Your Move Schools Promotional Content

Welcome to the Your Move Schools program. You are helping to instil lifelong positive, healthy habits in your students, while reducing car congestion and improving safety at drop off and pick up times.

To help your school promote its new status as a Your Move School, here is some content that can be copy-and-pasted onto your website, into your school newsletter, posted on social media or used on other promotional platforms to showcase your participation in the program.

The more stories your school posts on the [Your Move website](https://www.yourmove.org.au/schools/), the more points you will receive – which can directly translate into funding for active transport facilities for your school through the annual Connecting Schools Grant.

You have nothing to lose and everything to gain – so get moving!

# Promotional content – suggested copy

## Parent Handbook copy: registered Your Move school

Our school is a member of the [Your Move Schools](https://www.yourmove.org.au/schools/) program.

Your Move encourages students and their families to get active by walking, or riding a bike or scooter to school.

Making a small behavioural change by actively travelling to and from school a few times a week can result in huge benefits for your child and the community:

* Reduced congestion, travel times and parking problems around schools
* Reduced carbon dioxide emissions around the school
* Lifelong improved health and emotional wellbeing due to instilling positive physical activity habits at a young age
* Improved concentration and academic performance
* More sustainable and cost-effective transport outcomes, such as reducing the need for investment in parking that may only be utilised for a short period each day, and reduced road infrastructure maintenance costs.

A benefit of being a Your Move School is the ability to apply for a Connecting Schools Grant, which is offered annually. This funding can be used for active transport facilities such as new bike and scooter racks, access to bicycle education and other activities for the school. We earn Your Move points by [posting stories](https://www.yourmove.org.au/stories/) and photos of our active transport adventures on the website – the more stories we post, the more points we earn and the higher the amount of grant funding we could receive! Programs like Your Move always work best if there are parent volunteers willing to help, so if you’re interested in being part of our school’s Your Move program, check out this short [introductory video](https://www.youtube.com/watch?v=VE0cc922kVg) and then get in touch with our Your Move Champion [insert name here].

We sincerely appreciate your support of our involvement in Your Move, and we hope you will consider walking, wheeling, riding and public transport to get to and from school.

## Parent Handbook copy: non-registered Your Move school

Our school encourages students and their families to get active by walking, or riding a bike or scooter to school.

Making a small behavioural change by actively travelling to and from school a few times a week can result in huge benefits for your child and the community:

* Reduced congestion, travel times and parking problems around schools
* Improved safety for everyone at drop off and pick up times
* Reduced carbon dioxide emissions around the school
* Lifelong improved health and emotional wellbeing due to instilling positive physical activity habits at a young age
* Improved concentration and academic performance
* More sustainable and cost-effective transport outcomes, such as reducing the need for investment in parking that may only be utilised for a short period each day, and reduced road infrastructure maintenance costs.

We hope you will consider adopting active transport methods to get to and from school.

## Website copy one: registered Your Move school – introducing Your Move

We are now a Your Move School!

[Your Move](https://www.yourmove.org.au/schools/) is a Department of Transport program that encourages students and their families to get active by walking, wheeling or riding to school. These behavioural changes help instil lifelong healthy and positive habits and improve concentration and academic performance for students, while also reducing traffic and improving safety around the school.

Everyone can get involved in Your Move. Do you live too far away? Why not drive to a nearby park or café and then walk the rest of the way? Concerned about safety? Why not join your kids in walking, riding or scootering to school once a week? Small changes still make a big difference.

We earn Your Move points by posting [stories](https://www.yourmove.org.au/stories/) and photos of our active transport adventures on the website; these can translate into grants to fund active transport facilities and activities for the school and other rewards. If you’re interested in volunteering to be part of our school’s Your Move program, get in touch with our Your Move Champion [insert name here].

Before riding your bike to school, make sure you give it a quick safety check. Learn how by watching this [ABC Bike Check video](https://www.transport.wa.gov.au/activetransport/getting-your-bike-ready-to-ride.asp), and checking out some of the great Your Move resources, like ‘[staying safe on your bike’](https://www.yourmove.org.au/resources/staying-safe-on-your-bike).

## Website copy two: registered Your Move school – benefits of Your Move

We are now a Your Move School!

