



LIVING  
STREETS

LET'S  
WALK TO  
SCHOOL

# WOW Ambassador

## Teacher Guide

### What is a WOW Ambassador?

**A WOW Ambassador is an important role a pupil can take on to support the delivery of WOW in your school.**

Their main responsibility is to champion all things WOW in their class and across the school, encouraging other pupils to travel actively to school. They may also assist with recording journeys on the WOW Travel Tracker, take responsibility for awarding WOW badges at the end of each month and more.



### WOW Ambassador Supporting Materials

**We have provided the following resources to help you promote the WOW Ambassador scheme across your school:**

- Job description and application form
- WOW Ambassador certificate and optional badges (ambassador badges are available to purchase through the Living Streets shop)
- WOW Ambassador launch assembly
- WOW Ambassador checklist
- WOW events calendar



### SELECTING YOUR SCHOOLS' WOW AMBASSADORS

There are many ways you can select WOW Ambassadors in your school. You may opt to elect one or two WOW Ambassadors in each class, or perhaps you will choose to offer this special role to just a few older pupils for the whole school. To help you with the selection process, in the support pack, we have provided an application form (and a job description).

# GETTING STARTED WITH YOUR WOW AMBASSADORS

## 1. WALK THEM THROUGH THE CLASSROOM VIEW OF THE WOW TRAVEL TRACKER.

Make sure they know:

- The website address is **traveltracker.org.uk** to record journeys
- The three word classroom access code
- How to record using both the 'Individual' and 'Batch' modes
- How to go back to record journeys from past dates
- How to record fellow pupils as absent
- That a small badge icon appearing on their pupil icon means that a badge has been earned that month.

## 2. PROVIDE THEM PRINT-OUTS OF WHO HAS EARNED A BADGE AT THE END OF EACH MONTH (FROM THE BADGES TAB OF YOUR ADMIN ACCOUNT) SO THEY CAN AWARD THE BADGES.

## 3. INVOLVE THEM IN SCHOOL ASSEMBLIES TO PROMOTE WOW AND THE IMPORTANCE OF ACTIVE TRAVEL.

## 4. ENCOURAGE THEM TO SHARE EXCITING KEY DATES AND EVENTS WITH THEIR CLASSMATES/IN ASSEMBLY. (SEE WOW EVENTS CALENDAR FOR MORE INFORMATION).



## Launching WOW and WOW Ambassadors to the school

**ONCE YOU HAVE YOUR TEAM OF WOW AMBASSADORS, IT IS TIME FOR THE WHOLE SCHOOL TO KNOW!**

You can hold a school assembly to celebrate and introduce the new WOW Ambassadors to the rest of the school.

Please refer to your WOW Ambassador supporting materials to help launch WOW at your school.

[LIVINGSTREETS.ORG.UK/WOWAMBASSADOR](https://www.livingstreets.org.uk/wowambassador)

Get involved on social media: **#WOWAMBASSADOR**



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