



Walk/Wheel Once a Week (WOW)

Research* shows that being active getting to places in the local neighbourhood can improve children's independence, confidence, road and personal safety skills, as well as general health and wellbeing. Walk/Wheel Once a Week (WOW) could be a good place to start. It's easy to run and you can adapt it to the needs of any organisation or venue where children go regularly.

* Saunders LE, Green JM, Petticrew MP, Steinbach R, Roberts H (2013) What Are the Health Benefits of Active Travel? A Systematic Review of Trials and Cohort Studies [PLOS ONE 8\(8\): e69912. *http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0069912*](https://doi.org/10.1371/journal.pone.0069912)

Here are a few tips to help you on your way:


01 Tell other parents/carers or other members of the organisation

WOW works best if everyone knows that it's happening! Put up posters, advertise in newsletters and also encourage children to tell their parents/carers.

02 Start walking and riding

A great idea is to have a big launch day when everybody takes part. This day will make sure that people know what to do, and after they have tried walking or riding to the venue once there's a better chance that they will do it again.

03 Get into a routine

Children and parents/carers are asked to walk or ride to and from the venue of your organisation at least once a week. The organisation decides which day this will be. Not everybody is able to walk or ride, so for those children you can promote the [Park and Walk/Ride](#)  initiative.

04 Reward students who walk/ride

A parent/carer volunteer could present children with a sticker or a stamp every time they walk or ride. The working group could also create simple certificates that can be presented to children who have taken part. Other cool items like reflective slap wraps, rulers and pencils can be given out as prizes throughout the year.

05 Chart your progress

The working group could create wall charts to track participation, and displayed prominently. This information can be used in a variety of different ways; it could be converted into CO² emissions saved, or green miles, or counted as part of the 60 minutes of recommended physical activity.

06 Keep it fresh

There are lots of things your organisation can do to keep WOW fresh and make it as interesting as possible:

- + Have competitions between groups, teams, or departments, awarding a prize to whoever can get the most children walking safely.
- + Host a session to talk about why safely walking/riding to places is a good idea, and why it's important to do it safely.
- + If you're part of a school, you could work with the principal or a teacher to ask pupils to make up a short play about walking to school that they can perform during assembly.
- + Have themed walks like super-hero walks, or pyjama days.