

County of Santa Clara

Public Health Department

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Media Advisory
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Santa Clara County Walks and Rolls Local Communities Celebrate 10th Anniversary of International Walk to School Day

San Jose, CA – On October 1, 2007, students at Meadows Elementary School in San Jose will kick off Santa Clara County’s week long celebration of International Walk to School Week. Five selected schools in Santa Clara County will lead county efforts and will join over 5,000 schools across the country promoting walking and bicycling to school. Walkers/bicyclists from the U.S. will join children and adults in 40 countries around the world. This year’s theme is “Santa Clara County Walks and Rolls.”

Franklin-McKinley School District Superintendent Dr. John Porter, local law enforcement officers, and San Jose Sharks mascot, Sharkie, will greet and congratulate participating students. Local community leaders have been invited.

Created by the Partnership for a Walkable America in 1997, this energizing event, reminds everyone of the simple joys of walking and bicycling to school, the health benefits of regular daily activity, and the need for safe places to walk and bike.

A decade ago, bicycling and walking to school were the norm. Currently, only 22% of the county’s children walk to school. Santa Clara County Walks and Rolls is encouraging youth to walk or bicycle to school to improve health, traffic safety, educational achievement, and the environment.

- **Health:** In Santa Clara County, one in four children and adolescents is overweight or at risk of becoming overweight. Only 1 in four students tested in Santa Clara County is able to meet state fitness standards.
- **Traffic Safety:** Walking and bicycling ease the traffic congestion around schools making streets safer. Recently, in August 2007, during one week of enforcement in school zones across Santa Clara County, local law enforcement officers issued 1358 citations for speeding, failing to stop at stop signs, passing school buses, failing to yield to pedestrians, failing to wear seat belts and bicycle helmets, and jaywalking.
- **Educational Outcomes:** Based on student responses to the California Health Kids Survey, more physical activity and improved nutritional intake were related to better academic performance in school.

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- Environmental: Vehicles emit a variety of air pollutants which impact cardiovascular health and the environment.

On the morning of the event, student pledges to walk and bicycle will be on display. Students and parents will be greeted and congratulated as they arrive at school, and during a brief 15 minute outdoor assembly, school and community leaders will congratulate students on their efforts.

**Visual Opportunities Available During Walk to School Week
October 1-5, 2007**

Date/Time	Location	Special Guests
Monday October 1, 2007 8-9 am	Meadow Elementary 1250 Taper Lane San Jose, California 95122 (Franklin-McKinley School District)	<ul style="list-style-type: none"> • Sharkie, SJ Sharks mascot • Franklin-McKinley District Superintendent • SJ Police Department Officers • San Jose City Council, invited
Wednesday October 3, 2007 8-9 am	Cumberland Elementary 824 Cumberland Drive Sunnyvale, CA 94087 (Sunnyvale School District)	<ul style="list-style-type: none"> • Sharkie, SJ Sharks mascot • Sunnyvale School District Staff • Sunnyvale Police Department Officers • Sunnyvale City Council, invited
Wednesday October 3, 2007 2-3 PM	Millbrook Elementary 3200 Millbrook Drive San Jose, CA 95148 (Evergreen School District)	<ul style="list-style-type: none"> • Sharkie, SJ Sharks mascot • SJ Police Department Officers • San Jose City Council, invited • Evergreen School District staff, invited
Thursday October 4, 2007 8-9 am	Canoas Elementary 880 Wren Drive San Jose, CA 95125 (San Jose Unified School District)	<ul style="list-style-type: none"> • Sharkie, SJ Sharks mascot • SJ Police Department Officers • San Jose City Council, invited • San Jose Unified School District Staff, invited
Friday October 5, 2007 8:15-9:15 am	Stocklmeir Elementary 592 Dunholme Way Sunnyvale, CA 94087 (Cupertino School District)	<ul style="list-style-type: none"> • Sharkie, SJ Sharks mascot • Sunnyvale Police Department Officers • Sunnyvale City Council, invited • Cupertino School District Staff, invited

Walk to School Week is a collaborative effort of Traffic Safe Communities Network (TSCN) and the Santa Clara County Office of Education's *Fit for Learning* Program. TSCN is project of the Santa Clara County Public Health Department, a division of the Santa Clara Valley Health and Hospital System. This collaborative effort includes representatives from law enforcement, transportation, engineering, education and health care and is supported by the National Highway Traffic Safety Administration, and the California Office of Traffic Safety.

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