[Your Move](https://www.yourmove.org.au/schools/) encourages students and their families to get active by walking, riding and scootering to school. Making a small behavioural change a few times a week can result in huge benefits for your child and the community, including:

* reduced congestion, travel times and parking problems around schools;
* improved safety for everyone at drop-off and pick-up times;
* reduced carbon dioxide emissions around the school;
* lifelong improved health and emotional well-being due to instilling positive exercise habits at a young age;
* improved concentration and academic performance; and
* more sustainable and cost-effective transport outcomes, such as reducing the need for investment in parking that may only be utilised for a short period each day, and reduced road infrastructure maintenance costs.

We earn Your Move points by posting stories and photos of our active transport adventures on the website; these can translate into grants to fund active transport facilities and activities for the school and other rewards. If you’re interested in volunteering to be part of our school’s Your Move program, get in touch with our Your Move Champion [insert name here].

## Website copy: unregistered Your Move school – benefits of active travel

We encourage students and their families to get active by walking, riding and scootering to school. Making a small behavioural change a few times a week can result in huge benefits for your child and the community, including:

* reduced congestion, travel times and parking problems around schools;
* reduced carbon dioxide emissions around the school;
* improved safety for everyone at drop-off and pick-up times;
* lifelong improved health and emotional well-being due to instilling positive exercise habits at a young age;
* improved concentration and academic performance; and
* more sustainable and cost-effective transport outcomes, such as reducing the need for investment in parking that may only be utilised for a short period each day, and reduced road infrastructure maintenance costs.

We hope you will consider adopting active transport methods to get to and from school.

## Newsletter copy one: introducing Your Move

We are pleased to announce that we are now a member of the Your Move Schools program.

[Your Move](https://www.yourmove.org.au/schools/) is a Department of Transport program that encourages students and their families to get active by walking, riding and scootering to school or catching public transport, more often.

Simply by changing how your child travels to school a few times each week can deliver lifelong benefits. Increasing active transport to school has been proven to lower childhood obesity, establish healthy habits and improve concentration and academic performance.

Reducing the number of cars around the school at drop off and pick up times also helps improve safety and reduces pollution.

So, join the Your Move movement! Get in touch with our school’s Your Move Champion, [insert name here], and help us to earn points that can translate into funding for active transport facilities and activities. This [short video](https://www.youtube.com/watch?v=VE0cc922kVg) is a great introduction into what the program is all about and the benefits for our school.

## Newsletter copy two: benefits of Your Move

We are continuing to encourage students and their families to consider walking, riding, scootering and catching public transport to school in support of the [Your Move Schools](https://www.yourmove.org.au/schools/) program.

We are aiming to decrease car pick ups and drop offs by 10 per cent this year. Help us achieve our goal by walking, riding and scootering to school a few times each week. It’s a small behavioural change that delivers huge benefits, including:

* reduced congestion, travel times and parking problems around schools;
* reduced carbon dioxide emissions around the school;
* improved safety for everyone at drop off and pick up times;
* lifelong improved health and emotional well-being due to instilling positive exercise habits at a young age;
* improved concentration and academic performance; and
* more sustainable and cost-effective transport outcomes, such as reducing the need for investment in parking that may only be utilised for a short period each day, and reduced road infrastructure maintenance costs.

Everyone can get involved in Your Move. Do you live too far away? Why not drive to a nearby park or café and then walk the rest of the way? Concerned about safety? Why not join your kids in walking or riding to school once a week? Small changes still make a big difference.

Before riding your bike, make sure you give it a quick safety check. Learn how by watching this [ABC Bike Check video](https://www.transport.wa.gov.au/activetransport/getting-your-bike-ready-to-ride.asp), and checking out these great resources on staying safe on your bike.

So, join the Your Move movement! Get in touch with our school’s Your Move Champion, [insert name here] and help us to earn points that can translate into funding for active transport facilities and activities.

## Newsletter copy three: bike safety

Riding a bike to school with family members or friends is a fun, interesting and environmentally friendly way to travel. It’s also a fantastic way to incorporate exercise into your daily routine and means you will arrive to school alert and ready to learn.

As part of our involvement in the [Your Move Schools](https://www.yourmove.org.au/schools/) program, we encourage all students and families to consider riding to school, even if it’s just once a week.

But first, it’s important to know how to give your bike a quick safety check. Before riding your bike to school, make sure you give it a quick safety check. Learn how by watching this [ABC Bike Check video](https://www.transport.wa.gov.au/activetransport/getting-your-bike-ready-to-ride.asp), and checking out some of the great Your Move resources, like ‘[staying safe on your bike’](https://www.yourmove.org.au/resources/staying-safe-on-your-bike).

