

Safe Routes to School

A Communications Roadmap to Move Illinois Communities



Acknowledgments

This toolkit was developed by the Illinois Public Health Institute (IPHI) with support from Invisible Engines.

IPHI is a 501(c)(3) nonprofit organization that works to mobilize stakeholders, catalyze partnerships, and lead action to improve public health systems to maximize health, health equity, and quality of life for people and communities.

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IPHI participates in promoting Active People, Healthy Nation, a Centers for Disease Control and Prevention initiative to help 27 million Americans become more physically active.

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Project Background



More than half of Illinois adolescents report little to no physical activity on a daily basis. These rates, made worse by the onset of the COVID-19 pandemic, show the importance of helping children be physically active in their day-to-day lives. Low-income and rural communities and communities of color often see higher rates of physical inactivity, often due to a lack of infrastructure and investment, and underfunding resulting from a long history of racism and oppression. Improving the infrastructure and environments that support physical activity among children is an important COVID-19 pandemic recovery activity.

This toolkit is one element of Covid Equity—Physical Activity in the Built Environment—2023, a program funded by the Illinois Department of Public Health (IDPH). The program's goals are to address risk factors for chronic disease and increase opportunities for safe and accessible physical activity in communities disproportionately impacted by the COVID-19 pandemic. The program is led by the Illinois Public Health Institute (IPHI), in coordination with the Illinois Statewide Alliance of YMCAs and Active Transportation

Alliance, a nonprofit organization that works to promote and strengthen biking, walking, and transit infrastructure in Illinois.

YMCAs in three under-resourced Illinois counties partnered with schools to implement a community-engaged Safe Routes to School (SRTS) initiative. SRTS projects improve conditions for walking and biking within two miles of an elementary, middle, or high school. An additional rural school in Illinois also worked to develop and launch a SRTS initiative. Local Health Departments (LHDs) were key partners in these efforts.

LHDs play an essential role in building buy-in and support for local SRTS projects. As LHDs engaged in this project, it became clear that communications tools and resources were needed to support them in these activities.

Further discussions with LHD partners from communities across Illinois helped prioritize the content of this toolkit.

Informed by Local Health Departments for Local Health Departments, the guidance and materials in this toolkit support local efforts to bring Safe Routes to School to Illinois communities.



52.4%
**of Illinois adolescents report
little to no physical activity
on a daily basis.**

What is Safe Routes to School?



Safe Routes to School (SRTS) embodies a simple yet powerful idea: Every child deserves a safe and enjoyable walk or bike ride to and from school. Launched with federal support in 2005, SRTS set out to transform the way communities think about and prioritize children's safety and physical activity. Rather than just focusing on concrete and crosswalks, the movement also aims to weave safety, health, and fun into the fabric of daily school commutes.

SRTS stands out because it combines different approaches, including making sure routes are safe (engineering), teaching kids about road safety (education), getting them excited about walking or biking (encouragement), involving the whole community (engagement), and making sure no child is left out (equity). It's all about looking at the big picture and bringing people together to make walking, biking, or rolling to school a highlight of every child's day.

The Benefits of Safe Routes to School

SRTS initiatives have significantly supported children's and community health with enhancements to walkability that promote active transportation. Research underscores the success of SRTS programs in boosting rates of walking and biking among students, with studies observing remarkable increases in active commuting to school.¹

This success is complemented by enhanced safety measures that address the dangers

of traffic, as evidenced by studies showing significant declines in pedestrian injuries and collisions involving pedestrians and cyclists in areas benefiting from SRTS projects.²

Moreover, SRTS offers considerable economic advantages by providing low-cost transportation options, which reduce expenses for families and school districts.^{3, 4} By addressing barriers to transportation, SRTS programs have contributed to decreased student absences and tardiness, ensuring students arrive at school on time, ready to learn.⁵

The health benefits of SRTS are clear: By advocating for and implementing these comprehensive changes, SRTS cultivates an environment where children can thrive physically, academically, and socially.

