

Sidewalk Chalk Talk

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Take over the sidewalks with your messages about cannabis use and vaping by writing messages with sidewalk chalk.

Why Do It?

Chalking the sidewalks can be a fast and inexpensive way to get out your message about substance use and vaping.

How Do We Do It?

This can be a one-time activity or used throughout the year to communicate messages about healthy habits. Use catchy names for your Sidewalk Chalk Talk such as “Health Hype” to capture your reader’s attention.

Work with an adult ally to decide what messages you want to chalk on the sidewalks about vaping and substance use. Your messages can include facts, effects of substance use and vaping, strategies for quitting a vaping habit, and promoting healthy habits.

Work with the school or community to get permission to chalk the sidewalks. You may have to show them your design before getting started, so be sure to come prepared with your idea.

Choose a date and time for your activity. Consider sharing your messages as part of a larger school or community event.

Take a picture of your efforts to share with the school newsletter, school website, and/or a local paper.

Ideas for Use in a Variety of Settings

Use an online meeting platform and a shared document with your team members to decide what messages you want to chalk on the sidewalks, areas in your community to “chalk” your message, and people you will need to approach for permission (e.g., neighbours’ driveways, local sidewalks, parks, community centre lots). Be ready to explain the purpose of the messages and the message you would like to chalk in a given space.

Decide who will take responsibility for seeking the permissions needed and chalking the messages in the identified areas of your community.

Use your school social media platforms to promote the event and share the messages, including pictures of the chalked messages.

Invite community representatives to promote the messages by taking pictures of themselves beside a message and posting on their social media accounts.

What Else Do We Need?

- Coloured chalk
- Damp cloths to wipe hands
- Permission to write on the sidewalks or streets in your chosen location
- Camera or cell phone camera
- \$0.00–30.00; Cost of chalk will vary depending on how much may be on hand or how much is needed.

How Do We Get Creative?

Use relevant hashtags and share your photos of the chalk drawings on social media accounts. Encourage students to do the same.

Combine this activity with another activity from this guide.

Organize your Sidewalk Chalk Talk as part of a larger healthy school event or as part of a nationally recognized day, such as Weedless Wednesday or World Health Day.

Adapted From: exposé: A smoke-free youth initiative by Ottawa Public Health, Flavour Gone: A smoke-free youth initiative by the North West Tobacco Control Area Network (now part of Freeze the Industry), and #ChalkWalk (on Twitter).