Hold a class-by-class walking competition.
Reward the class that has the greatest percentage of students walking to school at least three days a week, and the one that collectively walks the greatest distance. Also reward the class that increases walkers the most over the month.

Designate Weekly Walk and Wheel Wednesdays.
Don’t let your program end on International Walk Our Children to School day. Keep children and parents walking by designating Wednesday of every week as Walk and Wheel Wednesday.

Get students to start a family exercise program.
Have students work with their parents to substitute one driving trip with a walking trip that week. Ask students to report what the trips were and the number of miles. At the end of the week, determine how many miles were reduced or how many gallons of gas the whole school saved.

Have students document their walk.
Discuss the trip with them. Ask what interesting things they saw, what was beautiful, what needed improving. Use the Walk Assessment Checklist or ask them to make a list of problems spotted along the walk. Children could also take disposable cameras on the route and document possible pedestrian hazards.

Create a school-wide top ten list.
Have students submit the top ten funny things they saw while walking, top ten reasons to walk, or top ten things that must be improved. Have a contest or vote to pick the best ten school-wide.

Start a Frequent Walker Club.
Design and laminate a Frequent Walker Punch Card to hang from students’ backpacks. Choose regular and “surprise” walking days to punch cards good towards small gifts and prizes.

Start a Walking-at-Recess program.
Specific recess, physical education or class time can be dedicated to going outside and walking together. Students can use the school track or walk around the school building and grounds. All the students can participate and enjoy, and the walks can be tied into a frequent walker club.

Hold a Walk-a-Thon
A walk-a-thon can raise money and bring awareness to a worthy cause.

Have a Halloween Safety Poster Contest
Have the children draw posters showing how to be a safe pedestrian and bicyclist on Halloween. Reward students in each grade with the best safety themed poster.