The Growth of Safe Routes to School

Since SRTS was established, programs have reached over 14,000 schools across all 50 states, demonstrating a widespread and growing demand for safer, more active school commutes, particularly in low-income communities, communities of color, and rural areas. These efforts highlight the impact of SRTS initiatives on creating healthier, more sustainable communities by improving walkability and showcasing a wide array of benefits from increased safety and economic savings to enhanced academic performance.

Local Health Departments' Role in Safe Routes to School



Building Buy-In

Local Health Departments (LHDs) have wide and deep relationships within their communities and a strong understanding of health needs and disparities among the populations they serve. They can help create buy-in among key decision-makers—including elected officials, policymakers, and school administrators—to prioritize active living and physical activity initiatives like Safe Routes to School (SRTS). LHDs often engage with parents, students, and community members through the services they provide and can leverage those interactions to communicate the benefits and engage community members in SRTS.



Convening Partners

LHDs often serve as conveners, connecting partners and the community to implement strategies and collaborate across their local public health system. In this capacity, they can work with schools, local and state agencies, community-based organizations, and other key partners to coordinate efforts and leverage resources for SRTS programs. By continuing to build and strengthen partnerships, LHDs can improve the effectiveness of initiatives aimed at planning and executing SRTS projects. By helping to guide or facilitate this work, LHDs can ensure schools and community members have shared decision-making power in the implementation of SRTS.



Leading Projects

LHDs can lead SRTS initiatives by serving as the sponsoring agency to administer the project in their community, or they can support lead applicants (such as a school or district) interested in undertaking this work. LHDs can provide technical assistance in developing applications or contribute subject matter expertise and public health data (such as chronic disease or health disparity data) to funding proposals. They can also serve as key partners during the planning and implementation of SRTS projects. Finally, LHDs reach and connections are essential to sharing success stories of the SRTS program.

LHDs can be champions for SRTS, working to create environments that support safe and active transportation options for students. This advocacy can lead to increased physical activity, an improved built environment, and better community well-being.

How to Use This Toolkit

This toolkit aims to support communication between a Local Health Department and key influencers about Safe Routes to School (SRTS).

Use the toolkit and the resources provided within to build buy-in and support for SRTS among decision-makers, to help encourage partners to apply for SRTS projects, and to engage the community in those projects.

This toolkit includes key messages and messages and materials templates for various audiences. It also includes links to local data sources you can use to customize the messages and materials.

Downloadable versions of these materials have been provided as companion links to the templates. Spanish versions of materials are also provided.



Messaging

The following messages represent the most important ideas about Safe Routes to School (SRTS), which can be copied and/or customized based on the intended audience and type of communications materials. The first page of messages are relevant to any audience.

On the following pages, you'll find more specific messaging that Local Health Departments can use to appeal to each category of SRTS partner. Other messages are organized by geographic region, in order to accurately reflect local challenges and opportunities.



Key Messages



General Messages

1

We all deserve to get where we're going safely and easily.

2

We can create changes of all sizes to help more children walk and roll to school safely.

3

People want to live and work in a place that's walkable.

4

By creating, improving, and promoting activity-friendly routes, we can boost our community's health and our local economy.

Messages by Audience



Policymakers and Other Decision-makers

- We all deserve to get where we're going safely and easily. By prioritizing plans, policies, and infrastructure that promote Safe Routes to School, we can create roadmaps that transform our communities.
- Research has shown that neighborhoods with Safe Routes to School programs have a 44 percent lower injury rate for child pedestrians, compared with neighborhoods without Safe Routes to School programs.⁶
- A nationwide lack of physical activity is associated with \$117 billion in annual healthcare costs.⁷ Creating more opportunities for active travel can help lower rates of obesity and chronic disease, improving our community's health and our economy.
- One in four Illinois residents say that they have not participated in any physical activities or exercises in the past month. By creating, improving, and promoting activity-friendly routes in our community, we can help reverse these trends.⁸
- Walkability is a huge priority for people searching for new places to live. More than three-quarters of respondents to a recent National Association of Realtors survey called it an important consideration.⁹
- We can engineer changes of all sizes—from new sidewalks and roundabouts to better signage and street markings—to help more children walk and roll to school safely.

