

[District/Charter Name]

## Prekindergarten Neighborhood/Community Walk

### Tips

*A neighborhood or community walk is an experience that allows district/charter/school staff to learn about families in their community. In this strategy, the focus is on prekindergarten outreach. During the walk, groups meet families and distribute information about the prekindergarten program.*

#### Identify Purpose:

- Share information about the district's/charter's prekindergarten program.
- Build relationships with current and prospective family members in the community.
- Network with businesses in the community for support in raising awareness about the prekindergarten program.

#### Invite Participants:

- Include students, families, staff, and community members to participate in the neighborhood walk.
- Include these stakeholders in the planning of the walk.

#### Preparation Tips:

- Create a plan or map of the areas each group will visit.
- Create norms for the walking participants. (i.e. always stay with a partner or group, do not enter a residence, etc.)
- If visiting apartment complexes, plan ahead and request permission from management to distribute flyers.
- Decide how notes from the walk will be taken.
- Prepare any flyers or informational cards that will be distributed.
- Prepare follow-up cards that families can fill out if they want more information or to be contacted later.
- Make sure all participants have an identifiable name badge that can be worn during the walk.
- Build in time for a debrief and reflection after the walk.

#### Safety Tips:

- Travel in groups of two or more.
- Be aware of your surroundings.
- Do not enter anyone's home or apartment.
- Always walk on the sidewalk. If there is no sidewalk, walk facing traffic.
- Wear comfortable shoes and hats.
- Wear sunscreen and take water to stay hydrated.
- Make sure each group has a cell phone in case of an emergency.

### **Sample Scripts for Groups:**

- Hi! We are [teachers/parents/staff/students] from [DISTRICT/CHARTER NAME]. We are walking the neighborhood today to give information about our prekindergarten program. If you or someone you know has a [3 or 4-year old] child, they may be eligible for free prekindergarten!
  - Here is some information about our program.
  - We'd like to invite you to [EVENT: Pre-k Night, Pre-k School Tour, etc].
  - Registration is coming up on [DATE].
  - You can register at [LOCATION].
    - Hand out any relative information.