



Walking Ideas

A selection of projects that support walking to and from school



Credit: Auckland Regional Transport Authority
www.travelwise.org.nz

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Car Free Days

One day without the car is better than none
Have families who usually drive nominate one day a week as a 'car free day'

Aim: To encourage those who drive to school to commit to changing their behaviour for just one day a week

Method:

1. In class, children draw 5 cars along a strip of paper. They should write each day of the week under one car as below.
2. On a piece of card, each student creates an 'X' just a little bit bigger than one of their cars. They cut it out and colour it red.
3. Students should take their strip of paper with the 5 cars home and stick it in a prominent place such as the fridge. Blue Tack should be stuck onto the back of the red 'X'. At the start of each week, families can decide which day they will not take their car to school and stick the red 'x' over that day so that it looks like this:



4. A class lesson could accompany the drawing activity about car pollution. Information needs to be sent home to parents explaining the activity.

Variations and tips:

- This activity could be done over the whole school, or just as an individual classroom activity where appropriate
- Children who already walk on most days can pick a day for their family to try and be 'car free' for other activities outside of travelling to school, such as a trip to the shops
- Instead of choosing a 'car free day' and drawing cars, children can choose a 'walk to school day' and draw pictures of people walking (as below). Instead of a red 'x' they can make a green circle. The circle can be placed around the day of the week they will walk. The lesson and information for this activity can be based around health and fitness instead of air pollution



Car Pool Speed Dating

*Hey you lets be cool,
Why not be part of a carpool.*

*Pick up a friend along the way,
To make a great start to your day.*

*If you have after school activities all the better,
It gets you there in all kinds of weather.*

*Taking turns is in need,
To make carpools work can be a breeze.*

Aim: To encourage those who drive to school to commit to changing their behaviour by joining up with others and car pool.

Method:

School to discuss how involved they will become with this programme they can be just the starting point for people to get together and make contact with each other or run a formal roster.

Two methods have been used with success at other schools

- A carpool letter was sent out to all parents highlighting the need for carpooling in a specific area. Feedback was collated by the school and a contact list was then sent out to parents in that area. The rest was up to parents to participate and make contact with others.
- Invitations were sent out to parents via newsletter and posters displayed around the school announcing meeting for parents interested in carpooling with others. Greet and Meet held where parents located homes on large map (can use Planning for real map) and put name and address on list. Speed dating worked quickly as parents met others in same area, or those who drive past their house. Some sorted out a carpool of what days suited then and there and swapped contact details. An alternative was to put contact details on to a list that is to be held at the school office and then advertise this repeatedly in the newsletter where interested parties could add their name to the list or contact someone on the list who might be in their area

Variations and tips:

School could run this programme in a similar way to the WSB programme with Parent Coordinators and roster drivers.



Sample Letter



17 September 2006

Dear Parent,

As part of Red Beach School Travel Plan efforts to reduce the traffic around the school during the morning and afternoon peak pick up and drop off times, we are considering a car pooling scheme for the Jelas Road area.

Did you know that there are over 20 families living in the Totara Views subdivision?

If you are interested in joining a car pool / ride share scheme, even if for just one day a week, please complete the form below and return it to the school. Your details will be sent back to all those interested in participating, and you will receive details of others that have shown interest. The rest is up to you – please contact the people on the list you receive.

This project is part of your School Travel Plan. Please help us make a healthier and safer environment for all the children of Red Beach School School.

Thank you,

Lesley Tait
Principal

Please tick one of the boxes below, and return to the school office.

- Yes, I am interested in car pooling from Totara Views – please pass on my details to other interested parents in the area.
- No, I am not interested

Name: _____

Contact ph: _____



Coffee Break

Coffee for parents who walk

Open your staffroom at 2:40pm for parents who walk to school to meet and enjoy a coffee break

Aim: To encourage parents to walk their children to and from school by creating a social atmosphere for them to be a part of.

Method:

1. Advertise to parents that the staffroom will be open for tea and coffee at 2:40pm each day for those parents who have walked to school to collect their children.
2. Regularly visit the staffroom to talk to the parents and make them feel welcome.
3. Once numbers increase, there is the opportunity to invite guest speakers to talk to the parents on various topics such as the benefits of health and fitness, demonstrations of simple physical activities/games they can play at home with their kids, nutrition information etc.
4. Parents may want to get pedometers to monitor their own walking progress. If there is interest, this concept could involve into a walking group for parents who walk to school and meet together for their own fitness.