Community Partners Including Small Businesses

- Safe Routes to School creates more accessible, sustainable ways to get to and from school and work, whether we're using our feet, wheelchairs, scooters, or skates; riding bikes or skateboards; or pushing strollers, food carts, delivery carts, or shopping carts.
- We know that people want to live and work in a place that's walkable. With your help, we can create safe routes to and from the places we live, work, learn, and shop.
- A nationwide lack of physical activity is associated with \$117 billion in annual healthcare costs. When we work together to encourage our neighbors to walk and bike, we can lower health care costs and boost our local economy.
- We all want a community where our kids can achieve their highest potential. Together we can build coalitions to create and promote Safe Routes to School.

School Administration

- Nearly 15 percent of Illinois children ages 10 to 17 have obesity. Students who can walk or roll to school make physical activity a part of their daily routines, which can improve their health and their academic performance.^{10,11}
- Back-to-school season is a perfect time to take a look at how students are getting from their homes to their desks. By bringing together educators, students, parents, and community leaders and partners, we can make safe, active travel a reality for more people in our district.
- Find resources and support for building Safe Routes to School programs in your community.

Parents, Guardians, Caregivers, and Community Members

- Our neighborhoods are stronger when educators, families, and neighbors invest in student safety. Join us to learn more about school crossing guard or walking school bus programs in our community.
- Our community needs streets that serve all of us. Do you have an idea to improve your kids' commute? We want to hear from you!
- Join the effort to improve the safety of our students who walk or roll to school.

Students

- By choosing to walk, bike, or roll to school, you can improve your health, save money, and protect the environment.
- Walking and rolling to school as a group can be safer and more fun! Talk with friends and adults in your neighborhood about creating a walking school bus.
- What moves you? Share your idea for inspiring more students to walk, bike, or roll to school.



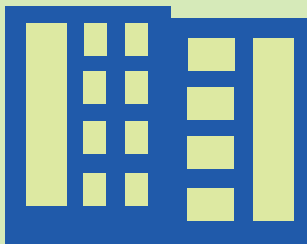
Messages by Geographic Region

Rural



- When we create safer ways for students in our community to walk and bike to school, we're helping them make physical activity a habit, which can improve their cardiovascular fitness and lower their risk of chronic disease.^{12, 13}
- Country roads, while less traveled, can be especially dangerous for kids. By designing school routes to include sidewalks, bike paths, crosswalks, and other safety features, we can reduce students' risk of injury and make it easier for them to get outside to walk, bike, and play.¹⁴

Urban



- Together we can create safer and more affordable ways to get around town, whether we're using our feet, wheelchairs, scooters, or skates; riding bikes or skateboards; or pushing strollers, food carts, delivery carts, or shopping carts.
- When we encourage more people in our community to use active transportation—on foot, by bike, or another human-powered way—we can improve our health and reduce traffic and pollution.

Suburban



- By investing in our town's sidewalks and bike lanes, we can connect our neighborhoods and offer more safe, active, and affordable ways for people to get where they're going.
- You are the expert on your own child's commute. Share your ideas for helping all our community's students get to and from school more safely.

Support Materials

The following materials have been created to be customizable for Local Health Departments (LHDs) to promote Safe Routes to School (SRTS) to audiences that were identified as key to the success of SRTS initiatives.

You will find one-pagers, social media graphics and captions, and success story templates that can be used to communicate with decision-makers, schools, and communities/parents.

The social media materials can be used to reach parents and community partners as well as youth.

