



Dear Parent/Carer of Primary 7d,

Your child's school has chosen to be part of an exciting initiative to encourage more children to walk to school. WOW – the walk to school challenge – is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking to school.

The challenge enables children to record how they get to school every day. If they travel actively (walk/wheel, cycle, scoot or Park & Stride), at least once a week for a month, they get rewarded with a badge.

What are the benefits of walking to school?

- Contributes towards recommended daily exercise amount
- Children arrive at school refreshed and ready to learn
- A reduction in congestion and pollution at the school gates.

What if we can't walk to school?

Living Streets campaigns for inclusive street design and we understand there are many different factors which influence how children get to and from school.

If walking all the way isn't an option - Park & Stride can help your child earn their WOW badge. Park or hop off public transport at least 10 minutes (at your child's pace) away from the school and walk the remaining journey.

We'd like to hear your views about walking to school and we'd be grateful if you could please complete the short survey attached.

If active travel or doing Park & Stride, for at least one morning per week, isn't possible for your child, please indicate this on your survey – or let your child's teacher know another way. Living Streets is an inclusive organisation and we work alongside families to ensure every child has the opportunity to earn a badge.

What is a WOW badge?

There is a different badge for each month and each one has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. A new badge can be earned every month if you walk/wheel, cycle, scoot or Park & Stride at least once a week. They are made in Cornwall from recycled plastic material that was otherwise destined for landfill. For more information, visit: <https://www.livingstreets.org.uk/recycling>

In the UK, over 1,500 schools and around half a million pupils are enjoying the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please find more information and useful videos at: <https://www.livingstreets.org.uk/wowlaunch>

Let's swap those school runs for school walks.

Living Streets Scotland The Melting Pot, 15 Calton Rd, Edinburgh EH8 8DL

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