Variations and tips:

Ask for assistance from your Regional Sports Trust to set up a walking group, access pedometers, or for information or guest speakers that may interest parents



Creative Slogans

Get the message across - creatively
Get parents involved with your travel plan by running a competition for parents to come up with creative road safety messages

Aim: To engage the parent community in the Travel Plan philosophy and promote the benefits of walking

Method:

1. Find a place to display the winning slogans. It could be in the school newsletter, on your website, on a noticeboard or a sign or billboard at the front of the school. The best location is a message board at the front of the school with changeable letters. *The more people who will see it the better.*
2. Gather a few creative slogans that promote walking or road safety. You can find some on the internet or write your own. Here are some examples:

“Fewer cars on the road and you’re less likely to run into one”

“Your heart could go a lot further without a car”

“Cars block a lot more than roads. Ask a child with asthma”

“Show you care. Stop elsewhere”

3. Display one slogan per fortnight
4. Draw attention to the slogans wherever possible and try to make them a focal point of conversation
5. After you have used about 2 – 3 of your own slogans, run a competition for parents to submit their own slogan ideas. They can email them to the office
6. Continue to put up a new slogan every fortnight using the ones written by the parents

After a while, the community will want to pass by your school just to see what message you are displaying this week!



Doggy Destination

Establish your school as a dog friendly destination for parents
Encourage parents to exercise their dogs by walking their children to school

Aim: To get more parents walking their children to school, and exercising the family dog at the same time.

Method:

1. Find out from the Board of Trustees what the current policy is for dogs being allowed on the school grounds.
 2. Establish a policy that dogs are allowed within the school grounds, under certain circumstances e.g. suitably restrained, only with an adult, that all “Doggy Do’s” be removed immediately.
 3. Set up a special doggy “parking zone”, a place where dogs can be left on their leash for short periods of time if parents want to go into their children’s classroom. Consider also providing a water bowl for your canine walkers.
 4. Promote the concept to parents via the school newsletter, parents’ events or by drawing up a special promotional flyer that children of dog owners can take home.
 5. Consider having a “Dog Walk” day to kick off the concept.
- Have a “Doggy Dress-up Day” where dogs are encouraged to come wearing a certain colour – Green for St Patrick’s Day.

Variations and tips:

- Use ‘The Dog Box’ education resource from Ministry of Internal Affairs.
- You may want to invite celebrity dog owners to come and walk with some of your dog walking parents.
- If you have a large group of parents who respond you may want to suggest that they form their own club, and actively recruit other dog owning parents into walking with them.
- Establish a “Doggy Destination Display Board” in a prominent place in the school. This operates as a notice board where dogs are profiled regularly, with a photo of the dog and the pupil. You could include a short written statement on the dogs name, age, likes, hobbies and any funny stories.



Family Fun Night

Hold a fun event for families to teach road safety, the benefits of walking to school, and promote the Travel Plan

Aim: To create awareness of your School Travel Plan among families and educate children and their parents on road safety and being active.

Method:

1. Choose a date that would be suitable to hold the event and a time that would suit your community
2. Organise a programme including stations that groups of families can rotate around during the evening. Ask people from the community to run the stations. Examples include: a dog safety station with a real live dog and Council dog handler, crossing the road safely with a police officer, push play and being active with your sports trust, wearing seatbelts, using the school crossing etc.
3. Have a BBQ on the night or ask families to bring their own picnic.
4. Include a welcome from the principal who can discuss the purpose of the night and raise any 'school gate issues'.
5. Advertise the evening to families and organise fun extras such as giveaways, music, celebrities, other games etc

Variations and tips:

- Have a flyer of your travel plan to give to parents or road safety flyers etc
- Split families up into groups according to where they live so they can meet other families who live nearby
- Have a time during the evening where groups of families can meet together who may be interested in car pooling or walking together
- Organise a group of students to perform a skit about the benefits of walking to school on the night
- Invite other health organisations your school has contact with to set up displays and make it a health and well-being night



Frequent Walker Miles

Just like frequent flyer miles, but you earn points by walking to school

Have students sign up for a “Frequent Walker” card so they can accumulate points to earn rewards

Aim: To encourage students to walk to school as often as possible through the provision of incentives

Method:

1. Design a “frequent walker” miles card (example below)
2. Advertise the card through the newsletter. Students sign-up for the card just like with a real frequent flyer card. The card is ticked off every time they walk to school so they can accumulate points towards rewards.
3. Organise a system to tick off students’ cards. One suggestion would be to have senior students or a teacher or parent volunteer sit at a checkpoint such as the school gate and tick off students’ cards as they arrive at school. Students would have to be responsible for going to the checkpoint each morning in order to earn their points.
4. Organise prizes and a reward system. Prizes don’t have to be expensive; they can be things like sitting on an extra comfortable chair at assembly, a certificate, or having their photo added to a special notice board.

