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# Media Release

## Journey to school DVD gets kids on their feet

Every Geelong family with primary school children will soon receive a DVD encouraging families to walk, 'scoot', skate or cycle to school.

The DVD also highlights the option of driving part of the way and walking or riding the rest.

'The Journey to School' DVD is the result of the *Streets Ahead* and TravelSmart partnership between the City of Greater Geelong, VicHealth and the Department of Transport.

This is the final part of a local campaign urging parents to consider the benefits of walking to school, through distribution of car safety signs, fridge magnets and booklets with tips for safe and active travel.

The DVD was filmed around Drysdale Primary School and features local children walking or riding to school or 'parking part way' - and talking about the benefits.

Transport portfolio holder Cr Richards said a number of children had seen previews of the DVD, and were already responding positively.

"A DVD is a unique and effective way to communicate with primary school aged children and their parents as well," said Cr Richards.

"The DVD gets kids excited about walking or riding to school, so this is an ideal time for parents to reconsider their daily habit of driving to school.

"This DVD is one of its kind in Victoria and already we have received statewide attention from other organisations keen to repeat this campaign in their region.

"Active transport is not only healthy for the individual, it's much better for the environment and makes areas around schools a lot safer by reducing traffic congestion at pick up and drop off times.

"One of Council's key priorities is to encourage more active transport in the region, and travelling to and from school is a great place to start.

"We know that establishing daily 'active travel' habits in primary school can lead to lifelong benefits for children, their families and our whole community.

"I encourage all families to sit down and watch this 7 minute DVD and think about how you could incorporate active transport into your day," said Cr Richards.

Cheetham Ward Cr Rod Macdonald said it was great to see local children involved in the production of the DVD.

"It's fantastic that Drysdale students are leading the way in choosing active transport to get to school."

"This is an important campaign and I'm sure that it will influence families right throughout the City of Greater Geelong, and beyond," Cr Macdonald said.

VicHealth CEO, Todd Harper, said that encouraging children to walk to school is a great way to improve health and wellbeing.

"The rate of children walking to school has declined dramatically since the early 1970s. Then, nearly 40 per cent of children walked, now it is estimated to be a low as 15 per cent.

"Children need more than one hour of exercise each day in order to be healthy, and walking to school is a great way to build regular physical activity into their day.

"Our research shows that young people who are physically active are more likely to be active adults, so encouraging children to use active travel can result in health benefits across a lifetime," he said.

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