



## Weekly Announcements

### Standard Operating Procedure

Student Transportation Services of Waterloo Region  
School Travel Planning  
[www.stswr.ca/walkzone](http://www.stswr.ca/walkzone)

VERSION: 0.0.1

DATE: April 15, 2020

PARTY RESPONSIBLE: School Administrator

DOCUMENT INFORMATION			
VERSION NO	0.0.1	CURRENT VERSION DATE	May 28, 2020
EFFECTIVE DATE	May 28, 2020	EXPIRATION DATE	No Expiry
RESPONSIBLE PERSON	School Administrator	SIGNATURE	
SUBJECT MATTER EXPERT(S)	Leslie Maxwell, Alex Ricci, Dawn Cordeiro	SIGNATURE	
APPROVAL		PHONE NO	519-744-7575 x 224

#### PROGRAM DESCRIPTION:

Weekly announcements educating and encouraging students to use active travel.



PURPOSE:

*This SOP will describe the tools and resources available to develop meaningful messages to use in weekly announcements to educate and encourage children to use active school travel.*

DEFINITIONS:

**None**

PROCESS:

*In order to take part, a school Administrator must:*

1. Procure a catalogue of messages for morning announcements from:
  - a. School Travel Planning (STP) Facilitator at STSWR
  - b. Students
  - c. Staff
2. Add active school travel messages to announcements at least one day per week.

RESOURCES:

- STP Sample Newsletter Article document
- Ontario Active School Travel Sample Newsletter Article document
- STP Facilitator
- Staff and students (it's a great task for Trailblazers!)

Communications required

- Weekly brief announcements

Associated SOPs

- Monthly Communications to Parents

Equipment/tools available from STSWR

- None needed

Links

STSWR Sample Newsletter Article document - <https://www.stswr.ca/wp-content/uploads/2018-09-STSWR-STP-Sample-School-Newsletter-Articles.docx>

Ontario Active School Travel Sample School Newsletter Article document - <https://ontarioactiveschooltravel.ca/wp-content/uploads/2018/05/Sample-School-Newsletter-Articles-2018-En..doc>

SAFETY AND SUCCESS PROVISIONS

1. N/A



## EMERGENCY PROCEDURES

- None

## EXPECTED RESULTS

- Better understanding among students of the myriad benefits of active transportation and the skills required to safely participate.
- Greater uptake of active transportation among students through repeated messages.
- Increased participation by students in STP activities like Trailblazers, Standing Foot Patrol, Bike Rodeos, and the Walking School Bus.
- Potential for students to take ideas home to parents.