Example Frequent Walker Miles Card

School “Frequent Walker” Membership Card

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	41	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60

Collect stamps here:



Mark one square each time you walk to school. Once you have walked 20 times, you earn a footprint stamp. Collect 3 stamps and you’ll receive a prize

Name: Debbie

Room: 13



Google your walk to school

Encourage more walkers

Use Google Earth to work out how long it will take you to walk to school




Aim:

- To find out how far it is to walk to school
- To look at features on the route using a satellite image
- To construct a map of the route to school

Method:

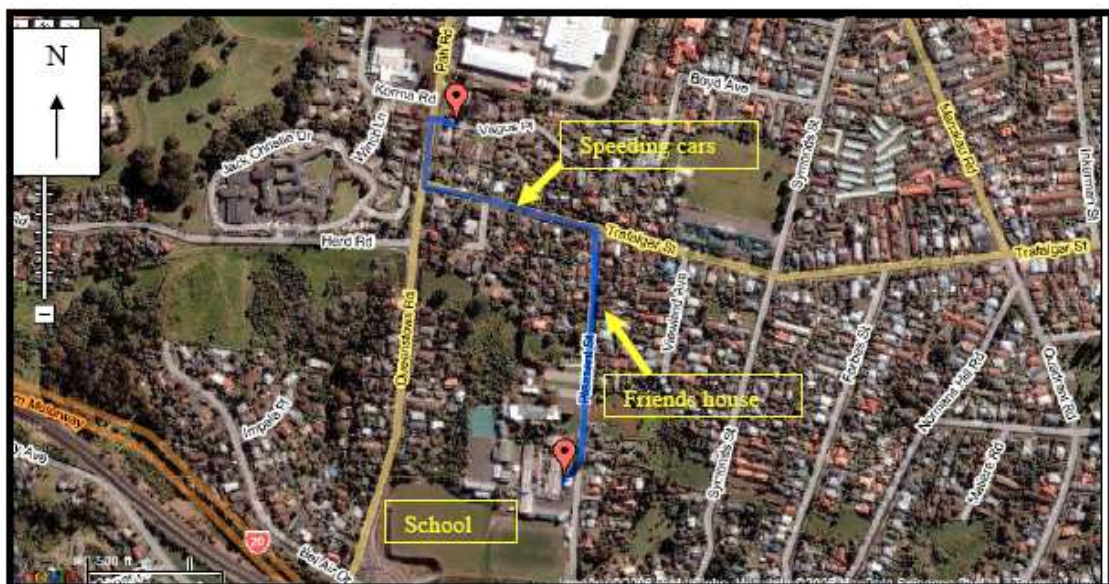
Work through these instructions to use Google Earth to map your route to school. There are questions to answer, at the end.

Go to <http://www.gmap-pedometer.com/>

1		<ul style="list-style-type: none"> • In the box called "Jump to" type in your suburb then New Zealand eg Henderson, New Zealand • Press "Go" • If the map does not go to your suburb, type in Auckland, New Zealand
2		<ul style="list-style-type: none"> • Use the arrows to move to your part of Auckland if the map is not already centred on it • Click once at a time • Or, hold down the left mouse button and move the map around • Put your suburb in the centre of the map.
3		<ul style="list-style-type: none"> • Zoom in to your house and school • Use the + and – scale to do this. • If you are not sure where your house is, click on <i>hybrid</i> at the top of the map. This will show you a satellite image of the area and the road names. • Zoom in as far as you need to see your house.
4		<p>On the left side of the screen change <i>English</i> to <i>metric</i>. This will measure your walk in metres and kilometres rather than miles.</p>
5		<ul style="list-style-type: none"> • Click the <i>start recording</i> button • Put the cursor where you want to start measuring your walk • Double click and an orange marker appears • Move the cursor along the street. Double click when you want to change direction eg at a corner. Another orange marker appears. • Your route is shown as a red line • Look at the left hand side of the screen • The total distance of your walk is shown and how far the last section is.

