

Walk to Clean Air

Excellence in Walking

We wanted to be innovative and creative by using an existing promotion, Walk to School Week (W2SW) and giving it a new twist. We linked walk W2SW with Clean Air Day (CAD), running from the 21st May to the 21st June 2018. In order to do this we themed our W2SW around clean air and extended the week to a month. Resources were created to make it as easy as possible for schools to take part. Resources included a double sided poster, a side for W2SW and a side for CAD, with stickers, activity sheets for both, parent letters to encourage participation, leaflets in both hard copy and PDF, fence banners and pull ups, links to web pages both our own and Global Action and PowerPoints for assemblies.

Local Authority

Lindsey Day 07811148679 lindsey.day@hertfordshire.gov.uk 01992 556803 Hertfordshire County Council

Who Was Involved

The Active and Safer Travel Team at County coordinated activity and were responsible for the success of the project. We also worked with partners in the District Councils to pool resources and ideas. We were also able to share costs and use the skills of people within this group. Linking in with Clean Air raised the profile with Public Health.

Budgeting

The project offered very good value for money; we pooled resources from District Council who provided the banners, pull ups, Clean Air Day leaflets. We used our school courier service to deliver resources and some sent via emails keeping printing down to a minimum. Hertfordshire Catering arranged the special fruit day for free and there were no costs to use the Highways Visual Messaging Signs (V

Project Development

The project was developed as an extension from W2SW, to encourage greater participation and make it different to previous years. The resources were developed to link in air pollution and reduce car use for the school journey and the benefits of active travel. Marketing was key in the project: Newsletters sent out termly Schools bulletin – Hertfordshire's County Councils schools Intranet Contact School Travel Champion Fence banners for schools Pull up Banners Promotional material for Twitter Virtual Message Signs around the County (VMS) Working with District Council Adverts of local radio - Twitter Assemblies Using Buster the teams green dinosaur mascot Radio interview on local radio Hertfordshire School Catering had a fruit only pudding on the Tuesday to promote healthy lifestyles PowerPoint for Clean Air Day Photo shoot with the

Leader of the Council/Mayors.

What Was The Outcome

208 schools signed up which is 51% of our primary schools, Linking walk to school and clean it gave the campaign a new angle. The focus of the project was on increasing walking to school and the extension of a week to a month increased the chances of behaviour change. Introducing the Clean Air Day angle also highlighted the benefits of reducing cars around the school during drop off and pick up times. Marketing was key to the success and we used multiple media channels and the project was picked up and supported by Public Health colleagues. In addition there has been a lot of publicity around air quality, by linking the campaigns we were able to piggyback from the national publicity. The project was very good value for money with the cost for us for each school participating at £11.44 per school. The scheme could easily be replicated in other Counties and could become an optional extension nationally for walk to school week.

How Does This Project Meet The Criteria

The project was creative and innovative using an existing promotion and building on its success, developing the product life cycle and appealing to a new target audience. With so many schools taking part across the County we have been able to engage with a wide target audience and we have schools taking part that we have not previously engaged with. We have joined up two campaigns into one reducing costs and have worked with District Councils to share resources, giving a more joined up approach. The project can be sustained year on year and may lead to walk to school week becoming a whole month event every year. The project could be copied by other Authorities relatively easily.