

# Ten Fantastic Ways to “Fire Up” Your Safe Routes to School Program

1. **Make every day in October Walk and Roll to School Day:** Encourage parents to register for [Fire Up Your Feet](#) and enter the minutes spent walking or rolling all month long. For an unforgettable finish, end the month with a costumed Halloween march to school.
2. **Create a Walk-a-thon Win:** If your school already hosts a walk-a-thon, use the Fire Up Your Feet activity tracker to log walk-a-thon participation and increase your school’s chances of winning an Activity Challenge Award.
3. **Join the “Track” Team:** Encourage parents participating in walking school bus programs to use the Fire Up Your Feet activity tracker and help demonstrate Safe Routes to School program impacts.
4. **Get Healthy and Get Attention:** Schedule a [walkability audit](#) during the Fall Activity Challenge and help make local leaders aware of your campaign to encourage physical activity and support your school wellness plan goals. Following the audit, show parents how to register for Fire Up Your Feet and log their minutes walked.
5. **Dig into our Awesome Resource Library:** The Fire Up Your Feet [resource page](#) offers easily customizable flyers, posters and videos to help promote the Fire Up Your Feet Fall Activity Challenge. Share these resources at all of your Safe Routes to School meetings and events.
6. **Make New Friends:** Fire Up Your Feet offers a new way to mobilize support for Safe Routes to School. Set up an introductory meeting to discuss the Fall Activity Challenge and the Healthy Fundraising Option with school PTAs, wellness councils, parent volunteers and other health and wellness programs.
7. **Let Kids Take the Lead:** Middle school students can use the physical activity tracker to log their minutes spent walking and biking to school. Discuss how the data can help reduce the school’s carbon footprint and encourage more daily physical activity.
8. **“Break” it Down:** A 15-minute physical activity break between subjects or standardized tests is a great way to help students focus in the classroom. Teachers can also let parents know that they can log the time their children spend participating in a classroom activity break into the Fire Up Your Feet Activity Tracker.
9. **Set up a Demo Day:** Show students and parents how to register for Fire Up Your Feet by hosting a [bike blender event](#). Students and parents can hop on and take a spin on the blender, then log their minutes of activity. Encourage them to continue logging their activity throughout the month.
10. **Start a Healthy Fundraising Revolution!** Meet with a school principal or PTA and suggest “walking the walk” in support of Fire Up Your Feet Healthy Fundraising.