6	<p>Printing your map</p> <ul style="list-style-type: none"> • The simplest way is to click on <i>print map</i>. <p>However this does not allow you to put a title, frame etc.</p> <ul style="list-style-type: none"> • To do this, use the print screen function and copy the map to a Word document • Use the picture toolbar and crop the map/satellite image to remove the surrounding web page • Right click on the map and <i>format the object</i> so it stays where you want it to • Then add a frame • Add a text box. Draw an arrow in it going up the page and put an N for north above it. • Give the map a title. • Add any other comments that you want to using text boxes. • Save your work. • Print the document.
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My walk from home to school



Questions:

1. How far is it from your house to your school along the route you have chosen?
2. If you walk at an average speed of 4km per hour, which is quite slow, how long would it take you to walk this way to school?
3. Do you walk to school? If so, how long does it actually take you?
4. If you do not walk to school, could you do so? (Walking 2km is not that far)
5. Look at the satellite image and
 - a) identify some of the features you pass if you walk to school
 - b) are they easy to recognise on the satellite image? Why or why not?

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m-1km from the school and children who walk from there can be counted as walkers
- Change the walk to be bus routes or cycle routes to school



Park and Walk

Create 'Park and Walk' zones

Set up drop-off zones for parents to park away from the school gate and walk with their children the rest of the way

Aim: To reduce traffic congestion and improve safety outside the school gate

Method:

1. Identify 2 or 3 places that could be used as 'park and walk' zones. Places with big car parks such as supermarkets, churches, or sports grounds are ideal. If none of these are available then quiet streets away from the school gate are good zones.
2. Walk the routes from each zone to measure how long it takes to walk, and how many metres it is
3. Ask your local council Road Safety Coordinators for help with checking the safety of the route
4. Get an A4 map of the area and mark the 'park and walk' zones with suggested walking routes to the school. Write how far each is and how long it would take to walk.
5. Send the map with the 'park and walk' zones home to parents and encourage them to use them. Suggest they park and then walk *with* their children, or get them to arrange for their children to walk with groups of friends.
6. Explain to parents the benefits of using the 'park and walk' zones in terms of fitness for their children and road safety outside the school, as well as ease of parking for parents

Variations and tips:

- Make up names for each of the 'park and walk' zones
- Have incentives for children who use the 'park and walk' zones
- Find a celebrity to greet people at a 'park and walk' zone one day
- Have the principal walk from the park and walk zone one day
- Book the 'Milo' caravan to give out free drinks at one of the 'park and walk' zones
- Create a club for children who use each 'park and walk area' with membership cards and record how many kilometres they walk in a term
- Remember not to have your zone too close to a neighbouring school – you don't want to make your traffic problem their traffic problem



Red Sneaker Routes

Identifying a safe walking route and encouraging the community to improve and supervise the space along the route

A static form of the Walking school Bus, instead of one adult walking with children along a route, lots of individual adults look out for children on their short section of the route

Aim: To provide an interesting and semi-supervised route for children who want to walk to school.

Method:

1. Work with the children at your school to map out the walking routes most likely to be used by children when walking to school.
2. Once the route is identified approach parents, home owners, businesses, and organisations along the route and encourage them to adopt street corners and/or crossing points along the route. Homeowners and residents are similarly encouraged to adopt the space outside their home.
3. These routes are then promoted to the children as “Red Sneaker Routes”.
4. People and organisations actively involved in Red Sneaker Routes are encouraged to have a human presence at their adopted points whenever possible, but more importantly they are encouraged to personalise the space. This may be a special chair, a garden, a sculpture, something to display children’s art, etc.
5. Those adopting a space outside their home put a red sneaker on their front gate or fence.
6. These routes are a way to encourage children to walk, by providing a visually interesting journey, and more than just a way to get from A to B.

Variations and tips:

- The most interesting route for children might not be the shortest route, but a route that provides the most opportunity for adventure, learning and stimulation.
- It is really important to involve the children in mapping the most interesting way.



School Walking Club

Start your very own walking club
Set up a school walking club for students and families to join

Aim: To encourage more students to walk to school

Method:

1. Start up a school walking club for individual students and/or families to join. Determine what the benefits of joining your club will be and what your club will do.
2. Create a start-up pack for your club with all the benefits and a calendar of events to send home with students, including a registration form
3. Give membership cards to those people who join and your club is underway.
4. The following are ideas of what your club could do:
 - Have a membership book in the school office where members can record how many times per week they have walked to school. Have small prizes after walking so many times
 - Set up a student leaders group to run the club and come up with their own ideas of what they could do
 - Link your club to a 10,000 steps club with pedometers for members
 - Have a map of New Zealand in the school office with how many metres it is from town to town. See how long it takes the club to walk around NZ by recording how many metres each member walks to and from school each day. Mark the club's journey on the map. A photo of their progress could be shown in the school newsletter each month.
 - Create 'walk to school' t-shirts for club members
 - Organise a weekend or after school family walk and picnic through your local reserve once per term
 - Organise themed walk to school days
 - Have a club newsletter that has information on health and fitness, air pollution etc. and includes maps with walks in your local area. The newsletter could profile families who have made an effort to walk more, including walking to school and walking to shops instead of driving.
 - Develop a relationship with a local café for members to receive discounts if stopping for a coffee on their way home from walking their children to school



Set Walking Day

Focus on encouraging walking to school on a nominated day each week

Eg Have a Travel Wise Tuesday, a Walking Wednesday or a Car Free Friday, Fresh-air Friday

Aim: To motivate the formation of walking school bus's and/or student walking groups by starting informally with a "walk to school day" on a set day each week.

