

RETURNING WOW SCHOOL



Dear parent/carer,

Living Streets' **WOW – the walk to school challenge** is back at Canford Heath Junior School, starting 1st February 2023, to help encourage as many children as possible to experience the benefits of walking to school.

As you know, WOW is a pupil-led behaviour-change initiative where children self-report 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 badge. It's that easy!

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive to school refreshed, healthy, and ready to learn
- A reduction in congestion and pollution at the school gates

What if we can't walk to school?

Remember, you can Park and Stride to help your child earn their WOW badge. Park or hop off public transport at least ten minutes away from the school and walk the rest of the way.

What is a WOW badge?

Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. A new badge can be earned every month if you walk/wheel, cycle, scoot or Park and Stride at least once a week. Children who travel actively more than once a week will be able to earn other badges.

Pupils will be taking part in a **Walk Through Time**, earning badges while learning about key historic moments ranging from prehistoric creatures to ancient societies, to important moments and great journeys that changed the world.

The badges 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

In the UK, over 1,500 schools and around half a million pupils are enjoying the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please contact **Mrs Laishley** or find more information and useful videos at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks.

