

# Talking about Safe Routes to School: Spice Up Your Communications



---

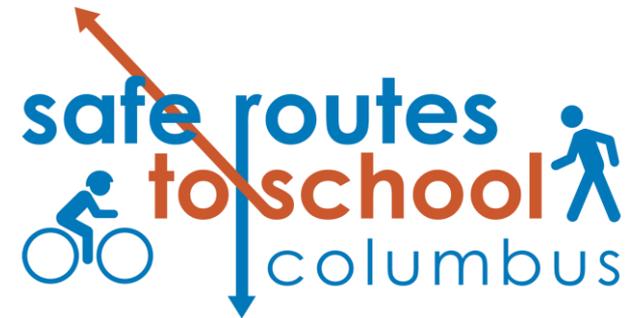
COLUMBUS  
PUBLIC HEALTH

# Overview of Presentation

- Introduction to Columbus SRTS
- Key Partners and Relevant Talking Points
- Culturally Relevant Communication

# Introduction to Columbus Safe Routes to School

- Healthy Places Team at Columbus Public Health
- School Travel Plan
- Mayor's Comprehensive Neighborhood Safety Strategy



# Introduction to Columbus Safe Routes to School

- Address violent crime as a public health issue
- Use Safe Routes to School as a strategy
- Incorporate 5-Es through health equity lens



# Key Partners

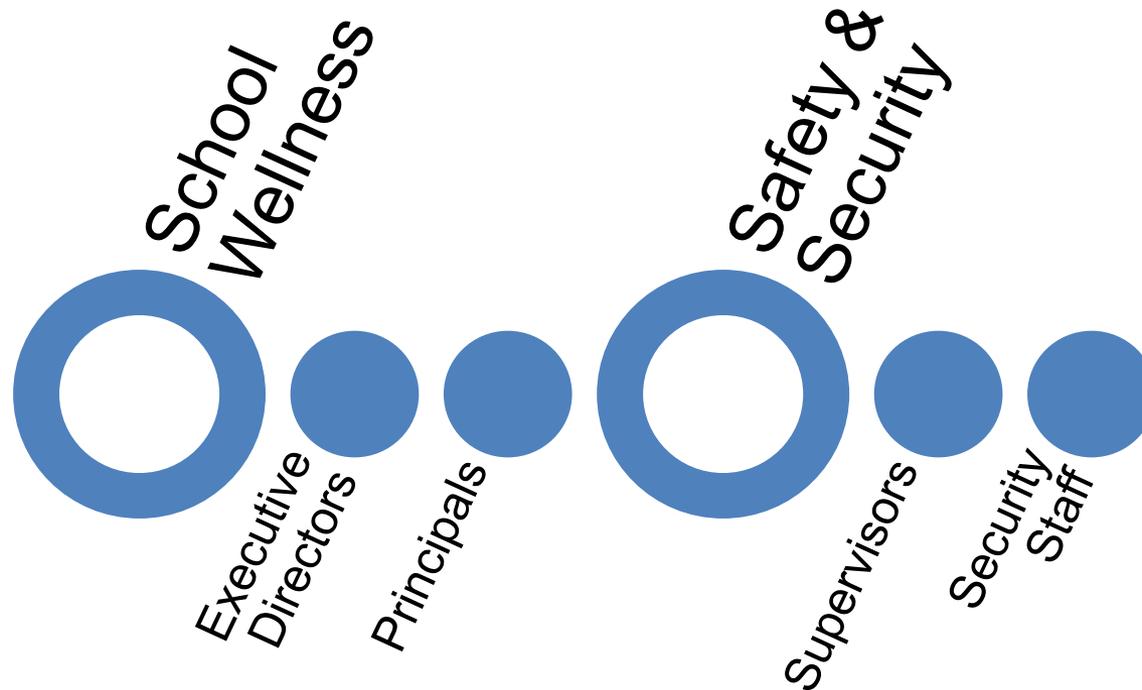
## Internal

- Neighborhood Health
- Columbus Division of Police
- Department of Neighborhoods
- CARE Coalition
- Department of Public Service

