

LIVING STREETS WOW CAMPAIGN: W1

Living Streets' WOW Campaign is a pupil led initiative where children self report how they travelled to school using the interactive WOW Travel Tracker. If they travel actively and sustainably once a week for a month they earn a special WOW Badge. Taking part in the WOW Challenge can support a school's Modeshift STARS Travel Plan. It acts as a springboard for meeting several travel initiatives that contribute to accreditation. There's a lot more to be had than just W1: School takes part in WOW Challenge! This guide explores ways that the WOW Challenge can be fed into a Modeshift STARS Travel Plan and how schools can maximise WOW's reach and impact.

LAUNCHING AND PROMOTION

Assembly: An assembly, either delivered by Living Streets or internally, launches and introduces the challenge.

Newsletter: A newsletter article can inform parents about the challenge, the badges and the benefits of active travel.

Social Media: Share information on the challenge, achievements and milestones on the school's social media.

Letter from the Head: A headteacher letter can highlight the purpose and aim of the challenge.

PR1 Newsletter
PR9 Assembly
PR10 Social media campaign
PR16 Letter from Headteacher

INVOLVING THE PUPILS

Giving out badges and awarding class trophy: Pupils can help distribute badges around school and award the class trophy for highest engagement.

Become data scientists: Pupils can do the hands up survey to collect baseline data. They can then help monitor changes, track progress and share findings with their peers.

Gate Events: pupils can help run gate events, sharing information, promoting active travel and handing out badges to the school community.

PU5 Pupils monitor WOW
CU1 Schools takes part in competitions promoted by others

FURTHER LINKING INITIATIVES

Active Travel Display: WOW can give great content for an active travel display, where achievements, recent data and the next badge to be earned can be shared.

More from Living Streets: Why not try the WOW Ambassadors programme and/or take part in the Badge Design Competition to compliment the WOW campaign? Strider may even visit school for a gate event or to award a prize! These can all feed into your travel plan.

PR7 Travel information on notice board
AT2 Active Travel Ambassadors
PR28 Active Travel Mascot

GATE EVENTS

A celebratory gate event linked to WOW can be a great way of showcasing the school's work to promote active travel.

Invite Local Media: Local media often report on gate events, particularly if it is linked to an issue affecting the wider community, such as air quality or problem parking.

Invite Local Councillors or MP: Cllrs and MPs have attended gate events linked to WOW.

Don't forget to contact Living Streets to see if Strider can attend!

PR3 Schools get local media attention
PR14 Councillor / MP / Mayor invited to an event

CAMPAIGNS, LINKS & RESOURCES

LS Events:
[Walk to School Week](#)
[WOW Top Ten](#)
[WOW Badge Design Competition](#)

LS website links:
[Living Streets WOW Homepage](#)
[WOW Travel Tracker Information](#)

LS Resources to download:
[Walking Activities Booklet](#)
[Walking Activity Diary](#)

W6 Walk to school week
CU2 School teaches the benefits of active travel

POSSIBLE TOTAL: 2 TRAVEL INITIATIVES, 10 SUPPORTING INITIATIVES AND 2 CONSULTATIONS