

Walk to School

Walk, ride or scoot and build healthy habits for life.



Walk to School – Setting kids up for healthy, active lives!

Walk to School encourages Victorian primary school kids to walk, ride, scoot or skate to and from school. It includes working with schools and local councils to make it easy, safe and accessible.

We know as a council you have an incredible understanding of your community and are best placed to encourage families and schools to take part.

Walk to School is no longer a one-month campaign, but just like school terms, is year-round! And we have a bunch of resources on our Walk to School website to get you started.

Help your families and schools take part in Walk to School by getting the message out! This kit makes it easy and includes key messages and social posts for you to use and show your support. We'll be encouraging kids and families too!

Overarching Walk to School messages

- Walk to School encourages kids to walk, ride, scoot, or skate to and from school at any time of the year to build healthy habits for life.
- Getting kids into the habit of walking to school helps them feel great now and leads to healthy, active lives into the future.
- Getting active is even more fun when we do it together! Walking, riding, scooting or skating to and from school is a great way to connect with family and friends.

Secondary messages

- Part way is okay! If you can't walk the whole way, why not try parking the car a few blocks from your school and walk, ride, skate or scoot the rest.
- Walk to School with your kids and enjoy the chance to talk and teach road safety skills while getting active yourself.
- Walking, riding or scooting to and from school instead of driving is great for our health, environment and community. It helps to reduce traffic congestion, save money on parking, connect with family and friends and even reduces air pollution.

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Social media copy

To access social media tiles please [use this link](#).

FACEBOOK #1	Encouraging kids to walk, ride, scoot or skate to and from school sets them up for healthy, active lives. It also helps make the streets and drop-off zones around our schools safer and less congested and creates opportunities for us to connect. Take part in #WalkToSchool all year round. Walktoschool.vichealth.vic.gov.au @VicHealth
FACEBOOK #2	Walking, riding, scooting or skating to and from school is a great way for kids to build healthy habits for life. Show [insert council] how your family is getting active because it's even more fun when we do it together #WalkToSchool @VicHealth
INSTAGRAM #1	Walking, riding, scooting or skating before and after school helps our kids develop lifelong healthy habits and creates opportunities for us to connect. #WalkToSchool #Ride2School #ActiveTravel @VicHealth
INSTAGRAM #2	#WalktoSchool is great for kids and for our community! Walking, riding, scooting or skating before and after school can help reduce traffic and make the streets and drop-off zones around our schools safer. Even part way is ok! #Ride2School #ActiveTravel @VicHealth
TWITTER #1	Join #WalktoSchool any time of the year to help kids build healthy, active habits when they're young – setting them up for healthy, active lives! walktoschool.vichealth.vic.gov.au . #Ride2School #ActiveTravel @VicHealth
TWITTER #2	Walking, riding, scooting or skating before and after school can help make our streets and drop-off zones around schools safer. Join #WalktoSchool any time of the year. walktoschool.vichealth.vic.gov.au . #Ride2School @VicHealth #ActiveTravel
TWITTER #3	[insert council] encourages kids to walk, ride and scoot to school all year round. It's fun, free and can help your kids build healthy habits for life! #WalkToSchool @VicHealth

Newsletter copy

Healthy, active lifestyles start with Walking to School!

VicHealth's Walk to School initiative is encouraging kids to be active before and after school – any time of the year. When we support our kids to walk, ride, scoot or skate to school, we're setting them up for healthy, active lives. We're also making the streets around our schools safer and less congested.

Visit walktoschool.vichealth.vic.gov.au to check out their free resources, including a range of worksheets designed for simple, flexible and fun activities that can be used by parents, carers and teachers.