Findings from the Walk to School campaign

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Current campaigns

Pavement Parking

Naked Streets

Green Man

20mph

Street parties

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Our experience – the Walk to School campaign

- Primary WTS
  - Walk once a Week
  - Walk to School Week/Month
- Step Up (secondary WTS)
  - Free Your Feet
  - Campaign in a Box
  - Roadshow assemblies
- Outreach and direct work with schools

WoW – Walk Once a Week

- Children walking once a week to school are rewarded with a collectable badge every month
- 250,000 children participating, at present at over 2000 schools
- Running since 2004
- Current expansion with DH funding
- Value for money
  - only **20p per month per child** or **£300 per average school**
- Trialling of new interventions

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Free Your Feet

- **Free Your Feet**
  - 55 schools using resources across England & Wales for WTSW in May 2010 and in WTSM in October 2009
  - Average increase in regular walking to school of 3.5% in secondary schools
  - Want to sign up 300 schools to run this for 1 week by end of summer term 2011
  - **FREE to schools** who have not run before

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STEP UP .org.uk

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Why Walk to School?

The walk to school is a crucial journey for us to target:

- 21% of car journeys are under 1 mile
- Up to 1 in 5 cars at the peak of the morning rush hour are school run related
- Most primary pupils still live within a 20 minute walk of their school
- Our road safety record is poor for children, particularly from deprived areas
- Average distance from home to school is 2.5 miles,
- Overweight (25BMI+)and Obesity levels (30BMI+) for Y6 have increased from 31.6% to 33.35% from 2006 to 2010 → 50% obesity and overweight in 2038
- The walk to school can cover off some of recommended 60 minutes of physical activity every day
- General downward trend for walking to school over last few years…

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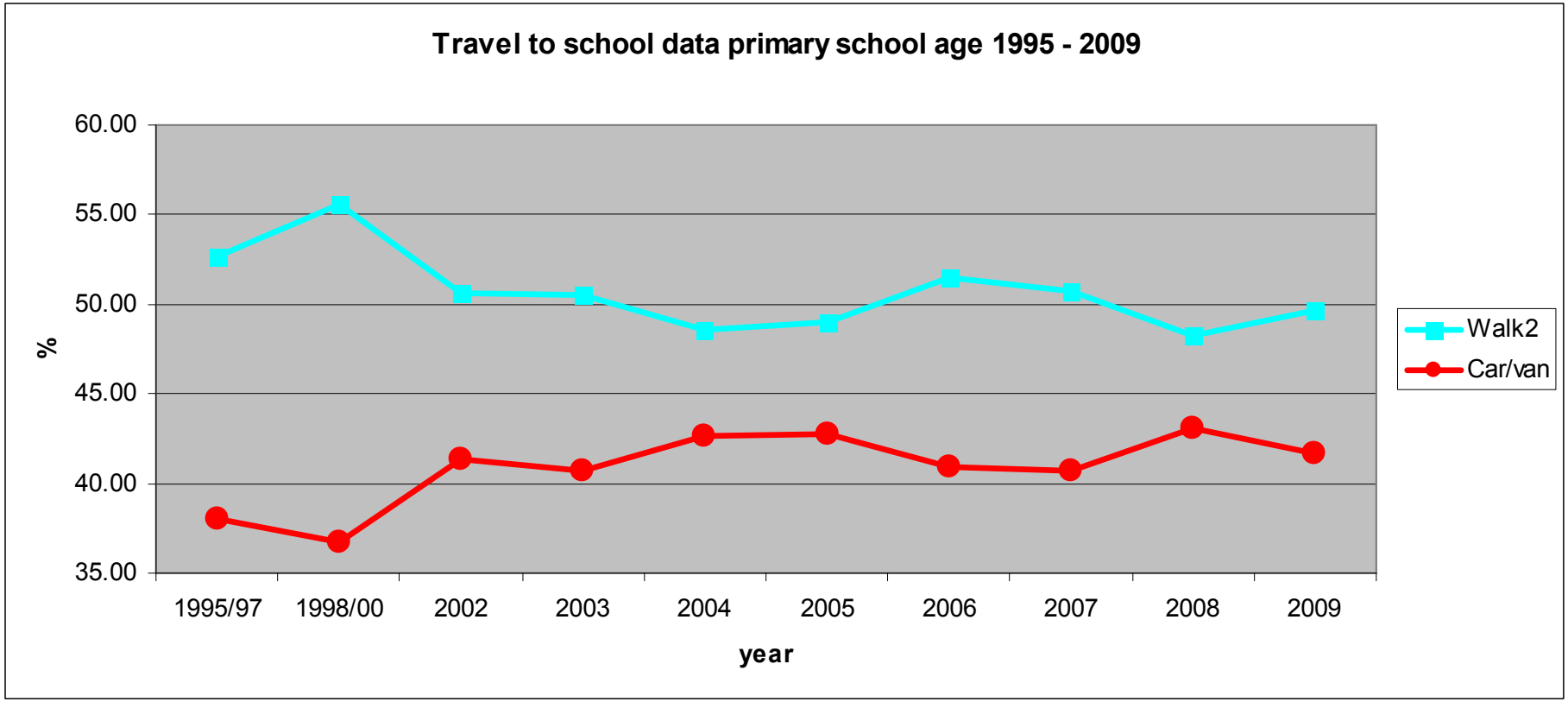
Primary walk to school figures



