



Hello and welcome to WOW – the walk to school challenge!

WOW is one of the UK's leading behaviour-change initiatives, brought to you by Living Streets, the UK charity for everyday walking. It's great to have your school on board for this year's challenge.

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

The WOW Champion and your welcome pack

First, appoint a 'WOW Champion', someone within the school who will **lead on the initiative**. This WOW Welcome Pack is split into two parts:

1. Resources for WOW Champion

- Welcome guide – provides help on getting started and links supporting digital resources.
- WOW poster – put it up and let everyone know you're a WOW school!

2. Information for classroom staff

- 25 handy guides to be shared with each class – don't forget to add the school's three-word classroom access code first!

Further information and digital resources for school staff, pupils, parents and carers can be found at livingstreets.org.uk/wowlaunch. On this page you will also find a **letter to parents and carers** – please print and share to let everyone know about WOW. There's one side for new WOW schools and another for returning schools.

The WOW badges

The badges have all been designed by pupils across the UK as part of our annual WOW Badge Design Competition. They are made in Cornwall from recycled plastic material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. For more information, visit: livingstreets.org.uk/recycling

Pupils will be joining an exciting journey this year in *The British Nature Walk*. This theme aims to bring pupils closer to the nature found across Britain! As pupils walk to school through the year they will learn and collect badges depicting urban and rural British landscape and animals. The autumn term kicks off with the **Urban Fox** in September, the Scottish Island of **Inchkeith** in October, **Night Owls** in November and the **Robin** badge in December. Badges will be supplied termly, with autumn resources arriving early September, spring by the end of January, and summer before the end of April.

Share your stories on social media using #WalkToSchool and tag us @livingstreets (or @livingstreetsuk on Facebook)

We look forward to working together to help more children enjoy the benefits of walking to school.

Best wishes,
Living Streets

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