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 – 8½” 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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