



The WOW program (We often Walk or Wheel) is an easy way to promote regular walking & cycling. Even something as simple as designating one day a week as a walking or wheeling day helps to motivate children and youth to get moving. Students keep track of how often they walk using WOW cards and receive rewards or recognition from the school for their efforts.

WOW is an initiative of Active & Safe Routes to School, which is coordinated in Nova Scotia by the Ecology Action Centre in partnership with the Nova Scotia Department of Health Promotion and Protection as part of the Active Kids Healthy Kids Initiative.



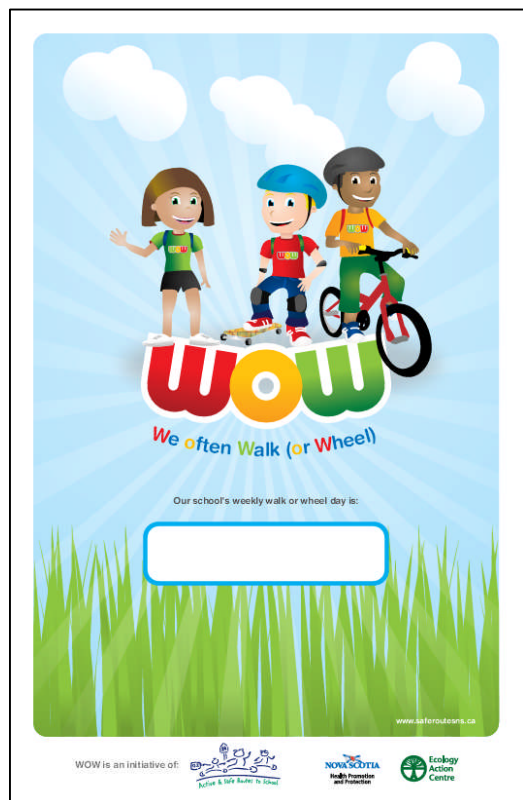
How to Kick off the WOW program

- Designate a day of the week as your walking day.
- Fill in the day (Monday, Tuesday, etc.) on the WOW posters and place around the school.
- Promote the kick off of the WOW program at your school. Have announcements on the PA and in the school newsletter to communicate how the WOW program will work.

How to Run WOW

- Ensure participating students receive their WOW cards.
- School staff or parents can check off (or stamp or hole-punch) each time a student walks to or from school. You might consider allowing the students to check their own cards by relying on the honour system. Walking one way to or from school is considered one trip. Cards may be checked up to twice each day for a student if they walk to and from school.
- Bussed students may participate by doing intentional walks at school. Check their cards once if they walk only ten minutes and twice if they do an intentional walk of at least 20 minutes.
- Decide how often the cards will be checked (every day or once per week).
- Arrange for rewards to be given to students who fill up their WOW cards (an object, certificate of accomplishment, experience or privilege). Or consider placing filled cards into a weekly or monthly draw for rewards.

- Active & Safe Routes to School is not able to provide prizes at the moment. Your school may purchase I Walk to School resources (such as hats, t-shirts, pencils and more) at the Active & Safe Routes to School Virtual Store at www.mprusso.com/iwalk/home.asp.
- Promote your WOW day on an ongoing basis. Perhaps a weekly announcement is made as a reminder about the WOW program.
- Let us know how your program is going. As a new program, we'd love to learn from you what works and what could be improved.



Your school will receive enough full-colour WOW cards for each participating student. Below is shown the front and back of the card, which is business card-sized.



Your school will also receive several full-colour 11'' x 17'' WOW posters, shown left, to help promote WOW in your hallways and classrooms.

Note: If you run out of cards, we'll provide you with more on a first-come-first-served basis until we run out of our supply. After that, we'll provide you with WOW card photocopy templates so you can create your own.

How to Register and Receive Materials

Register online at www.saferoutesns.ca (click WOW) and fill in the online form. As soon as we receive your registration, we'll send you the materials. Contact us at asrts@ecologyaction.ca, (902) 442-5055 or www.saferoutesns.ca.