

Checklist for Action

- Evaluate your resources - how much additional help will you need in terms of people, time and funding
- Contact local organizations such as a PTO, PTA or PTSA for support
- CHOOSE A PLAN based on your goals and resources
- Identify and recruit schools
- Determine dates, create a timeline with deadlines
- Decide if incentives from local businesses will be a part of the program; if yes, then recruit local businesses to support the program
- Recruit monitors
- Assemble materials for the schools - teacher packets, fact sheets, etc.
- Assemble materials for monitors - clipboards, stop watches, measurement forms
- Assemble materials for the transportation and delivery driver outreach
- Create signage and key tags (if applicable)
- Decide on a media campaign (depending on available resources)
- Distribute materials
- Evaluate results
- Prepare and distribute thank you notes and letter