You can [download and customize these materials](#). Data sources have been provided to help LHDs tailor communications to your community. Spanish-language versions of these materials are also provided.



One-Pagers



ONE-PAGER FOR POLICYMAKERS AND OTHER DECISION-MAKERS

Local Health Departments identified decision-makers, such as policymakers, as a key audience for engagement in Safe Routes to School (SRTS) initiatives. Many decision-makers or policymakers may not have background or expertise in public health or SRTS. This one-pager template was created as an educational tool to provide to departments of transportation, city councils, and other local agencies. The goals are to illustrate the importance of physical activity to health and to build buy-in for prioritizing SRTS.


Strengthening CITY OR COUNTY NAME Through Safe Routes to School

We all deserve to get where we're going safely and easily. When we design new ways for students to walk, bike, and roll to school, we boost our community's health and our local economy.

A Roadmap to Move Our Community

More than half of Illinois adolescents report little to no physical activity on a daily basis. We know that regular exercise can help lower rates of obesity and chronic disease. Encouraging an active commute can move our students toward healthier futures.

Safe Routes to School is an initiative that works to make communities safer and more accessible for students to walk and bike to school.



Why Safe Routes to School Matters		
XX% Percentage of <u>COUNTY NAME</u> residents who identify as physically inactive. SOURCE	\$117 billion Annual U.S. healthcare costs associated with inadequate levels of physical activity. SOURCE	70% Percentage of Illinois Safe Routes to School program participants who saw an increase in walking and biking. SOURCE

When we start with our students, we can move our entire community toward better health.	Safe Routes to School Programs can: <ul style="list-style-type: none">• Increase rates of walking and biking• Reduce traffic and pollution• Protect students from injuries and accidents• Improve students' cardiovascular fitness• Connect residents and local businesses
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Help Us Create Change

We invite local leaders and policymakers to join schools and school districts, community partners, and parents and caregivers as we create, improve, and promote activity-friendly routes in CITY OR COUNTY NAME.

[Insert Contact Info or Meeting Details Here](#)
[Details Go Here](#)
[Details Go Here](#)
[Details Go Here](#)
[Details Go Here](#)

[Download All Support Materials](#)
[\(English and Spanish\)](#)

ONE-PAGER FOR FOR SCHOOL ADMINISTRATION, FACULTY, AND STAFF

Getting buy-in from school administration, faculty, and staff is vital to the success of Safe Routes to School (SRTS) initiatives. This one-pager template can be customized and used to share the benefits of SRTS and engage the school community in the effort.


We Can Create Safe Routes to YOUR SCHOOL NAME HERE

Every **YOUR SCHOOL NAME** student deserves to get from home to school safely and easily. Working together, we can help make physical activity part of their daily routine.


About Safe Routes to School

Safe Routes to School (SRTS) is a movement that weaves safety, health, and fun into daily commutes by encouraging students to walk, bike, or roll to school.

This shift can make a big difference: Students who walk or roll to school are more physically active than their peers who commute by car or by bus. Research shows that in addition to improving their cardiovascular fitness, regular physical activity can improve students' academic performance.



Why Movement Matters		
XX% Percentage of <<Your County>> residents who identify as physically inactive. SOURCE	3 in 10 Percentage of U.S. high school students who get a recommended 60 minutes of daily physical activity. SOURCE	70% Percentage of Illinois Safe Routes to School program participants who saw an increase in walking and biking. SOURCE



When we start with our students, we can move our entire community toward better health.

Actions We Can Take

Schools and school districts are key to a successful Safe Routes to School plan. Here are a few ways you can get involved.

- Champion the effort among school staff
- Research funding opportunities. Active Transportation Alliance has [resources and support!](#)
- Engage local elected officials to support the effort
- Host Safe Routes to School events such as [Walk & Roll to School Day](#)
- Share educational materials with parents/students

It Takes All of Us

Join local leaders, community partners, and families as we create activity-friendly routes in our community.