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We also strongly encourage you to stay safe on your ride by:

* always wearing a helmet;
* sticking to bike paths whenever possible;
* crossing roads where there are traffic wardens or traffic lights and remembering to stop, look, listen and think before crossing;
* having an adult accompany children aged 10 years and under; and
* knowing the road rules and looking out for cars, people walking and other bike riders.

Please get in touch with our school’s Your Move Champion, [insert name here] to find out more about Your Move program, and how your ride to school stories can go towards earning Your Move points that can translate into grants for more bike facilities and activities at our school.

## Newsletter copy four: National Ride2School Day

This week we are joining hundreds of schools across Australia celebrating riding, walking, scootering and skating to school on (insert date) in recognition of [National Ride2School Day](https://bicyclenetwork.com.au/rides-and-events/ride2school/ride2school-day/).

We are using this day as an opportunity for students, parents and teachers to try riding, walking, skating or scootering to school, as well as celebrating all the regular walkers and riders. On this day, we aim to normalise walking and riding to school, and hopefully help our families create a new habit. The day is a chance to celebrate walking and riding on a large scale and to prove it can be done. Check out this great [Ride2School Day event video](https://www.youtube.com/watch?v=LXEqgTtkAKw) from North Cottesloe Primary School.

Live too far to walk or ride the entire way to school? Why not drive to a nearby park [insert name of suitable local park] or café [insert name of suitable café or shop] and then walk or ride the rest of the way?

## Newsletter copy fine: National Walk Safely to School Day

[National Walk Safely to School Day (WSTSD)](http://www.walk.com.au/WSTSD/) is an annual event when all primary school students are encouraged to walk and commute safely to school. It is a community event seeking to promote road safety, health, public transport and the environment.

In recognition of this day, [insert school name] is encouraging parents and carers to walk to school with their children and, along the way, role model safe pedestrian behaviours such as the stop, look, listen and think procedure when crossing the road.

Live too far to walk the entire way to school? Why not drive to a nearby park [insert name of suitable local park] or café [insert name of suitable café or shop]) and then walk the rest of the way?

## Suggested Facebook posts

#### Theme one: joined Your Move

We have joined Your Move!

[insert school name] has joined the Your Move program. This Department of Transport initiative aims to increase the number of students (and parents) walking, riding or catching public transport to school

The best part is, we can earn points, rewards and grant funding by increasing our active travel to school. Find out what we’ve been up to: [insert link to school YM profile] Theme two: benefits of Your Move

[Post with [Winterfold Primary video](https://www.youtube.com/watch?v=4zzW47qXVME)]

Everyone wins with Your Move! 👍 Walking and riding to school:

🚗 reduces congestion at pick up and drop off times;

💨 reduces pollution;

🍃 helps the environment;

💪 improves health and fitness; and

🧠 improves concentration and academic outcomes.

Why don’t you try an active trip to school this week?

#### Theme three: traffic management

Schools and parents both have a role to play in managing traffic issues around school centres. 🚗🚦

Here are some tips and ideas to help you leave the car at home occasionally, and consider more active ways to travel for the school journey: [School Traffic Management Resources (yourmove.org.au)](https://www.yourmove.org.au/resources/school-traffic-management-and-active-travel-promotional-tools/).

#### Theme four: reduce car trips

Make your move and help us to…

➡️ reduce car trips to school by 10%

➡️ increase the number of students walking and riding to school. 🚶 🚲 🛴

Other Your Move schools in Perth have increased walking and riding rates by up to 13 per cent!

Play your part in helping us get to #1 by riding, walking and scootering to school when you can.

#### Theme five: grant opportunities (this post is applicable in August, after the launch of the Connecting Schools Grant)

Did you know…

By being an active Your Move School, we can access thousands of dollars to improve our facilities through the Connecting Schools Grant.

Help us earn points on the Your Move website by sharing photos of your walk or ride to school. The more we share, the more rewards are available to us!

[Connecting Schools Grant (yourmove.org.au)](https://www.yourmove.org.au/resources/connecting-schools-grant/)

What do you enjoy most about your walk or ride to school? Let us know in the comments below. 👇

#### General emojis to use when referring to walking, wheeling, riding or catching public transport

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