



Friday 15 May 2009

Active Kids are Healthy Kids!

HOW YOU CAN PARTICIPATE

Parents & Carers:

- On the morning of Walk Safely to School Day, Friday 15 May 2009, start a healthy habit with your children by leaving the car at home and walking your child to school. If you can't walk the whole way, walk to and from public transport or if you must drive, park the car a good distance away from the school gates and walk the rest of the way!
- P&C groups can also arrange a Walk Safely to School Day Healthy Breakfast, at your school. The menu, endorsed by leading nutritionist, Dr Rosemary Stanton is available at www.walk.com.au.

Local Councils:

- Sponsor a Walk Safely to School Day Healthy Breakfast, at a local school or offer to contribute to the schools own breakfast. The menu, endorsed by leading nutritionist, Dr Rosemary Stanton, is available at www.walk.com.au
- Discuss Walk Safely to School Day in external communications including local paper columns, websites and what's on listings for your area
- Create a publicity opportunity on the day or in the lead-up to Friday 15 May, with the Mayor, environment and transport officer and their children or local school children
- Budget allowances in 2010 for Walk Safely to School Day involvement – including hosting Healthy Breakfasts in local schools.

Teachers & Schools:

- Get your canteen, P&C group, local council and local health officials to help you host a Walk Safely to School Day Healthy Breakfast on the morning of Friday 15 May. The menu, endorsed by leading nutritionist, Dr Rosemary Stanton, is available at www.walk.com.au
- Include health and road safety messages in your classes in the lead-up to Walk Safely to School Day – perhaps identify walking routes and/or ask children to journal the benefits of walking regularly
- Hold a special school assembly to promote walking and safe pedestrian behaviour
- Include Walk Safely to School Day information in school newsletters and promotional material
- Register your school at www.walk.com.au to indicate your school is available for publicity
- Volunteer to be a Walk Safely to School Day Ambassador and help promote the event by relaying your involvement and information on Walk Safely to School Day to your local media
- Hang Walk Safely to School Day posters around the school and reward students with the stickers (these will be delivered to all schools nationally in March)
- Visit www.walk.com.au for more information, a template media release and colouring-in sheet.



For more information visit Walk.com.au or contact the National PR Manager:

Kel Hawthorn M: 0433 533 588 E: kel@kelhawthornpr.com.au or visit www.walk.com.au