

Bringing StoryWalk to Your Community

StoryWalk is an innovative approach to encouraging people of all ages to get out and walk while enjoying wonderful children's books.

Funding

- ❖ A small amount of funding is all that is needed to start a pilot project and launch the idea in a community
- ❖ Look for sources interested in promoting literacy, physical activity, prevention of chronic disease

Book selection

- ❖ Start with a great story – for legal reasons, books must be purchased, not donated – buy 2 books
- ❖ Look for books with pleasing illustrations (that don't cross the center of the book) and minimal text
- ❖ Page size must be smaller than the size of the laminate sheets (letter size – 8 1/2" x 11" is best) to ensure a secure seal

Site selection

- ❖ Obtain permission to post StoryWalk
- ❖ Consider a site that is handicapped accessible, one that is free and open to the public
- ❖ A half mile is a good distance for the walk to be posted – choose someplace that allows for children to run without traffic concerns, bike paths and park walkways make nice spots
- ❖ Consider a variety of venues, as well as duration of postings and themes for different times of the year

StoryWalk Promotion

- ❖ Community partners are vital to reaching a range of people of different ages and interests
- ❖ Try a wide range of approaches to spread the word – radio, newspaper, e newsletters, displays, flyers, word of mouth
- ❖ Consider who in the community would be interested in StoryWalk and send details about time and location for each posting
- ❖ Use the same bright graphic and text for print promotion

Preparing books for StoryWalk Use

- ❖ Mount each page on cardstock, use the same color for the entire book – change color for each book – use bright, dark colors
- ❖ Laminate each page, leave as much laminate as possible for a border using at least 5 mil thickness, reinforce staple path with fiber tape
- ❖ Add the number to the back of each page
- ❖ Use 4 foot hardwood stakes and attach pages with a staple gun. Band pages and stakes together in batches of 4 with strong string. (We used rubber bands, but they disintegrated over time.)

Mounting StoryWalk

- ❖ Use a separate stake for starting the post hole – it is easier on the stakes with the pages, they last longer
- ❖ Place pages so readers can find and follow them easily
- ❖ Create a feedback mechanism to gather data – particularly the numbers of people who saw the StoryWalk as well as comments from readers. A weatherproof box used in the real estate business works well when attached to a pole, provide pencils
- ❖ A sled or wagon is helpful in transporting the StoryWalk book

We are seeking grant monies to continue the StoryWalk project with plans to create a library of books in this format for use by communities around the state of Vermont. For that reason, **it is important that the Kellogg-Hubbard Library and the Vermont Bicycle & Pedestrian Coalition be acknowledged in meetings, reports, and other aspects of the project.** We request photos, dates, and locations of StoryWalk postings, and any comments by participants. Please feel free to contact us.

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