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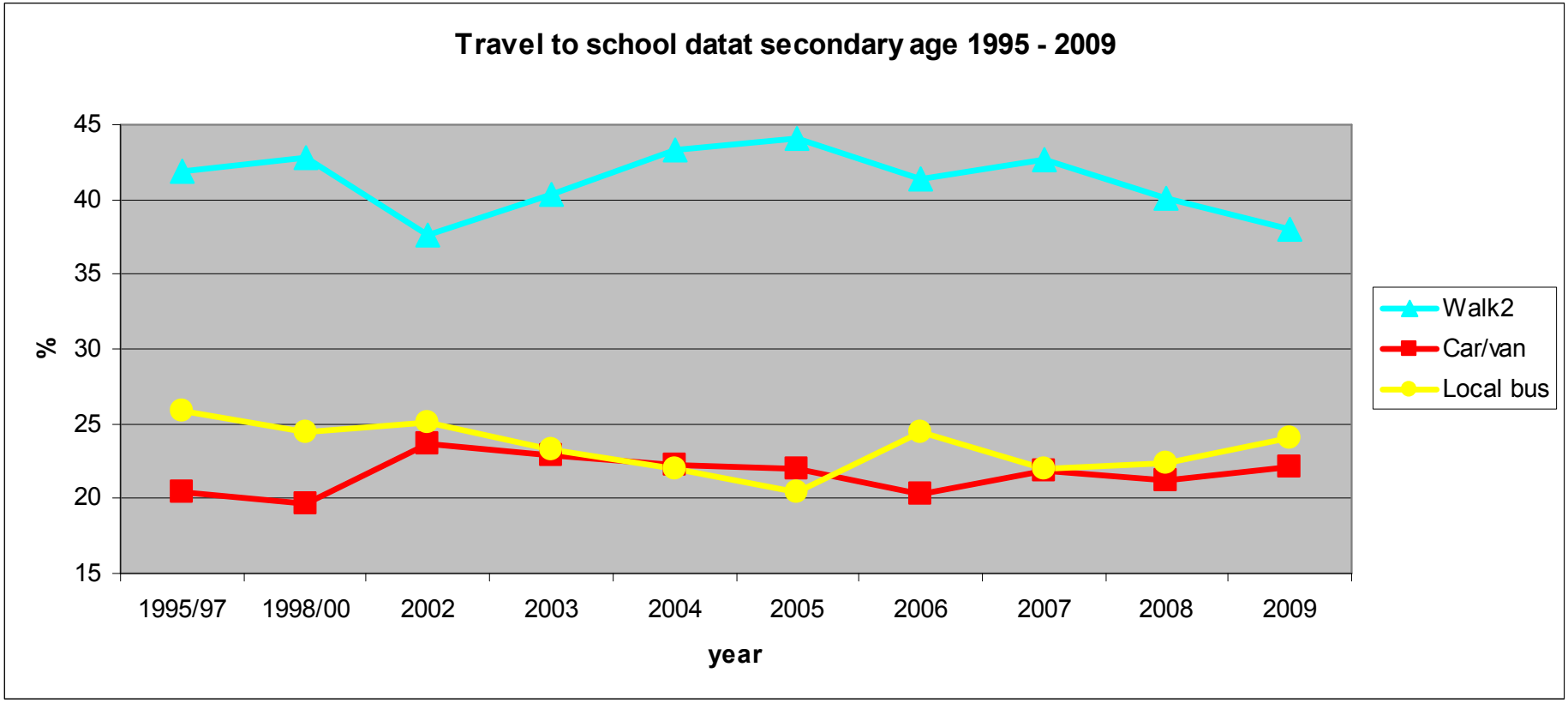
Secondary travel to school figures



