

# WALK TO SCHOOL WITH WOW!

We are excited to tell you about the relaunched walk to school project that our school will be running this year with national charity Living Streets and West Sussex County Council.

## Who is involved?

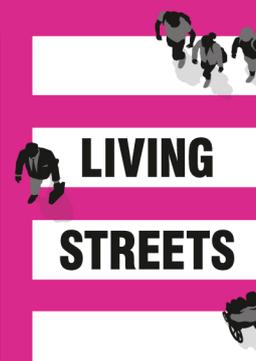
Selected schools in West Sussex have been invited to participate in the project which encourages pupils and their families to walk to school at least once a week through an initiative called WoW.

## What is WoW?

WoW is a scheme run by Living Streets, the charity behind the national Walk to School campaign, which encourages families to walk to school at least once a week. At the end of each month, children who walked at least once every week will receive a special collectable pin badge. On Wednesdays the children will be logging their mode of travel when they register for school in the morning. There is a different badge to collect for each month of the school year, for 2015/16 the theme of the badges was Our Healthy Planet. Here are some examples:



**WOW IS PROVEN TO  
INCREASE WALKING  
RATES BY UP TO 23%**



We are Living Streets, the UK charity for everyday walking. We want to create a walking nation where people of all generations enjoy the benefits that this simple act brings, on streets fit for walking.

[livingstreets.org.uk](http://livingstreets.org.uk)



### **What if we can't walk to school?**

If you live too far away or don't have time to walk the whole way to school, all children can participate in WoW by walking at least 10 minutes to school.

If driving we recommend that you **Park and Stride** to earn your WoW badge - park safely away from the school e.g. at a friend's house - and walk the rest of the way. Children who scoot or cycle to school will also earn badges. Some children may also get involved at school by helping to run the scheme.

### **Why are we encouraging walking to school?**

Under half of UK children walk to school and this number is decreasing, whilst the number of children being driven to school has doubled in the last 20 years. Our school is taking part because of the many benefits we believe it will bring to our children and the community.

### **What next?**

We will be re-launching WoW with a special Walk to School day on **Thursday 3<sup>rd</sup> November**. On this day all children who walk all or part of the way to school can earn a WoW badge to add to their collection. Our walk to school mascot 'Strider' will also make a special appearance on the day!

**If you have any questions about the programme, please contact Mr Jackson, talk to your local WoW Coordinator at the school gate on launch day or visit:**

**[www.livingstreets.org.uk/walktoschool](http://www.livingstreets.org.uk/walktoschool)**

**We hope that you join in with this fun project so your family can enjoy the benefits of walking to school.**



**WOW IS PROVEN TO REDUCE  
CONGESTION AT SCHOOL GATES BY AS  
MUCH AS 30%**