



Create a Parent Pledge Activity

The aim of a parent pledge:

To encourage parents to make a commitment to change their behaviour regarding transport issues around the school. It could be to increase walking and cycling, or decrease speeding and parking on verges

Design your pledge project

Select a format

This could be:

- An outdoor sign
- Cards to hand out to parents
- Individual slips of paper
- An online form
- An indoor mural

Set the intention of the pledge

For example: "Enable our children to safely walk and cycle to school"

List issues and desired actions

Some examples:

- I will invite a family on my street to walk or ride with me
- I will walk / cycle with my child to school
- I will use the one way system
- I will drive safely and under the 40km speed limit
- I will not park illegally on neighbouring verges
- I will park and walk from _____
- I will volunteer on the Walking School Bus once a week

Choose parent incentives

- Raffle prize
- Coffee vouchers



Figure 1 - Example of a parent pledge activity set up at an event



- Thank you in newsletter
- Social event launching pledge concept

Organise the materials

- Collect incentives and materials
- Develop sign-up sheets, online forms and posters
- For 200 activity points you can liaise with ImageSource to order a sign using Your Move artwork.

TIP - You could also create a QR code to direct parents to your online form

Promote your parent pledge activity

- Read them out at assembly
- Take sign up sheets and talk to parents at school gates (am or pm)
- Mention to parents that they can commit to their pledge as much as they are able to (eg. once or twice a week depending on their circumstances). The idea is to make small changes first and build from there.
- Create a flyer and send home in school newsletter, requesting pledge to be signed and sent back to school. You could offer a raffle draw prize for participating families.
- Create a pledge board. You could use a white board or paint the pledges on large white paper to hang inside the school reception area.
- Host a launch morning tea or breakfast

Follow up

The following term, you could ask parents how their pledge is going and get them to update their pledge (whilst also reminding them), eg:

- Have you signed a pledge?
- Do you stick to your pledge?
- 4-5 times a week
- 2-3 times a week
- Weekly / Fortnightly / Monthly?
- Why / why not?
- If not, what were the barriers that prevented you from committing to your pledge?

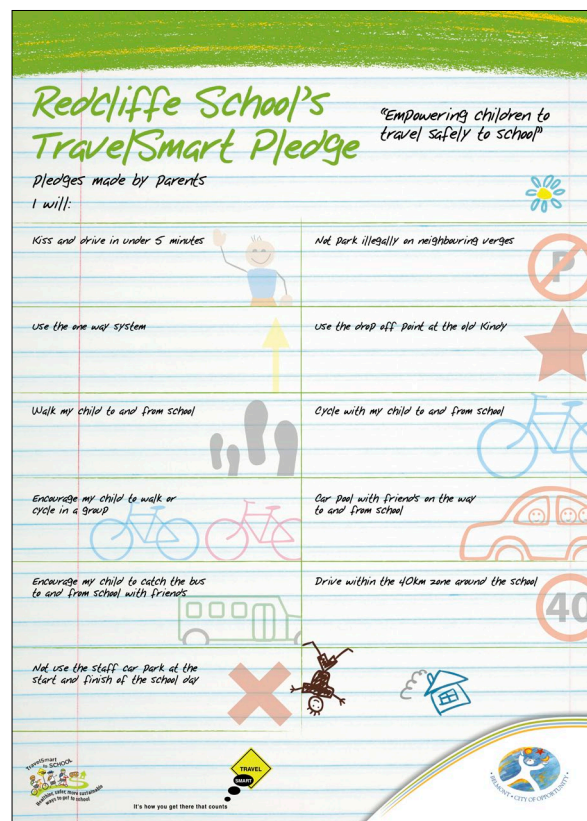


Figure 2 - Example of a parent pledge poster