Method:

1. Decide which day of the week will be your set walking day.
2. Create your own walking tickets where students will get a stamp or a click for each time they walk on your set walking day. Include space to write the child's name, class and/or house. Give a ticket to each child.
3. Decide where and who will click or stamp the children's walking ticket when they arrive at school.
4. Think of possible meeting times and places where parents & children can meet up with others if they want to.
5. Think of a variety of rewards/incentives you can offer children and parents to encourage their participation. Eg all the walking tickets go in a draw for the use of a pedometer for a week, students earn class/house points, prizes or certificates at the end of term for every-time walkers (see the other ideas on the Prizes Page). Each time parents walk they could get a raffle ticket redeemable for a free coffee or go in a draw for a prize.
6. Advertise your walking day and meeting places to parents. Parents will be responsible for assessing whether their children are capable enough to walk independently, walking with them, or making arrangements for older children or other adults to accompany them. Encourage parents to walk with a group of children and help put them in touch with other families that live nearby.
7. Launch your initiative at the school assembly and promote it to the staff and students

Variations and tips:

- Include all students who use their feet to get to school (cycling, walk +bus, drive+ walk at least 200m)
- Have a different, fun theme for each walking day
- If using pedometers as rewards for children, have them report back at assembly the following week how many steps they have taken during the week.
- Follow up the parents who walked (via details on the raffle ticket butt) to see if they would be interested in driving a walking school bus.
- Follow up with student walking groups or walking buddy programme



The Big TIC

(Transport Information Corner)

Have a Travel Plan noticeboard

Have a noticeboard to display information on safe ways to get to school and other Travel Plan information

Aim: To keep up to date information on transport choices at the school and encouragement to parents to 'travel wisely'

Method:

1. Choose an area in your school to have the noticeboard
2. Put up the noticeboard and display information such as:
 - Information on safe parking practices at the gate
 - Display Walking School Bus routes
 - Information on numbers of parking tickets given by parking wardens
 - Promote the health and fitness benefits of walking
 - Discuss environmental issues associated with cars
 - Provide information on the social benefits to students of walking
 - Display bus routes and timetables if appropriate
 - Congratulate specific parents or children who have improved their travel behaviour
 - Provide information on other Travel Plan initiatives you may be implementing
 - Include children's poems, posters or stories about their journey to school
 - Display competitions or road safety class work





Time Zone Walking Map

Show the extent of a 5, 10 and 15 minute walk to school

Aim: To get more children walking to school by identifying safe drop off locations that are 15 minutes or less away from the school gate.

Materials: A3 or A2 map showing the streets around your school – for participants to plot their locations (your school travel co-ordinator can provide you with these).

Method:

1. Recruit about 20 students who regularly walk home from school.
2. Distribute a permission form for the event to the parents of the students involved.
3. Give each student an A4 map and ask them to mark the place they reached after walking 5, 10 and 15 minutes from the school gate.
4. Each morning for a week, students plot their locations onto the large map. Different time zones are plotted using a different colour i.e. 5 minutes = red dot, 10 minutes = blue dot, 15 minutes = green dot. The dots are then connected to form distinctive zones.
5. If you find big gaps ask the students if they can alter their walk home to cover these areas.

Variations and tips:

Discuss options for drop-off locations “less than 15 minutes” where parents could safely pull over and avoid causing congestion at the school gate (avoid locations that generate congestion near other schools as well).

Create a “time zone walking flyer” displaying the “less than 15 minutes” locations, including the benefits of reducing congestion at the school gate and having students walking 30 minutes a day.

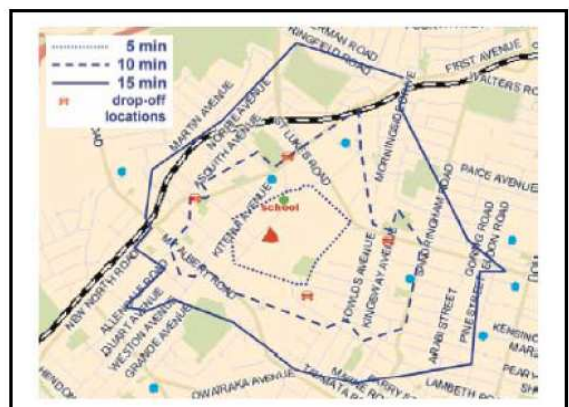
Create an invitation to the “less than 15 minutes” locations, distribute them to parents dropping off students the week prior to holding a “Walk to School Day”.