[Insert Contact Info or Meeting Details Here](#)
[Details Go Here](#)
[Details Go Here](#)

[Download All Support Materials](#)
[\(English and Spanish\)](#)

ONE-PAGER AND EVENT FLYER TO ENGAGE PARENTS, GUARDIANS, CAREGIVERS, AND COMMUNITY MEMBERS

Parents, guardians, caregivers, and community members are crucial drivers for Safe Routes to School (SRTS) initiatives. Families can be powerful advocates for SRTS. They should be engaged in the planning process, as they are the ones who know best the challenges and needs of getting to school in an active way. Students tend to be supportive of SRTS. You can channel their enthusiasm to move projects forward, and you can work collaboratively to design and implement projects to meet their needs.

What Moves You?

Safe Routes to School in **COUNTY NAME**


Our community needs streets that serve all of us. Through Safe Routes to School, we can create more opportunities for students to walk, bike, and roll to school.

A Roadmap to Move Our Community

Safe Routes to School is a movement that works to make it safer and easier for students to walk, bike, and roll to school. By building physical activity into their daily routines, they can improve their health and their academic performance.


It's not just kid stuff: One in four Illinois residents say that they have not participated in any physical activities or exercises in the past month. Working together, we can reverse this trend!

School routes that include sidewalks, bike paths, crossing guards, and other safety features can reduce students' risk of injury and make it possible for all of us to get outside to walk, bike, and play.



The Case for Safe Routes to School

\$117 billion Annual U.S. healthcare costs associated with inadequate levels of physical activity. SOURCE	8 in 10 People in the U.S. prefer being in a community that offers sidewalks and other good places to walk. SOURCE	70% Percentage of Illinois Safe Routes to School program participants who saw an increase in walking and biking. SOURCE
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When we start with our students, we can move our entire community toward better health.


Actions We Can Take

We all want a community where our kids can achieve their highest potential. Here are a few ways you can get involved.

- [Learn more](#) about starting or running a Safe Routes to School program in your community
- Reach out to your local school to share your ideas for improving student safety while getting to and from school
- Take part in [Walk, Bike & Roll to School Day](#) events
- Engage community leaders and local elected officials to support your efforts

Get Involved

Please join local leaders and policymakers, schools, and parents and caregivers as we create, improve, and promote activity-friendly routes in our community.



COMMUNITY MEETING

Let's Create Safe Routes to **[YOUR SCHOOL NAME]**

Our community needs streets that serve all of us. Through Safe Routes to School, we can create more opportunities for students to walk, bike, or roll to school.

A Roadmap to Move Our Community

We know that regular exercise can help lower rates of obesity and chronic disease. Encouraging an active commute can move our students toward healthier futures.

Safe Routes to School is a movement that works to make it safer and easier for students to walk and bike to school.

Together we can create, improve, and promote activity-friendly routes in our community.

Help Us Create Change

We invite you to [Description of Event, Purpose, Objectives, go here](#).
[And here.](#)

Place Date Here, 2024
X p.m. - X p.m.

[WHERE: Information Goes Here](#)
[RSVP: Information Goes Here](#)

[Download All Support Materials](#)
[\(English and Spanish\)](#)

Social Media Posts



The following graphics and captions were developed for use on social media platforms to gain the attention of youth, families, and community members. These resources can be used on Twitter/X, Facebook, LinkedIn, and Instagram. The captions can be edited to be customized for your community. The graphics include a few posts for an upcoming Safe Routes to School (SRTS) event and posts to share the value of SRTS with the key audiences outlined on pages 10-11 in this toolkit.

[**Download All Support Materials
\(English and Spanish\)**](#)



SAMPLE POSTS



Facebook/Instagram/LinkedIn Caption Sample

Students who walk, bike, or roll to school make physical activity a part of their daily routines, which can improve their health and their academic performance.

