information, go to: ActiveSchoolTravelHamilton.ca



April



Join the Movement and Spring into Spring!

Spring into spring is an annual celebration of the new season. It is the perfect time to get active outdoors, especially on the way to school. Many students across Ontario will walk and roll to school in April. Kids can smell fresh flowers, jump in puddles, or play hopscotch. There are so many ways to enjoy the new season during your walk to school. Students will arrive at school ready to learn and you'll be helping the environment too!

For more information, go to: [ActiveSchoolTravelHamilton.ca](https://www.hamilton.ca/active-school-travel)

May

Join the Movement and Help Your Child Bike to School

Did you know there are many ways you can help make cycling to school safer and easier? Cycling is healthy and fun, but kids need the right skill, gear, and support to stay safe and enjoy it. Be sure to plan your route before heading out! Don't forget:

- All cyclists should wear a helmet, but the law in Ontario states that riders under 18 must wear a helmet.
- Cyclists under age 16 can ride on the sidewalks.
- Wear bright coloured clothing.
- Lock your bike frame and front wheel to a bike rack or post.



Looking for more cycling safety tips? Visit <https://www.hamilton.ca/home-neighbourhood/getting-around/biking-cyclists/cycling-safety-education>

For more information, go to: [ActiveSchoolTravelHamilton.ca](https://www.hamilton.ca/active-school-travel)

June

Join the Movement and Stay Active Over the Summer - Walk or Bike to Your Family Activities.



Did you know that a child can walk 1 Km in 15 minutes? The average Canadian makes about 2000 car trips per year that are less than 3 Kms. Try to leave the car home for those short trips this summer. Walk, bike, rollerblade, or skateboard instead!

Some ideas:

- Start small. Figure out which trips you can take without the car.
- Plan for summer outings that incorporate walking or cycling.
- Start a neighbourhood walking or cycling group to get in the habit for the next school year.

For more ideas visit icanwalk.ca or go to: ActiveSchoolTravelHamilton.ca

Alternate Message 1

Join the Movement and Drive to Five

Using active transportation is a great way to get to school. If walking all the way to school is not an option, why not try “Drive to 5?”. Park a short distance from the school and walk the rest of the way. Less traffic around the school will make it safer and the air quality will be better. Why not give children some physical activity to get them ready for the day?

For more information, go to: ActiveSchoolTravelHamilton.ca

Alternate Message 2

Join the Movement and Reduce your Speed in School Zones to Keep Children Safe.

School can be exciting for parents and kids, but traffic at school drop-offs can cause chaos. Slowdown, give yourself extra time and obey reduced speed limits in school zones. School zones in Hamilton are now 30Km/hr. Please follow the limits and keep our children safe. If you can avoid driving a vehicle into a school zone during bell times, please do so.

For more information, go to: ActiveSchoolTravelHamilton.ca

Alternate Message 3

Join the Movement and Improve Your Child's Health with Idle-Free Zones around your School!

Did you know that idling cars around schools are a risk to your child's health?

Car exhaust is harmful to children's lungs because they are still developing. Young children are closer to the height of car exhaust pipes. Some things to think about:

- Are there enough anti-idling signs installed around the school?
- Would it help to organize volunteers, or students, to educate idling drivers?
- If children must be driven to school is there a place away from the playground where they can be dropped off?

For more information, go to: ActiveSchoolTravelHamilton.ca

Electronic Sign (e-Sign) Messages

Do you need ideas for your electronic school message board to help promote active school travel? Try some of these!

- Slow down! Kids are counting on you.
- Slow down, protect lives!
- Eyes on the road – children nearby!
- School zone safety starts with you. Obey NO PARKING signs.
- Drivers, protect our children - their safety depends on you!
- Stay active and healthy - walk or roll to school!
- Wake up your body and your brain, walk or roll to school!
- Go Green - Walk to school!
- Feet, not fenders! Walk to school and keep the playground safe.
- Friends make walking to school even more fun!
- Walk to school and get to know your neighbourhood along the way!
- Step into a better mood – walk to school!

ASST Event Day Announcements

WALKtober

- October is WALKtober! Join us in celebrating by walking or rolling to school. Bussed students can also take part. If you live too far to walk to school, try parking a few blocks away from the school and walking the rest of the way.
- Don't forget that Wednesday, October 7th is Walk and Roll Day. Please plan to walk or roll to school that day. If you live too far to walk to school, you can still take part in Walk and Roll Day. Try Drive to 5. Ask your parents to park a 5-minute walk away and walk the rest of the way to school.

Winter Walk and Roll Day

- On Wednesday, February 3rd our school will be celebrating Winter Walk and Roll Day. Walk or roll to school and arrive ready to learn! Bussed students can also take part. Walk to the bus stop. If you live too far to walk to school, try parking a few blocks away from the school and walking the rest of the way.
- February 3rd is Winter Walk and Roll Day. A day to celebrate active travel to school. Looking forward to seeing everyone walking and rolling to school!

Spring into Spring! Spring Walk and Roll Day

- April 21 is Walk and Roll Day. We will be celebrating getting to school in an active way all through April. Walk or roll to school and arrive at school ready to learn. Bussed students can also take part. Live too far to walk all the way to school? Try parking a few blocks away from the school and walking the rest of the way.
- Don't forget we are celebrating Spring Walk and Roll Day on April 21. Help keep cars away from the playground. Please plan to walk or roll to school as often as you can throughout April. Live too far to walk all the way to school? Try parking a few blocks away from the school and walking the rest of the way.
- Spring into Spring on April 21. Get some extra physical activity on your way to school. Please plan to walk or roll to school whenever you are able in April. If you should be taking a bus, get on the bus, and you can still take part in Walk and Roll Day. Walk to your bus stop to get a few steps in before school.
- Spring Walk and Roll Day is April 21! Boost your mental well-being and start your school day off by walking or rolling to school. Walk to your bus stop or if you live too far to walk, Drive to 5 and walk the rest of the way.