Hold a “Walk to School Day”. Thank parents in the school newsletter for using the drop off locations. Consider offering coffee, juice or snacks at the “less than 15 minutes” locations.

Time to run the event:

A few minutes a day for one week.

A sample time radius walking map showing a 5, 10 and 15 minute walking zone.





Travel Plan Column

Have a Travel Plan column in your newsletter
Write a regular column on different aspects of school travel in your school newsletter

Aim: To keep up awareness of the Travel Plan programme and provide regular information and encouragement to parents to 'travel wisely'

Method:

3. Write a regular column in your newsletter on Travel Plan
4. Column ideas include:
 - Information on safe parking practices at the gate
 - Information on numbers of parking tickets given by parking wardens
 - Promote the health and fitness benefits of walking
 - Discuss environmental issues associated with cars
 - Provide information on the social benefits to students of walking
 - Congratulate specific parents or children who have improved their travel behaviour
 - Provide information on other Travel Plan initiatives you may be implementing from this manual
 - Include children's poems or stories about their journey to school
 - Include teachers or parents memories from when they travelled to school!
5. Example newsletter snippets for you to use can be supplied by your School Travel Co-ordinator.

Variations and tips:

- Have a section on your school website with all the above information



Walkability checklist

*Have families check the ‘walkability’
of your community*

Send home a ‘walkability’ checklist as a homework activity to encourage families to try walking the route to school

Aim: To provide an activity for families to do while walking to school together and to identify any safety issues to be addressed.

Method:

1. Create a ‘Walkability checklist’ and copy for each family in the school. This can be sent home as a homework activity or with the school newsletter. There is an example of a walkability checklist available from your School Travel Co-ordinator.
2. Give families about 2 weeks to complete the checklist. Explain the activity in the school newsletter.
3. Provide information to families about how to avoid hazards and how they can report problems to their local council.
4. Collate the checklists and write up results in the school newsletter with some tips. For example if a number of families report a scary dog, then provide information on what to do if confronted by a stray dog. If there are complaints about cars parked on the footpath, remind parents that it is illegal to park on the footpath.

Variations and tips:

- Instead of sending home for families to do, the activity could be done in class with a teacher or as an extension activity for certain students (with supervision)



Walk of Fame

*Make the walkers in your school 'famous'
Set up a 'walk of fame' in your school grounds with the
footprints of all the students who walk to school regularly*

Aim: To celebrate those students who walk regularly to school, and to provide an incentive to encourage more students to take up walking

Method:

1. Find a suitable concreted walkway area or piece of playground to have the 'walk of fame'. If no suitable concrete area available, use an indoor wall such as a hallway. Have a plaque or sign explaining the 'walk of fame'.
2. Set your own school criteria for what constitutes a 'regular walker' eg. somebody who walks 80% of days in one term.
3. Set up a system for recording who walks eg. keep a chart in each classroom for children to tick beside their name; have a register at the school office; have a parent, teacher or senior student at the school gate each morning and afternoon with a register where walkers can 'sign-in'.
4. At the end of each term, identify which students have been 'regular walkers' according to your criteria.
5. The students who are regular walkers each term become inducted into the 'walk of fame' by receiving a certificate at assembly and then having their footprint traced onto the concrete (or a cardboard cut-out placed on the wall). Each student can decorate their own footprint and paint their name inside it.

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m from the school and children who walk from there can be counted as walkers
- Change the time frame to earn 'regular walker' status eg. calculate once per term, twice a year or once per year
- Make the criteria harder to ensure that it is a significant achievement to make it into the 'walk of fame'
- Take a photo of the walk of fame after the new footprints have been painted and publish in the school newsletter
- Those students who make it more than once can either re-paint over their footprint or get a new one. The top three walkers each year could have their footprints put in fresh concrete, just like the real thing
- The 'walk of fame' could be painted over every few years to allow room for new ones
- If there is no suitable concrete area, make cardboard footprints and fix on a wall in a corridor, the school hall or library



Walker of the Week

Recognise one walker each week

Award a certificate and small prize to one walker each week during a 'Walker of the Week' slot at assembly

Aim: To encourage walking through recognition and incentives

Method:

1. Create a 'Walker of the Week' certificate and box of prizes
2. Have a slot at your weekly assembly called 'walker of the week' where you announce the name of a student who walked to school and award them a certificate and prize from the prize box
3. Prizes can be small items like stickers or pens or non-material items like sitting on a seat at the next assembly, going to the front of the line at the tuck shop etc.
4. The winner could be a regular walker, a new walker, a walker who walks a great distance, or a walker who was seen doing something safe like using the crossing properly or helping another student

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m from the school and children who walk to or from there can still be chosen as the 'walker of the week'
- Profile some of the winners in the school newsletter or on a noticeboard with a little interview about what they enjoy about walking to school
- Keep a list of all the winners and have a big prize draw at the end of the term/year, or list their names in a school newsletter on a monthly/term basis
- Have a 'cyclist of the week' prize



Walkers prize draw

Enter all walkers into a prize draw

Give numbered tickets to students who walk on random days and do a prize draw at the end of each term

Aim: To encourage walking through incentives

Method:

1. Create your own 'walkers' tickets (or buy a book of raffle tickets from the stationery shop) with numbers on them
2. On random days throughout the term (doesn't matter how many days you do it), have a senior student, parent or teacher, stand at the gate and give out a 'walkers' ticket to all those students who arrive at school (or leave) on foot.
3. Students need to keep the 'walkers' tickets they earn in a safe place. The more often a student walks, the better their chances of collecting tickets and therefore winning a prize
4. At the last assembly of each term, draw out a number to win a prize.
5. See your School Travel Co-ordinator for a list of prize ideas

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m from the school and children who walk to or from there can earn a 'walkers' ticket
- Include those parents who walk with their children in the prize draw. Make special 'parent walker tickets' to hand out to parents. Have a separate draw from the parents' tickets
- Include cyclists in the draw



Walker's Tree

Have a walking tree in your school to display the students that walk to school

Aim: To get more children walking to school.

Description: A walker's tree is a tree painted within the school that has attachable leaves. When children walk to school a certain number of times, they are given a leaf to write their name and room number on, and can stick it on the tree. Gradually as more children walk to school the tree becomes foliated with leaves.

Method:

1. Find a wall in your school where a skeleton of a tree can be painted, (or put up if you do not want it up permanently). It should be in a fairly public space so students and parents can see it's progression.
2. Paint the tree and make leaves. The leaf size will depend on the size of your tree. If you intend on making this an annual event in your school, laminate the leaves and then write on each leaf with a pen that can be removed with meths.
3. Decide at what point will students be rewarded with a leaf – for example, when they have walked 5 mornings and five afternoons. Make sure they write their name and room number on the leaf.
4. Use Velcro dots or blutack to attach the leaves to the wall and watch the tree grow



Variations and tips:

- You can use the Walker's Tree as a permanent part of your Travel Plan and do it annually. Paint a permanent tree onto a visible wall in the school.
- Pick spot price winners by picking leaves of the tree and reward in assembly.
- If you have a lot of children using public transport have a sustainable transport tree to include these children
- Use different colours of green to denote the types of transport children are using (walking, WSB, cycling, bus, train)
- If you want to encourage children to walk in the winter instead of a tree paint an umbrella and have the children write their names on raindrops



Walking Ambassadors

Have students encourage other students to walk
Select students to be 'walking ambassadors' for a week

Aim: To recognise those students who walk regularly to school, and to use students to encourage other students to take up walking

Method:

1. Make some 'walking ambassadors' t-shirts. Make them a bright colour so they can be easily recognised.
2. Select 10 students who walk regularly who will be your 'walking ambassadors' for a week
3. Announce the selected students in assembly where they receive a certificate, t-shirt and are invited to sit on a 'walking ambassador chair' for the assembly, instead of on the floor.
4. The selected ambassadors should wear the t-shirt to school every day for the week and then they hand it back at the end of the week (an especially good incentive for schools with a uniform).
5. Give each ambassador a pile of 'walk to school' stickers that they can handout to other students they see walking to school during the week.
6. The role of the ambassadors for the week is to promote walking to school by talking to their friends and classmates and handing out the stickers. They should also act as good role models when they are walking.
7. Ambassadors could meet together and plan an event or incentive to implement during their week.
8. Ambassadors could also be encouraged to report any problem areas or issues in the surrounding streets either in a walking ambassadors log book, or by meeting with a teacher or principal.