Join us on [Insert Date and Time] at [Insert Place] to learn how #SafeRoutesToSchool initiatives can get our community moving.

Spanish

Los alumnos que van al colegio caminando, usando bicicleta, o rodando hacen de la actividad física parte de su rutina diaria, lo que puede mejorar su salud y su rendimiento académico.

Únete a nosotros el [Insertar fecha y hora] en [Insertar lugar] para aprender cómo las iniciativas #SafeRoutesToSchool pueden hacer que nuestra comunidad se mueva.



Twitter/X Caption Sample

Learn how #SafeRoutesToSchool initiatives can get our community moving. Join us on X date at X time to learn how [insert name] can encourage students to walk, bike, or roll to school.

Spanish

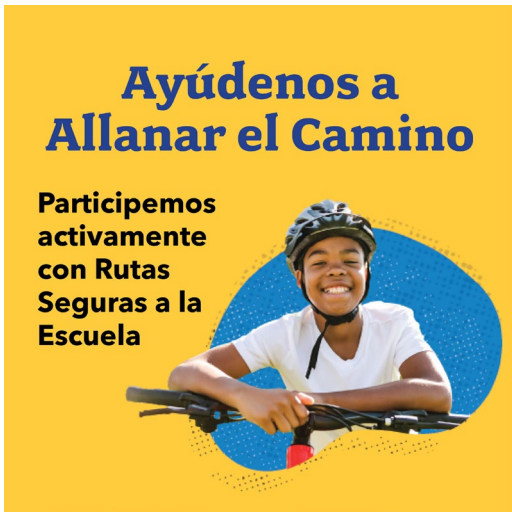
Aprende cómo las iniciativas #SafeRoutesToSchool pueden hacer que nuestra comunidad se mueva. Únete a nosotros en X fecha a X hora para aprender cómo [insertar nombre] puede animar a los estudiantes a caminar, andar en bicicleta o rodar a la escuela.



[Download All Support Materials \(English and Spanish\)](#)



SAMPLE POSTS



[Download All Support Materials \(English and Spanish\)](#)

Facebook/Instagram/LinkedIn Caption Sample

We all want a community where our kids can achieve their highest potential. Students who can walk or roll to school make physical activity a part of their daily routines, which can improve their health and their academic performance.

Through #SafeRoutesToSchool, we can improve [insert name]'s sidewalks and bike lanes, better connect our neighborhoods, and create more safe, active, and affordable ways for people to get where they're going.

Spanish

Todos queremos una comunidad en la que nuestros hijos puedan alcanzar su máximo potencial. Los alumnos que pueden ir al colegio caminando o rodando hacen de la actividad física parte de su rutina diaria, lo que puede mejorar su salud y su rendimiento académico.

A través de #SafeRoutesToSchool, podemos mejorar las aceras y carriles bici de [insertar nombre], conectar mejor nuestros barrios y crear formas más seguras, activas y asequibles para que la gente llegue a su destino.

Twitter/X Caption Sample

Students who can walk or roll to school make physical activity a part of their daily routines, which can improve their health and their academic performance. Through #SafeRoutesToSchool, we can help more people in [insert name] get where they're going safely and easily.

Spanish

Los estudiantes que pueden ir caminando o rodando al colegio hacen de la actividad física parte de sus rutinas diarias, lo que puede mejorar su salud y su rendimiento académico. A través de #SafeRoutesToSchool, podemos ayudar a más personas de [insertar nombre] a llegar a su destino de forma segura y sencilla.

SAMPLE POSTS

Facebook/Instagram/LinkedIn Caption Sample

One in four Illinois residents say that they have not participated in any physical activities or exercises in the past month. By creating, improving, and promoting activity-friendly routes in our community, we can help reverse these trends.

#SafeRoutesToSchool prioritizes plans, policies, and infrastructure that help people of all ages more easily walk, bike, and roll to school and work. Regular physical activity can help lower rates of obesity and chronic disease, putting **[insert community name]** on the road to better health.

