

Running a regular Active Travel Day at your School

Purpose

Having a regular day promoting walking, scooting or bike riding is one of the best ways to achieve long term increases in active transport and public transport use at your school. This handy guide is designed to provide you with just a few ideas on who to get involved, how to get started planning and how to best promote your amazing regular active travel day.



Who

The Your Move student team and Your Move champions.

Materials

- Ensure your Start of Year [Hands Up Survey](#) has been submitted so you can track your schools progress.
- Promotional materials like posters or fliers.
- Rewards and incentives for students.

Design campaign

Have a brainstorm session with your student team to come up with ideas for the following:

	Week 1	Week 2	Week 3	Week 4	Week 5
Adam	✓	✓			
Chloe	✓	✓			
Claire	✓	✓			
Claudia	✓	✓			
Daniel	✓	✓			
Ella	✓	✓			
Emma	✓	✓			
Indiana	✓	✓			
Jarrie	✓	✓			
Leonard	✓	✓			
Lucinda	✓	✓			
Maisie	✓	✓			
Molly	✓	✓			
Moshyn	✓	✓			
Oscar	✓	✓			
Peter	✓	✓			
Preston	✓	✓			
Rosie	✓	✓			
Scarlette	✓	✓			
Sienna	✓	✓			
Sophie	✓	✓			
Wibler	✓	✓			
Zac. D.	✓	✓			
Zachary	✓	✓			

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What & when

- **Choose a weekday least complicated** by other events such as music lessons or sports classes.
- **Identify the frequency** that your team will conduct special Active Travel Day activities to keep families motivated – weekly, fortnightly, monthly?
- **Name your day** – for example Walk & Wheel Wednesday or Fume Free Friday.

Rewards & recognition

What incentives could encourage students to participate?

- **Stamps, stickers or tattoos** are a fun and easy way to celebrate active students on their arrival at school gates, as are frequent Your Move [Star Cards](#) and classroom tick charts.
- **Random raffle ticket days** could surprise dedicated Your Movers and stir excitement for an end of term prize from the Your Move rewards shop.
- **Utilise existing reward systems** such as faction points.



Action plans

- **Allocate tasks to team members** for before, during and after Active Travel Days.
- **How will you promote the day?** Promotion ideas include student designed posters, PA announcements, newsletter articles, website content, social media, and assembly items. You can also get the message out through the P&C, local newspaper and new families pack.
- **Impress your Principal with your great ideas** and secure their approval.

Promotion

- **Put your promotion plan into action** - Remember to target parents as well as students. Consider inviting the local media and Mayor for your launch.

Make it happen!

- **Enjoy the day** and remember to take lots of photos to include in your story on the Your Move website.
- **Write a story** about your launch and give updates each term to earn more Your Move activity points. [Click here to write a story now.](#)
- **Add it as a regular activity** – Make sure to add this as a regular activity for Term 1, 2, 3 and 4 [on your Activities page](#) on your Dashboard to make sure you earn more Your Move activity points.



Tips

- **Themes** – from time to time you might like to have special themes where prizes are given for best student theme dress or ‘blinging’ of bikes.
- **Combine forces** - Down the track you could also combine your active travel day to other activities to maximise the outcomes such as:
 - [Park and Walk](#)
 - [Class Competitions](#)

Examples of what other schools have done

- Coolbinia PS - [Crazy Hair Day on Fume Free Friday](#)
- Coolbinia PS - [Cool School Case Study](#)
- Albany PS – [Fume free Friday, the first of many](#)

