



Hello and welcome to WOW – the year-round walk to school challenge!

Living Streets is the UK charity for everyday walking and the people behind the walk to school campaign. We're proud to run one of the UK's leading behaviour-change initiatives: WOW – the year-round walk to school challenge. Your school has chosen to take part and we're excited to welcome you on board!

WOW is a pupil-led initiative where children record how they get to school every day. If they travel sustainably (walk, cycle, scoot or Park and Stride) at least once a week for a month, they get rewarded with a badge. It's that easy!

Walking to school and running WOW safely during COVID-19

The government is actively encouraging families to walk to school whenever they can at this time. However, it is important that measures in place to protect everyone's health are always observed. For this reason, we are committed to helping you adapt to changing circumstances, ensuring that everyone involved in our walk to school initiative stays safe. We have pulled together a selection of guidance points on how to run WOW safely and smoothly during this time. Just visit livingstreets.org.uk/wowlaunch

If your school has decided to record pupil journeys using the WOW Travel Tracker, remember to visit traveltracker.org.uk to set up your account.

This is your **WOW Launch Pack**. You'll see that we've split this pack into two parts: one part for your **nominated WOW school travel champion** and one part for **class teachers**.

For the WOW school travel champion:

- A letter to families – please scan and share with your families in your e-newsletters. One side to be used if you've taken part before and one side if you're a brand-new WOW school.
- Launch guide – some ideas to help you roll out and kick WOW off with a bang.
- Recycling leaflet and Walking to School leaflet.
- WOW poster – let others know you're a WOW school!

For class teachers:

- 25 handy classroom guides with simple steps to running WOW.

We kick off the year by completing our celebration of the 'Inventions that Changed the World'. Please note that your badges were initially packaged for use in summer 2020 and should now be awarded as follows: September – **X-ray**, October – **Zebra crossing**, November – **Microchip**, December – **Internet**. From January, the new theme will be 'Wonders of the World', with seven brand-new badge designs.

We hope you enjoy taking part and look forward to working together to achieve one of our charitable missions – **to ensure that every child that can, walks to school.**

Best wishes,

Living Streets

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