Spanish

Uno de cada cuatro residentes de Illinois afirma no haber participado en ninguna actividad o ejercicio físico en el último mes. Creando, mejorando y promoviendo rutas aptas para la actividad física en nuestra comunidad, podemos ayudar a invertir estas tendencias.

#SafeRoutesToSchool da prioridad a los planes, las políticas y las infraestructuras que ayudan a las personas de todas las edades a ir más fácilmente a pie, en bicicleta y rodando a la escuela y al trabajo. La actividad física regular puede ayudar a reducir las tasas de obesidad y enfermedades crónicas, poniendo a **[inserte el nombre de la comunidad]** en el camino hacia una mejor salud.

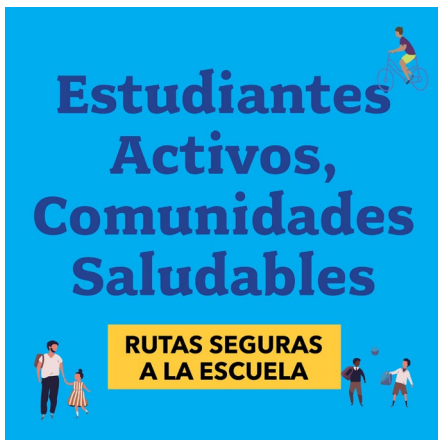
Twitter/X Caption Sample

One in 4 IL residents say that they have not participated in any physical activity in the past month. #SafeRoutesToSchool creates ways for people to more easily walk, bike, and roll to school and work—habits that can help put **[insert community name]** on the road to better health.

Spanish

Uno de cada 4 residentes de IL dice que no ha participado en ninguna actividad física en el último mes. #SafeRoutesToSchool crea formas para que la gente camine, ande en bicicleta y ruede más fácilmente a la escuela y al trabajo, hábitos que pueden ayudar a poner a **[insertar nombre de la comunidad]** en el camino hacia una mejor salud.

[Download All Support Materials \(English and Spanish\)](#)




Success Stories



Success stories are important for demonstrating the value of Safe Routes to Schools (SRTS). Sharing success stories garners support from existing and potential champions/partners.

Use the customizable success story template below to share your local SRTS achievements and benefits with decision-makers, schools, communities, and partners.

TEMPLATE FOR SUCCESS STORIES



Our Safe Routes to School Success Story

YOUR COUNTY NAME HERE

At A Glance
Insert: High-level overview of the project and success story. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

THE CHALLENGE

Describe Your Challenge Here
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OUR APPROACH

Describe Your Approach Here
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Examples: Success Stories

[Safe Routes to School Programs in Illinois](#) – Safe Routes Partnership (Page 15)

[Michigan Compilation of Success Stories: Case Studies and Success Stories | Safe Routes to School](#)

Customize highlighted copy

[Download All Support Materials \(English and Spanish\)](#)

Customizing These Materials



Data is vital when communicating the importance of Safe Routes to School (SRTS) to communities, parents, students, and decision-makers. Collecting primary data through walk assessments, community focus groups, and other avenues allows Local Health Departments (LHDs) to get qualitative data directly from community members that is specific to local challenges and areas of improvement. However, primary data is not the only source that can be used to help communicate local needs and persuade community members to get involved. LHDs can use existing data from secondary sources to show how SRTS improves community cohesion, promotes physical activity, and makes the environment accessible to all.

Outlined below are existing data sources that can be used in your county or region. The data can be refined by county and/or zip code to apply to your community or can be broadened to look at state or region-wide statistics.