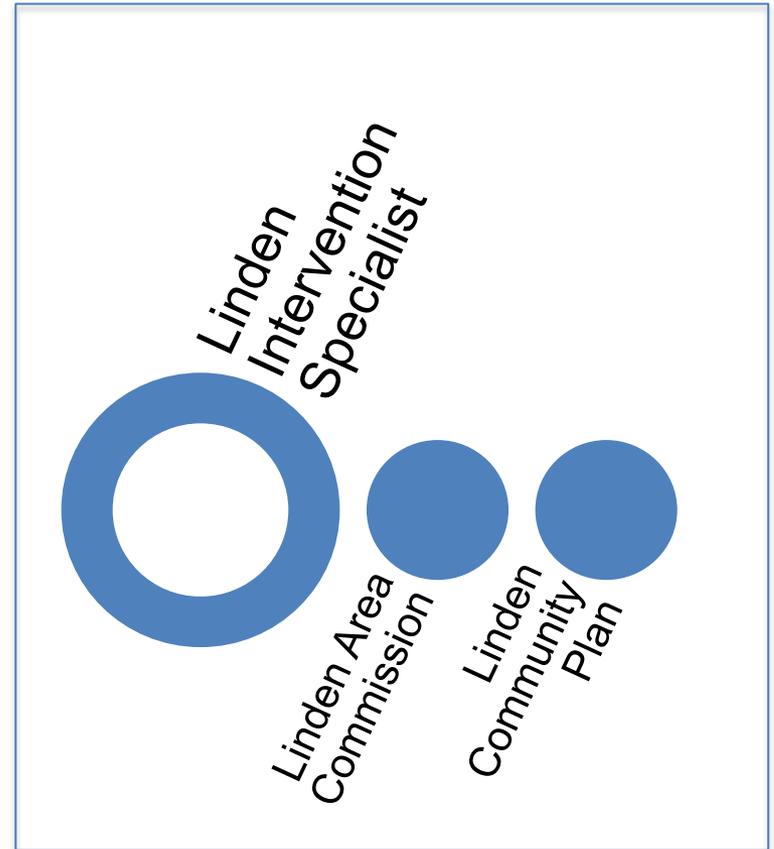
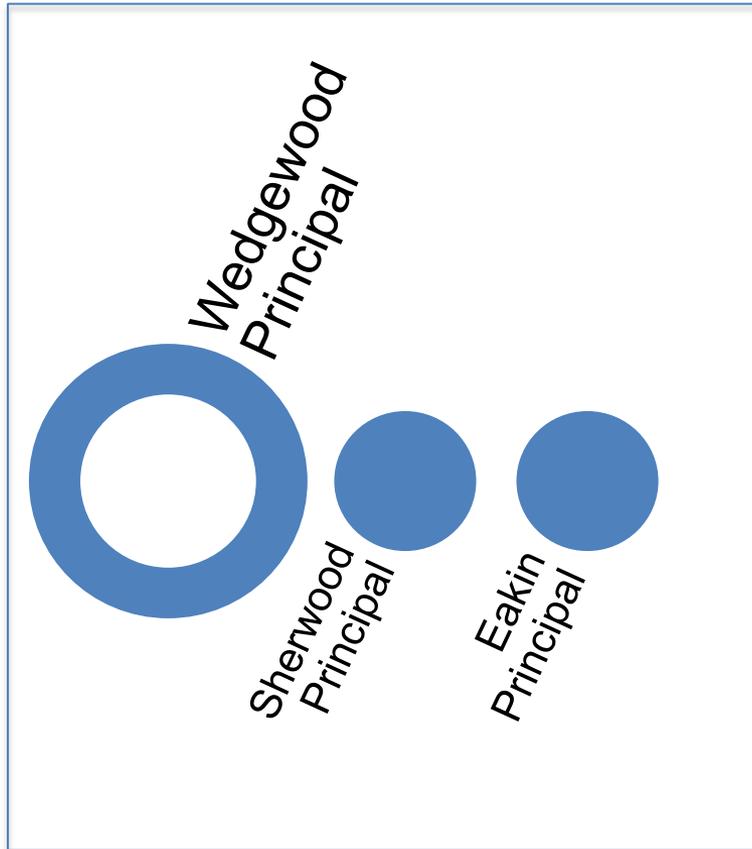
## External

- Columbus City Schools
- Community Connectors
- Area Commissions
- Civic Associations
- YMCA
- Neighborhood Leadership Academy

# Key Partners



# Key Partners



# Talking Points

- What's important to person/group?
- What's the key message?
- What are you asking (be specific)?



