

# INCENTIVES

Without spending a lot of money, sometimes a small reward can add value to your program message.

# SafeRoutes

## Connecticut Safe Routes to School



Rev. 05/2015

## FUNCTIONAL ITEMS

Consider incentives from the perspective of saying “thank you for working hard” or “great job with that new skill”. So, use them as rewards for hard work performed—incentives need not be bribes. If they are functional, they are value added to the effort of increasing interest and safety awareness for children walking and bicycling to school. Combine your incentive item with function relating to pedestrian and bicycle safety, such as the following:

- reflective shoe laces
- bicycle bells
- bicycle LED lights with flashing option (white for the front, red for the back)
- water bottles (choose wisely for safe materials)
- reflective sling bags
- helmets
- reflective zipper pulls for younger students
- bright colored rain ponchos (not appropriate for bicycling)

Be cautious of purchasing decals that students might place on bicycle helmets, as these hide cracks or other defects.

## SAFETY SAYINGS

Promote the program with a message that relates to walking and bicycling safety. Keep messages age appropriate, providing various incentives that respectively appeal to students of different maturity levels. Customize the items and the message to the audience to prevent confusion among the younger students and boredom with the older groups.

- Don't Mess with the Road
- Don't Text; just Sk8
- Don't be a Hero, Just Wear Your Gear Yo
- Helmet with No Regret
- I'm Just Sayin... It's Not Supposed to Hurt
- Just Walk it Out
- Pump It Up
- Right Step, Right Spot
- Rock the Road Rules
- Shred the GNAR Safely
- Sk8 Right, Bike Right, Razor Right Make it RIGHT, Just walk left
- Walk It, Bike It
- Walk Left, Ride Right
- Walk With Me
- When in Doubt, Bike it Out
- You Know the Deal When You're on Your Wheels

Since sayings come and go on the “cool” scale, take a list to your students first. See what they think, consider holding a contest for developing new sayings. This will create buy-in and increase the likelihood that students will use/wear the gear and helps them relate to the program message. Add impact by creating a hashtag (#) with your saying and print the message as a hashtag on your incentives.

For more information on how YOU can make an impact in your community visit [www.walkitbikeitct.org](http://www.walkitbikeitct.org)

or

Join the conversation on Facebook [www.facebook.com/CTSafeRoutesToSchool](http://www.facebook.com/CTSafeRoutesToSchool)