Illinois Department of Public Health Website

LHDs and partners can find a wide range of Illinois-specific, local, and regional data on the [Illinois Department of Public Health](https://dph.illinois.gov) (IDPH) website. On the IDPH homepage, you can find a tab dedicated to [data](#). There, you can find a range of quantitative data from various sources. See below for specific data sources that will be helpful to support SRTS initiatives.

dph.illinois.gov/data-statistics.html

- **County IPLANs are conducted every five years by LHDs and include an organizational capacity assessment, community health needs assessment (CHNA), and a community health improvement plan (CHIP).** These components of the IPLAN will include qualitative and quantitative data on the health priorities in your region/county. These plans can include data about physical activity and chronic disease that can be applied to your needs.

You can find IPLAN data on [IQuery](#), which is a community health data query system maintained by IDPH. You can launch a data query and [view a county report](#). The county report section includes data from the American Community Survey and reports that compare peer counties and the state for health indicators.

- **[Behavioral Risk Factor Surveillance System \(BRFSS\)](#), data can also be accessed through the [IDPH website](#).** BRFSS gathers data on risk factors among Illinois adults 18 years and older and for decades has been used as a primary data source for health behaviors. You can access county and state data through an interactive map on the homepage that allows you to select specific counties and access their data. The most recent BRFSS data was collected from 2015-2019. Data is currently being collected from 2020-2023 and should be available early 2024. idph.illinois.gov/brfss

Illinois School Report Card

[IllinoisReportCard.com](https://illinoisreportcard.com) is the state's official source for information about public schools. The Illinois State Board of Education releases [an annual report](#) that details how each school, district, and the state is performing on various educational goals. The School Report Card includes data on school environment (health and wellness, school day count, etc.), students (attendance and enrollment), and academic progress. This report card allows LHDs to get a comprehensive snapshot of the school or school district you are hoping to work with on the SRTS initiative. It allows you to understand the needs and priorities of the schools and how SRTS can meet certain needs. [IllinoisReportCard.com](https://illinoisreportcard.com)

County Health Rankings and Roadmaps

[County Health Rankings and Roadmaps](https://countyhealthrankings.org) (CHR&R) shows data on the health of your community and the factors that influence health. The 2023 measures include health outcomes, health factors (including health behaviors), clinical care (including access to care and quality), social and economic factors (social determinants of health), and physical environment (environmental factors). CHR&R also helps communicate complex data and strategies and solutions for what influences health to improve health equity. You can find trend graphs, interactive maps, disaggregated data, and county snapshots to make sense of your county-level data. countyhealthrankings.org

Healthy People 2030

[Healthy People 2030](https://health.gov/healthypeople) is a national framework dedicated to setting national goals and measurable objectives to improve health and well-being across the country. Healthy People 2030 provides accurate and accessible data that drives the framework's plan of action. The framework also provides tools and resources to improve health and well-being and eliminate health disparities across the country. Healthy People 2030 data can be used to identify national or state level indicators for local comparison. health.gov/healthypeople



Additional Resources to Promote Physical Activity in Communities



Active Transportation Alliance's Safe Routes to School Resources

activetrans.org/resources/education/safe-routes-to-school

Safe Routes to School 2023 Grant Overview Webinar

www.youtube.com/watch?v=bb0oQIXkBoE

CDC: Resources from Active People, Healthy Nation

www.cdc.gov/physicalactivity/activepeoplehealthynation/index.html

Safe Routes Partnership

www.saferoutespartnership.org

Safe Routes to School Programs in Illinois (Safe Routes Partnership)

www.saferoutespartnership.org/sites/default/files/resource_files/illinois_census_report_final.pdf

National Walk, Bike, and Roll to School Day

www.walkbiketoschool.org

Bike Safety Quiz – Ride Illinois

rideillinois.org/safety/bike-safety-quiz

Bicycle and Pedestrian Curriculums for Schools and Teachers

www.activetrans.org/sites/files/Resources%20for%20Teaching%20Children%20Biking%20and%20Walking%20Safety%20Education%20V1.pdf?ga=2.97374172.274641897.1654549039-1546865331.1635192562



Endnotes

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