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Walk to School and childhood obesity

- Children who walk to school are more physically active (Cooper et al, 2003)
- Children who walk to school can get more physical activity than in 2 hours of Games/PE (Mackett et al, 2005)
- Children who are driven to school are likely to be more obese than those who drive (Wen et al, 2010)
- The risk of adult obesity is at least twice as high for obese children as for non-obese children (Serdula, 1993)
- No strong correlation between walking and obesity figures in UK, at present (based on DH and DfT figures)
- WoW scheme has a 10% higher incidence of walking than national average of 49% walking to school
- Children are less active as they get older, especially girls. This means the walk to school could be the only exercise by some (Shaw et al, 2008)
- Walking to school on its own is not enough!

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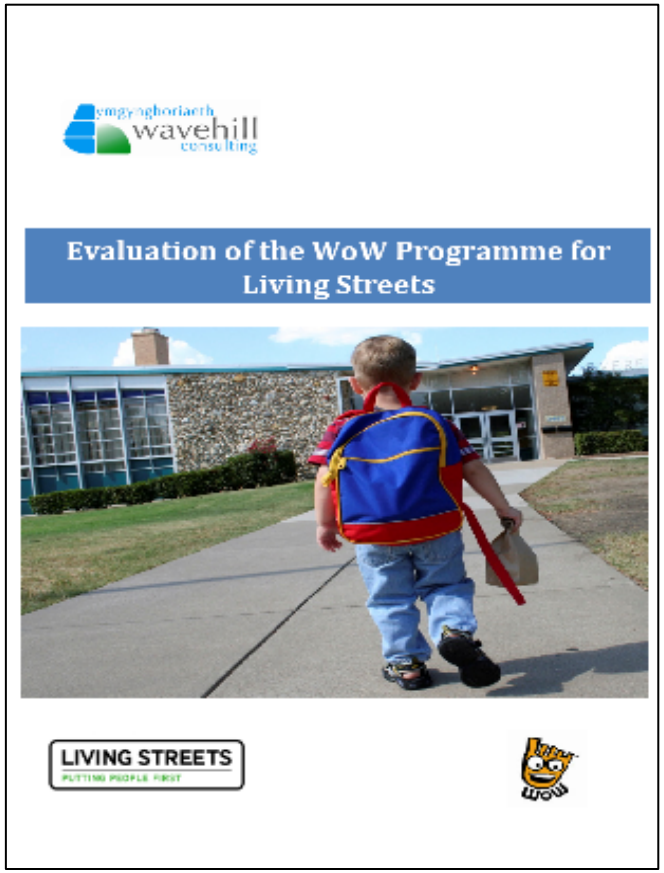
Findings from WoW

- Independent evaluation from 2009, surveys conducted with 23k children and over 200 schools
- Robust evaluations provide proof of effectiveness
- **59% of girls and 60% of boys** walked into school on the day of the survey. Compared to NTS 2007, where 51% of 5-10 year olds walked to school
- **19% of children** surveyed advised that they started walking to school because of WoW
- Teachers and classroom staff say that **WoW is easy to administrate** in the classroom, and that the children understand it and want to participate, too.
- Average walking rate at schools who joined WoW in September is between 51 - 89% walking at least once a week
- Children can run WoW and we are using this model with new schools joining the scheme. This teaches responsibility and can take admin time away from teachers



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Next steps for Walk to School

- **Trialling of new interventions for WoW**
  - More work with parents
  - Move to more regular walking
  - Keeping what works (simplicity, collectability)
  - Classroom technology
- **Building further evidence base/proving impact**
  - Evaluation with DH to show links between walking and physical activity (accelerometry study)
  - Showing impact of WoW
  - Case studies
  - National Walking Month
- **Secondary Walk to School**
  - Attempting to work with 300 secondary schools
- **Local Sustainable Transport Fund**

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