

# WALK TO SCHOOL PROJECT LAUNCH

We are excited to tell you about a new walk to school project that our school will be running this year with national charity Living Streets and Buckinghamshire County Council.

## Who is involved?

Selected schools in Buckinghamshire 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. There is a different badge to collect for each month of the school year. Each year's badges are themed and pupils are encouraged to design our new badges through our annual National Badge Competition in the Spring term. The examples below are taken from 2015/16 My Healthy Planet.



**WOW IS PROVEN TO  
INCREASE WALKING  
RATES BY UP TO 26%**

**LIVING  
STREETS**

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.

### **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 launched WOW with a special assembly at school on **Wednesday 14<sup>th</sup> September**. All children should try to walk all or part of the way to school to earn their first WOW badge to start their collection.

**If you have any questions about the programme, please contact the school office or visit [livingstreets.org.uk/walktoschool](http://livingstreets.org.uk/walktoschool) for more information.**

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

