



LET'S
WALK TO
SCHOOL

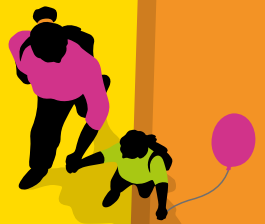
Launching WOW

the year-round walk to
school challenge 2017-18

YOUR GUIDE to a smooth and successful start to WOW

WOW LAUNCH CHECKLIST

- ✓ Register your WOW Travel Tracker account
OR fill out and hang up your wallcharts.
- ✓ Assign WOW monitors for each class or year group.
- ✓ Locate your drop off points for Park and Stride.
- ✓ Download our assembly presentation from:
www.livingstreets.org.uk/wow
- ✓ Photocopy and hand out the pupil guides. Why not
do this during your WOW launch assembly?
- ✓ Choose one of our WOW school launch activities and get
the whole school excited and ready to take part.
- ✓ Use our parent letter template, which you can find in your
launch pack, to let parents and carers know all about WOW.
- ✓ Add our termly newsletter content to your school newsletters.



Ready, Steady, LAUNCH



USE THE FOLLOWING TRIED AND TESTED IDEAS TO GET EVERYONE ON BOARD, ENSURING THAT WOW GOES OFF WITH A BANG!

- During your launch assembly ask your pupils to make a pledge. Ask them how many times per week they hope to walk, cycle or scoot to school! You could display your pupils' pledges in classrooms or at the main reception.
- Ask pupils to wear their favourite shoes to school for the first day of WOW.
- Take a school walk – organise a whole school walk around the neighbourhood to mark the first day of WOW – you could even use this to scope out the Park and Stride drop off points.
- Get the school together for a huge, happy WOW photo! Don't forget to share it with us afterwards.
- Announce a school-wide competition on your WOW Travel Tracker – the class with the highest walking rate wins a prize.
- Ask each pupil to design a poster about why they love to walk to school. The winning design from each class could be displayed in the school to inspire others to walk too!



Send us your launch stories and pictures! We'd love to hear how you've started your WOW journey this year.

Tweet us @LivingStreets or send us an email commsteam@livingstreets.org.uk



We are Living Streets, the UK charity for everyday walking.

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