

# Involve Local Public Officials

Walk to School events provide a way for local public officials to demonstrate their support for health, the environment and safety issues. Having the ear of local public officials can speed up the process of getting changes made to improve walking and biking conditions like a new sidewalk or crosswalk.

Consider asking officials to be involved in the following ways:

- Invite them to lead your walk.
- Present them with the results of walkability checklists and ask for their assistance in making identified improvements.
- Ask for an official Walk to School proclamation from the mayor (see the Governor's Proclamation for possible language).
- Hold a press conference at the start of your walk or at the school when walkers arrive. Urge school and public officials to commit to specific steps they'll take to make it easier to walk to school every day.

*Not sure who to invite? Check out the many different officials who have participated in walking events:*

- Mayors
- City Council members
- City managers
- City transportation officials
- Mayors
- Police chiefs
- Fire chiefs
- Pedestrian and bicycle club presidents and coordinators
- State secretaries of transportation
- Governors
- Congressional representatives

Don't hesitate to invite public officials. These are positive events that involve making our kids safe, active and healthy. Public officials like being a part of these events (and so does the media).