# Talking Points

## Principals

- Student performance and safety
- Walking to school can raise test scores and improve attendance
- Do auto-dial message to families for Walking School Bus training

# Talking Points

## Area Commission

- Neighborhood vitality
- Presence of neighbors on sidewalks provides “eyes on the street” which reduces opportunity for crime
- Recruit volunteers for the program

# Culturally Relevant Communication

- 5 Modes of Communication
- Consider Language
- #Teamworkmakesthedreamwork

# Culturally Relevant Communication

- 5 Modes of Communication
  - 5 *different* modes (at least)
  - Consistent message
  - Specific ask



# Culturally Relevant Communication

- Consider Language
  - Spoken/written
  - Same word different meaning
  - “Language of love”

## Attention Parents and Families:

Due to safety concerns, the gate between Wedgewood Village Apartments and the Wedgewood Middle School parking lot is now permanently CLOSED.

Students must use the sidewalks to walk to school. This is the SAFEST way to walk.

**DRIVERS** You do not need to change the drop-off and pick-up procedures. Please continue to drop-off and pick-up at the main entrance, as usual. Drive SLOWLY.

**WALKERS** Always walk on the sidewalk and cross at crosswalks or corners. Use safe, predictable behaviors to be easy for cars to see.

### How to walk safely

These are the behaviors for adults and children to practice. Practice together and show children the safest way to walk around the neighborhood:

**1. Always walk on the sidewalk.**

If there is no sidewalk, walk on the left side of the road facing cars.

**2. Cross the street at corners, crosswalks, or traffic lights.**

This is where cars expect to see people walking. Parents: when you drop your kids off, NEVER let them run across the street!

**3. Always stop before crossing the street,** even if you see a white “walk” signal. Look both ways. Walk. Don’t run across the street.



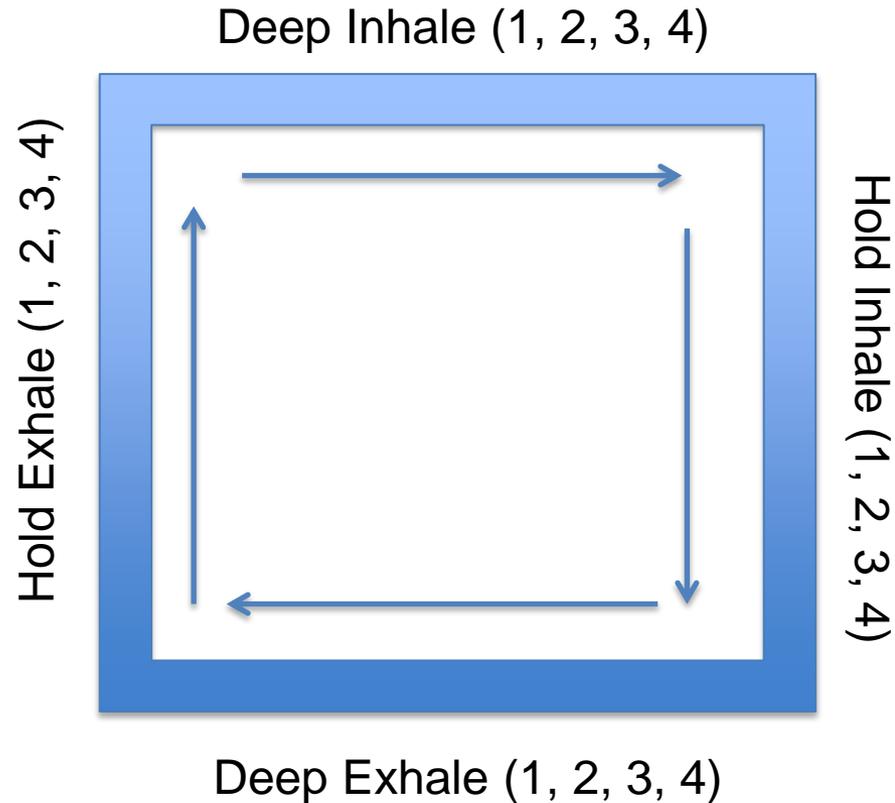
### Report safety concerns

#### COLUMBUS SERVICE CENTER

The Service Center is the single point of contact for requesting all non-emergency City services.

Call 614-645-3111

# Breathing Square



# Questions?

Email: [kaswidarski@columbus.gov](mailto:kaswidarski@columbus.gov)

Phone: (614) 645-0380



---

COLUMBUS  
PUBLIC HEALTH