



Move  
Everybody  
Get  
Active



## WOW – Walk Once a Week

Walk once a Week (WoW) is Living Streets' flagship campaign, encouraging more than 400,000 primary school students and their parents to walk to school once a week, all year round.

WoW is an intensive, proven way to achieve sustained behaviour change towards higher walking rates. In just five weeks, participation in WoW has been shown to increase walking rates by up to 26 per cent, a figure which is all but sustained one year on.

Children that walk at least once a week each month receive a **badge**, designed by the children themselves, through our annual badge competition.

Badges are accompanied by a range of classroom resources to promote active travel, monitor impact and reward participation.

- **Travel Tracker** is an interactive monitoring and reward tool which uses the classroom whiteboard and touch screen technology to enhance your school's participation, whilst giving you access to valuable data on pupils' journey modes.
- **Free learning resources** are available to teachers each month that are aligned to the national curriculum to engage students and promote active travel.
- **The Walk to School app** is free and enhances the student experience by using augmented reality technology to allow users to see their WoW badge come to life with 3D content.
- **Student incentives.** We offer a range of products to help promote active travel and reward students across the year including school gate banners, certificates, trophies and more.

To find out more about WoW, contact Living Streets on 020 7377 4911 or e-mail [orders@livingstreets.org.uk](mailto:orders@livingstreets.org.uk)

