

WOW the WALK TO SCHOOL challenge

TOP TEN



The WOW Top Ten challenge is a simple idea to boost your pupils' engagement in WOW and increase your school's walking rates. With a few challenges scattered across the school year, the WOW Top Ten will support pupils' health and wellbeing while reducing congestion and pollution around the gates. This guide includes the basics of joining the WOW Top Ten challenge and top tips to help your school move up the leaderboard.

The leaderboard is based on your WOW Travel Tracker engagement rate (number of pupils logging trips on the WOW Travel Tracker) and your active travel rate (number of trips made by walking/wheeling, cycling, scooting and Park and Stride).

JOIN the FUN

- ★ Let your staff, pupils, parents/carers and the wider school community know when the WOW Top Ten challenge is happening and how they can get involved.
- ★ Print and display the WOW Top Ten poster.
- ★ Hold an assembly to promote the challenge and share the importance of travelling actively to school.
- ★ Shout about the challenge on social media using #WOWTopTen and include in your newsletter.

TOP TIPS...

TO BOOST ENGAGEMENT AND MOVE UP THE WOW LEADERBOARD

- Download our walk to school [activity booklet](#) or [activity diary](#) for families to do on the way to school, keeping pupils motivated to walk every day.
- Set up a [Park and Stride](#) to make it easier for families who live far away to also join in.
- Encourage pupils to decorate this [shoe cape](#) and wear to school on the first day of the WOW Top Ten.
- Photo challenge – encourage families and staff to take photos of their walk to school during the WOW Top Ten challenge and post on social media.
- Hold an assembly halfway through the challenge sharing where your school is on the leaderboard to boost participation.
- Interclass competition – maintain enthusiasm by pitting classes against each other.
- Encourage WOW Ambassadors or all pupils at your school to come up with their own ways of promoting the WOW Top Ten.



Don't forget to visit our [WOW Top Ten](#) page to find lots of useful resources to make the most of the challenges.

Get involved on social media: #WOWTopTen #WalkToSchool

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