



NATIONAL WALK SAFELY TO SCHOOL DAY TOOLKIT TO GET INVOLVED IN 2024



National
Road Safety
Week 2024
5-12 May

IN THIS TOOLKIT



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Introduction

National Walk Safely to School Day (WSTSD) 2024 is on Friday 10 May. Now in its 25th year, the annual campaign encourages all primary school children, their parents and carers to walk safely and regularly to school.

Championed by the Pedestrian Council Australia, the initiative aims to raise awareness of the health, road safety, transport and environmental benefits that regular walking or alternative active transport (especially to and from school) can provide for the long term well-being of our children, not just on 10 May, but every day. Apart from the physical benefits, regular walking (or similar) also has a favourable impact on children's cognitive and academic performance.

This toolkit contains relevant information and assets to assist with your participation and promotion of Walk Safely to School Day supporting National Road Safety Week 2024.

More information can be found at www.walk.com.au



About Walk Safely to School Day

Our Key Messages

- To encourage parents and carers to walk regularly to school with primary school age children
- To promote the health benefits of walking and create regular walking habits
- To help children develop vital road crossing skills and ensure children up to the age of 10 years hold an adult's hand when crossing the road
- To reduce car dependency and traffic congestion
- To reduce the level of air pollution created by motor vehicles
- To promote the use of public transport

For more information visit walk.com.au

Fast Facts:

| | |
|--------------|---------------------------------------------------------------------------------------------------|
| WHAT | National Walk Safely to School Day |
| WHEN | Friday 10 May 2024 |
| WHERE | In all primary schools across Australia. |
| HOW | Encourage children to build regular walking in their daily routine by walking to and from school. |



Are you a school? Register for Publicity!

**Click here
to register**

We are aiming to promote this event wherever possible and have a number of media outlets across Australia who contact us looking to cover local stories. They would love to hear about your involvement, big or small.

If you want to see your school or area on TV, discussed on radio or covered in the newspaper, for encouraging healthy habits, please register interest by filling out the form via [this link](#).



Everyone can get involved by:

Spread the word and tell parents, friends, carers, teachers and local businesses about the event!

For more information download our media release [here](#).

Schools

- Use the information in this toolkit and publish in your newsletter or parent notices via direct emails
- Display the poster on your noticeboard and around your premises
- Encourage kids to print and colour-in the online poster
- Ask your parents and caregivers to help promote and support the campaign and event
- Register your school for publicity for media opportunities
- Host a Healthy Breakfast (ask your P&C, council and local supermarket / grocery store to sponsor a breakfast at your school). For more ideas, [click here](#).

Police

- Use the information in this toolkit and publish in your newsletter and social media channels
- Hand out tattoos
- Attend a school for the media event on the 10th of May
- Write and dispatch a media release about road safety

Ministers

- Write and dispatch a media release about road safety
- Post on your social media channels and newsletters
- Attend an event
- Be available for media opportunities

Councils

- Use the information in this toolkit and publish in your newsletters, magazines and social media channels
- Attend an event
- Sponsor a Healthy breakfast
- Have your mayor walk with a school



Need some help writing social posts or newsletter stories?

Some Ideas!

Social Media Posts

The below captions have been created for your convenience. Please feel free to use this copy or craft your own. Be sure to use the hashtag **#WSTSD** and tag us in your posts!

Recommended Social Media Post 1: Here at [insert school's name here], we like to encourage our students to walk some if not all the way to school as regularly as possible! On Friday 10 May, our school will be taking part in Walk Safely to School Day, supporting National Road Safety Week. Follow our walking journey on [insert social and digital platforms here] **#WSTSD**

Recommended Social Media Post 2: Calling all friends of [insert School's name here]! Join us on Friday 10 May for Walk to School Day supporting National Road Safety Week, to raise awareness of the importance of incorporating more walking as part of a healthy, active way to get around. **#WSTSD**

Recommended Social Media Post 3: Regular walking has helped encourage children to lead a healthier, more active lifestyle by simply including a walk at the beginning, at lunchtime and at the end of each day, so on Friday 10 May we will be taking part in Walk to School Day. You should too! **#WSTSD**

Newsletter Copy

[insert school's name here] is taking part in Walk to National Walk Safely to School Day, supporting National Road Safety Week on Friday 10 May 2024.

Walk Safely to School Day also encourages positive environmental action, better use of public transport with reduced car-dependency and encourages parents and carers to walk more, reducing dangerous traffic congestion around schools.

Being active every day, including walking to school, can help make a difference for many Australians. Whether you're a parent, teacher, or carer - everyone has a role to play in helping children and young people to lead active healthy lives.

Remember, Active Kids are Healthy Kids so get planning your own Walk Safely to School Day journey for Friday 10 May 2024!



Creative Assets

Social Media Assets:



Official 2024 Sticker



NSW assets can be accessed via the link below.

Click [here](#) for all NSW assets.

Official National 2024 Poster



Want more?

For videos, education and more material to download, click [here](#) to head to our website to find out more.

Unique Assets

Co-branded social media tiles as illustrated below can be created for your business upon request.

Please send requests to:

Dylan Hamilton-Foster

Email: dylan@hamilton-foster.com

Phone: 0404064171

Key Contacts



National Organisers

Harold Scruby
CEO and Chairman of the Pedestrian Council of Australia
P: +61 418 110 011
mail@walk.com.au
Harold is available for interviews upon request.

Dylan Hamilton-Foster
For any website queries
P: +61 404 064 171
dylan@webdesignjedi.com.au

National Media

Gabrielle Leonello
Director at littlelion PR
P: +61 425 554 454
gabrielle@littlelion.com.au

SA/NT/ACT

Jamison Duffield
Coordinator at littlelion PR
P: +61 498 632 699
jamison@littlelion.com.au

Jasmine La Fontaine
Coordinator at littlelion PR
P: +61 478 044 652
jasmine@littlelion.com.au

NSW

Carolyn Grant
Director at Avviso
P: +61 407 898 727
carolyng@avviso.com.au

TAS

Adrian Smith
Director at Cor Comms
P: +61 417 529 826
adrian.smith@cctas.com.au

Tobias Hinds
Cor Comms
P: +61 499 505 355
mackenzie.archer@corcomms.com.au

VIC

Ash Monaghan-Dowling
Account Manager at Bastion
P: +61 449 615 211
ashmd@bastionagency.com

Chloe Dunn
Client Director at Bastion
P: +61 423 227 737
chloed@bastionagency.com

WA

Hayley Sarre
Director at Detail PR
P: +61 449 202 945
hayley@detail.com.au

Alice Hamilton
Coordinator
P: +61 415 576 577
alice@detail.com.au

Ashtyn Simpson
Account Assistant
P: +61 426 829 535
ashtyn@detail.com.au

QLD

Cinnamon Watson
Cinnamon Watson Publicity
P: +61 432 219 643
cinn@cinnamonwatsonpublicity.com.au

Connect with us on social media!



@NatWalkToSchool



@NatWalkToSchool



@NationalWalkSafelyToSchoolDay



#WSTSD

THANK YOU!