Bike to School Week

- Next week is Bike to School Week. Talk to your friends and your parents and try to join in the fun!
- Get your bike ready to ride to school next week! Ask your friends to join you.
- Bike to School Week is almost here! Plan your safest route to ride to school next week.
- Don't forget, next week is Bike to School Week! If you can't ride a bike to school, try to walk to school for the week.
- Today is the first day of Bike to School Week! Get a group of friends and ride together, even one day. Don't forget your helmet!
- Walking or rolling to school helps to get cars off the roads. Bike or roll to school this week!
- Did you know that June is Brain Injury Awareness Month and Bike Month? If you are riding your bike or rolling to school be sure to wear a helmet!

Brain Injury Awareness Month (June)

- Remember when riding your bike to use your ears and eyes. Listen for cars, trucks, trains, traffic, horns, bells, and signals. When you are stopped, look left, look right, look behind and in front of you before crossing a street.
- Riding your bike to school? Here is a tip! Wear bright clothes and use lights and reflectors so cars and other people can easily see you.
- Before you ride your bike, check your tires and brakes. Make sure your bike is safe and in good working order. Don't forget to protect your brain and wear your helmet!
- Walking and rolling to school is fun! Be sure to watch for hazards along the way such as glass, sticks, rocks, gravel, potholes, and parked cars.
- When walking and rolling to school, be sure to follow the road signs, rules of the road, stop lights, and cross walk signs.
- When walking or rolling to school, always cross the road at intersections with stoplights and stop signs. Use pedestrian crossing areas and areas with crossing guards. Never cross the road between parked cars.
- You only have one brain, keep it safe. Wear your helmet when riding a bike, a scooter or on rollerblades and have a safe summer!
- Have a safe and active summer! Ride your bike or walk to your destinations as often as you can! See you in September!

ASST Event Day Messages for Caregivers

WALKtober

October is WALKtober, a month when students around the globe take part in Walk and Roll to School events. Let's celebrate being active on the way to and from school by walking or rolling.

Students who take the bus can also join in by walking to the bus stop and riding. Even if you live too far to walk to school, you can still take part in Walk and Roll Day with Drive to 5, just park a block away from school and walk the last 5 minutes!

Winter Walk and Roll Day

Winter Walk and Roll Day is a day to celebrate active travel to school. This year Winter Walk and Roll Day is **Wednesday, February 3rd**. Join hundreds of parents and students across Ontario in walking to school.

Students who take the bus can also join in by walking to the bus stop and riding the bus.

Even if you live too far to walk to school, you can still take part in Winter Walk and Roll Day with Drive to 5. Park a block away from school and walk the last 5 minutes!

Spring into Spring! Spring Walk and Roll Day

April is a month when students around the country join in Walk and Roll to School events. This year we are celebrating Walk and Roll Day in Hamilton on **Wednesday, April 21st**. Celebrate being active on the way to and from school.

Students who ride the bus can also take part by walking to the bus stop and riding the bus. Even those who live too far to walk to school, can celebrate Walk and Roll Day with **Drive to 5**. Park a block away from school and walk the last 5 minutes!

Schools that celebrate Spring Walk and Roll Day are eligible to win a \$200 gift card.

ASST Event Day Electronic Sign (e-Sign) Messages

WALKtober

- October is WALKtober! Walk and roll to school as much as possible this Fall!
- **October 7th** is Fall Walk and Roll Day! Walk or roll to school and get active this Fall!

Winter Walk and Roll Day

- **February 3rd** is Winter Walk and Roll Day – Join students across Canada and walk or roll to school! ❄️
- Bundle up on **February 3rd** and join our students in walking or rolling to school!
- Winter Walk & Roll to School Day is **February 3rd** Don't hibernate, celebrate!
- Seasons change, but the fun outside doesn't have to stop! Winter Walk and Roll Day is **February 3rd** ❄️

Spring into Spring! - Spring Walk and Roll Day

- Put a spring in your step – walk or roll to school this April!
- Goodbye Winter! Hello Spring! Join our students in walking or rolling to school in April.
- Spring into the new season and walk or roll to school in April.
- Hop, leap, jump or skip to school in April. Spring into the new season!
- Celebrate the new season and walk or roll to school this Spring!
- Spring into Spring! Walk or roll to school on **April 21st**!

ASST Event Posters

Please register for ASST events by visiting our registration link [here](#).

Posters for events can be found on the following pages of this document.

WALKTOBER

2026



October is International Walk to School month!
Walk or roll to school as much as possible this Fall.

On Marche Octobre 2026



Octobre est le Mois International de la Marche à l'École. Célébrez en vous rendant à l'école à pied.

Winter Walk and Roll Day

Wednesday, February 3rd, 2027



Journée Hivernale Marchons et Roulons vers l'École

Le mercredi 3 février 2027



Spring into SPRING

**Walk or Roll to School on
Wednesday, April 21**



Journée Printanière Marchons et Roulons Vers l'École

Le mercredi 21 avril



