Schools Communications Pack

Welcome to the Your Move Schools program. You are making the right move to instil lifelong positive and 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 content that can be copy-and-pasted onto your website, into your school newsletter, posted on social media or used in any way you like.

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 Grants.

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

Promotional content ***– feel free to cut and paste***

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, scooting and riding 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. These include:

* 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 being able to apply for Connecting Schools Grants. 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’s some 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 XXXXXXX.

We sincerely appreciate your support of our involvement in Your Move and we hope you will consider walking, riding, scooting 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, scooting and riding 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. These include:

* 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 1 Registered Your Move School – introducing Your Move

We are now a [Your Move School](https://www.yourmove.org.au/schools/)!

Your Move is a Department of Transport program that encourages students and their families to get active by walking, scooting and 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 or riding 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 XXXXXXX.

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/bicycle-rules-standards-and-safety.asp) and checking out these great resources on [staying safe on your bike](https://www.yourmove.org.au/resources/stay-safe-on-your-bike/).

Website copy 2 Registered Your Move school – benefits of Your Move

We are 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, scooting and riding 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;
* 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 XXXXXXX.

Website copy 1 Unregistered Your Move school – benefits of active travel

We encourage students and their families to get active by walking, scooting and riding 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;
* 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 1 – introducing Your Move

We are pleased to announce that we are now a member of the [Your Move Schools](https://www.yourmove.org.au/schools/) program.

Your Move is a Department of Transport program that encourages students and their families to get active by walking, scooting and riding to school, or catching public transport, more often.

Simply by changing how your son or daughter 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, XXXXX, 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 2 – benefits of Your Move

We are continuing to encourage students and their families to consider walking, riding, scooting 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% this year. Help us achieve our goal by walking, riding or scooting 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;
* 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/bicycle-rules-standards-and-safety.asp) and checking out these great resources on [staying safe on your bike](https://www.yourmove.org.au/resources/stay-safe-on-your-bike/).

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

Newsletter copy 3 – bike safety

Riding a bike to school with family members or friends is a fun, interesting and environmentally friendly way to travel to school. It’s also a fantastic way to incorporate exercise into your daily routine and means you will arrive at 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. Learn how by watching this [ABC Bike Check video](https://www.transport.wa.gov.au/activetransport/bicycle-rules-standards-and-safety.asp) and checking out these great resources on [staying safe on your bike](https://www.yourmove.org.au/resources/stay-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, XXXXX, 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 4 - National Ride2School Day

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

We are using this day as an opportunity for students, parents and teachers to try riding, walking, skating or scooting 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 video](https://www.youtube.com/watch?v=LXEqgTtkAKw) from North Cottesloe Primary School Ride2School Day event.

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 5 - National Walk Safely to School Day

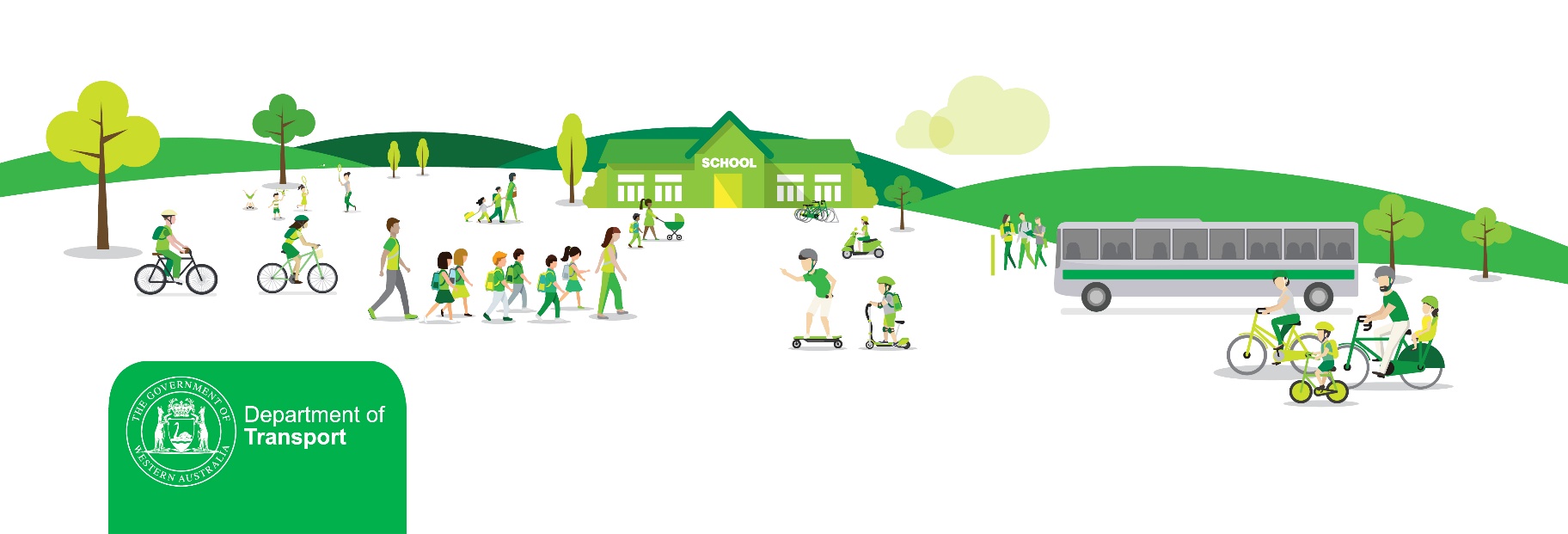
[National Walk Safely to School Day (WSTSD)](http://www.walk.com.au/WSTSD/) is an annual event when all Primary School children are encouraged to walk and commute safely to school. It is a Community Event seeking to promote Road Safety, Health, Public Transport and the Environment.

In recognition of this day, (insert school name), are encouraging parents and carers to walk to school with your child 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?

Facebook posts

1. 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 below:
   * (insert link to school YM profile)
2. 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, improves concentration and academic outcomes. Why don’t you try an active trip to school this week?
   * Use this video: https://youtu.be/4zzW47qXVME
3. Tips to manage school traffic get your students moving:
   * Schools and parents both have a role to play in managing traffic issues around school centres. Here’s some tips and ideas to help you leave the car at home occasionally.
   * Use downloadable resources from the Your Move website: <https://www.yourmove.org.au/resources/school-traffic-management-and-active-travel-promotional-tools/>
4. Make your move - help us reduce car trips to school by 10%
   * Help us 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%.
   * Help us get to Number #1 by riding, walking and scooting to school when you can
5. Your Move provides access to grant funding *(Note: Promote this post in August after the launch of the Connecting Schools Grants)*
   * By being an active Your Move School, we can access thousands of dollars to improve our facilities through the Connecting Schools Grants.
   * Help us earn points on the Your Move website by sharing photos of your walk or ride to school.
   * What do you enjoy most about your walk or ride to school?
   * Link to CSG information page: <https://www.yourmove.org.au/resources/connecting-schools-grant/>

Testimonial tile

This image can be copied and pasted to support newsletter or website content.

