

Walk to School 2018

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



Tips for engaging schools

Getting active is even more fun when we do it together! To make Walk to School bigger and better in 2018, we need as many primary schools across the state to get involved. Schools are key to encouraging their students and families to participate.

Here's some handy tips to help you increase the number of your local schools who register and take part in Walk to School for 2018:

1. Ways to get local schools on board

We know that many councils already have great relationships with local schools, which is fantastic! We also know some councils have found it challenging to build relationships with new schools.

There is no single answer to getting more schools to register, instead successful councils have used a variety of ways to encourage more schools to get on board:

- Use different ways to communicate with schools – try email, phone or even visit the schools in your local area – sometimes this helps with finding the best contact.
- Use your existing networks and programs to find the right contact at the school.
- Use our key messages to encourage the school to get on board – hundreds of schools were involved last year, schools can win prizes and walking part way is okay have been successful in the past.
- Tell schools about your local activities, prizes and any success stories.
- Remind schools that you are there to help!
- Remind schools about the health, social and environmental benefits – see key messages.

2. Encourage your schools to nominate a champion

It is easier to coordinate Walk to School when you can work with a school champion. This could be the principal, a teacher, a school nurse or a parent. There are even schools who use their senior kids (year 5/6) to assist them.

Ask your school to nominate a champion who will become your key contact throughout the program.

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This school champion can assist with:

- Confirming the school principal gives consent to participate in Walk to School.
- Registering the school on the [Walk to School website](#) and ordering free materials.
- Keeping you informed with any upcoming events or promotional opportunities.
- Recording student's walks, rides and scoots by using the classroom calendars.
- Reporting the school's results on the [Walk to School website](#) after 2 November.
- Helping their school celebrate their achievements.

Remember if your school champion needs help, please assist them with registering, ordering materials and logging of walks, rides and scoots. You can do this via the council portal on the [Walk to School website](#).

3. Help your schools' community to get involved

Once local schools have registered for Walk to School, you can help them with promoting the program to their community. Many councils have recommended to do this early and regularly leading up to Walk to School month.

Here are some key suggestions:

- Use our key messages to promote Walk to School using your channels, school channels and community channels – e.g. spread the word by displaying posters and signs.
- Keep communicating important dates, information and local activities to your schools.
- Remind schools that you are there to help – e.g. help them to download resources from [Walk to School website](#) including sample copy for schools to add in their newsletters, on their social channels or to read out at assemblies.
- Order parent and carer fact sheets that schools can give to families.
- Support more ongoing active travel initiatives by working with schools to plan, deliver and promote them in your community.

If you have any additional tips, we would love to hear from you! [Send us](#) your tips so that we can update this document and help other councils achieve great results.

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