



# DOUBLE THE FEET ON THE STREET

NZ Walking Conference 2008  
4-5 August, Auckland

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<b>Presentation topic</b>	Promoting Walking to School		
<b>Presentation title</b>	Walking or Wheeling on Wednesday to School		
<b>Presentation Style</b>	<b>Presentation</b> <input checked="" type="checkbox"/> <b>Workshop / Walkshop</b> <input type="checkbox"/> <b>Other</b> <input type="checkbox"/>		
<b>Estimated Time Required</b>	0-10 mins <input checked="" type="checkbox"/>	10-20 mins <input type="checkbox"/>	20-30 mins <input type="checkbox"/>
<b>Abstract Remit</b>	<p>Encouraging children to walk to school on at least one day a week (usually Wednesday) is occurring around the world. The Christchurch City Council has established an easily administered and highly effective way of doing this through its Walk or Wheel Class Challenge (which includes scooting and cycling as well as walking). Run during the spring (4<sup>th</sup>) and summer (1<sup>st</sup>) terms, this programme, now in its 5<sup>th</sup> year, has regularly achieved an average participation rate of 79% from schools located in all decile areas (from decile 1 to 10). The key to success is the competitive element in the Challenge. This is a within-school competition not a between-schools competition. That is schools don't compete against each other. Rather classes within schools compete against each other for a class prize at the end of the term (often a class set of swimming passes or sporting equipment). