

WALKING BEARS CAMPAIGN

Is this campaign for you?

This scheme is specifically tailored for Key Stage 1 & 2 pupils and promotes walking, supports literacy learning, and generates a competitive spirit in the school around levels of walking. It also provides a creative platform for the teaching of road safety.

Objectives:

Incentivise Key Stage 1 & 2 pupils and their parents to choose active travel for the journey to school

- Generates an awareness amongst parents of the schools sustainable / active travel ethos
- Supports all councils to launch the Walking Bears scheme in schools

Features:

- A whole school assembly is allocated to launch the Walking Bears scheme
- Two lessons that could be carried out on separate days or form the focus for half a day of activities
- Lessons linked primarily to Literacy and Art & Design curricula
- Walking Bears scheme guidance

Time Line:

- Toolkit designed to be run over: two weeks or half a day
- 2 lessons that could be delivered once a week for two weeks or in half a day
- Total hours work to run this activity: approximately between 2.5 and 4 hours (including 2 hours of class / lesson time) to run the core elements this toolkit, depending on how long, planning and preparation (printing)
- Running Walking Bears takes a little time each week, but pupils can be involved in this.

This new and exciting toolkit for Key Stage 1 & 2 pupils is available to all schools via your local council schools travel advisor/co-ordinator at no cost!

To request a pack, please post a small school uniform to your council school travel co-ordinator/team who will then arrange for nominated supplier Cuddly bear Wear to make your recycled school uniform to fit a 16" teddy bear mascot for you to begin your campaign.

Healthy, active children learn faster, perform better and increase their life prospects into adulthood.

