

StoryWalk is an innovative and delightful way for children — and adults! — to enjoy reading and the outdoors at the same time. Laminated pages from a children's book are attached to wooden stakes, which are installed along an outdoor path. As you stroll down the trail, you're directed to the next page in the story.

StoryWalks have been installed in 50 states and 14 countries including, Germany, Canada, England, Bermuda, Russia, Malaysia, Pakistan, and South Korea! They are always received with appreciation.

StoryWalk was created by Anne Ferguson of Montpelier, VT and has developed with the help of Rachel Senechal and the Kellogg-Hubbard Library in Montpelier. The Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition have continued to develop and deliver this program here in VT and internationally.

To learn more about StoryWalk and to participate in the program please head to the StoryWalk website at: <http://www.kellogghubbard.org/storywalk>. Contact info for the program administrators is below:

Anne Ferguson  
StoryWalk Creator and Volunteer  
27 North Franklin St. Montpelier,  
Vermont  
802 – 223 - 7035

Nancy Schulz  
Executive Director Vermont  
Bicycle & Pedestrian Coalition  
Montpelier, Vermont  
802 – 225 – 8904  
[nancy@vtbikeped.org](mailto:nancy@vtbikeped.org)

Rachel Senechal  
Program and Development  
Coordinator, Kellogg-Hubbard  
Library  
Montpelier, Vermont  
802 – 223 – 3338  
[rysenechal@kellogghubbard.org](mailto:rysenechal@kellogghubbard.org)



A guide to bringing StoryWalk to your community from the program administrators is below:

## *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
- ❖ A half-mile is a reasonable distance for the walk. Choose a trail that is at least a half-mile in length and post the StoryWalk along it
- ❖ Consider a variety of trails, 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 (this is where two books come in handy!)

- ❖ Laminate each page, leave as much laminate as possible for a border using at least 5 mil thickness, reinforce the 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 sturdy 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