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m from the school and children who walk from there can be counted as walkers and therefore selected as ambassadors
- Develop your own ways for ambassadors to be recognised or selected
- Depending on the size of your school, you may need to have ambassadors for a month instead of a week
- Select as many ambassadors as appropriate for your school
- Give the ambassadors as much responsibility as possible. Ambassadors could be given tasks such as designing a poster to promote walking, or helping to run your other walking initiatives such as counting house points that may be given to walkers etc.



Walking Buddy Challenge

Encourage more walkers

Set up a 'walking buddy challenge' by pairing up existing students who walk to school regularly with students from same class or year level that live nearby who could walk

Aim: To buddy up those students who walk regularly to school with others that live nearby who don't, and to provide an incentive to encourage more students to take up walking

Method:

1. Identify existing walkers from senior primary levels through a modal survey or hands up count.
2. Set your own school criteria for what constitutes a 'regular walker' eg. somebody who walks 80% of days in one term.
3. Using either a GIS map of the school roll, or local knowledge from students, identify classmates or neighbours that currently travel by car.
4. Have a meeting with all students to describe the project and talk about pedestrian safety (local Police Education Office may also run a pedestrian safety session). Work through the booklet provided (with map and hazard identification, parent consent, etc).
5. Set up a system for recording buddies who walks eg. keep a chart in each classroom for children to tick beside their name; have a register at the school office; have a parent, teacher or senior student at the school gate each morning and afternoon with a register where walkers can 'sign-in', or create walking tickets that can be hole punched like a bus ticket.
6. At the end of each term, identify which student buddies have been 'regular walkers' according to your criteria. Use incentives to reward participation in the project, e.g., movie passes, a morning/afternoon movie for all participants, certificates at assembly, draw for big prize.
7. The students who are regular walking buddies each term graduate to 'regular walker' status and can nominate other car users to join the project.

Variations and tips:

- To ensure that students who live far away from the school can be included, drop-off points can be stipulated that are 500m-1km from the school and children who walk from there can be counted as walkers
- Change the time frame to earn 'regular walker' status eg. calculate once per term, twice a year or once per year
- Make sure incentives are attractive to participants to create a sense of desire to belong to the project.



Walking School Bus

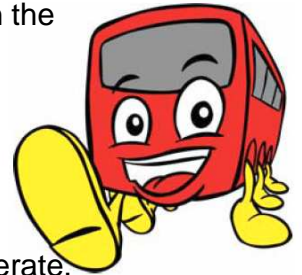
A group of children who walk to school along a set route supervised by adults

WSBs are fuelled by the commitment of parent volunteers and are suitable for even the youngest pupils

Aim: To provide a way for children to walk to and from school, supervised by adults.

Method:

1. Make contact with your local Road Safety Co-ordinator (RSC) as they will assist you through the process.
2. Get hold of a “Walking School Bus Resource Kit”, which will explain the process.
3. Conduct a simple survey of interested parents and children.
4. Collate the survey forms and identify a potential WSB route.
5. Work with your RSC to ensure the route is safe and identify any improvements that may need to be made.
6. Vet your potential volunteers.
7. Establish a WSB roster and the guidelines on how the WSB will operate.
8. Compile and distribute “Parent Packs”, with all the information on the WSB route, to parents of children who will use the WSB.
9. Invite your RSC to do safety training with volunteers prior to the WSB starting.
10. Get walking, you might like to trial the concept for a 2 week period, and if it works make it a more permanent fixture.



Variations and tips:

- Most WSB operate mornings and afternoons 5 days a week. However, if you only have a limited number of volunteers you may want to start with mornings or afternoons only.
- Some WSB routes struggle to get passengers and volunteers during bad weather. You may want to only operate your WSB initially in the 1st and 4th terms of the school year



Walking Wednesdays

***Nominate every Wednesday to be a walk to school day.
Advertise in the school newsletter***

Aim: To encourage more students to walk to school

Method:

1. Every Wednesday, from a selected date until the end of term, will be a “Walking Wednesday”, involving recognising and rewarding children that travel to school on foot.
2. Ensure that this includes walking at least part of the way e.g., to the bus-stop, from the end of selected roads, or using feet by cycling to school.
3. Parents are responsible for assessing whether their children are capable enough to walk independently, walking with them, or making arrangements for older children or other adults to accompany them.
4. If families need help contacting other families who live near by, the school could organise this through the school office.
5. Have some suggested meeting points & times where families can join up with others if they wan

Variations and tips:

- Invite and encourage parents to stay for tea/coffee in the hall when they arrive.
- Encourage families to walk with children from another family as well as their own and link this to a prize draw to win a \$50 book voucher (or some other prize)!
- Children could get spot prizes on arrival, earn house points, and go in a draw for the use of a pedometer for a week.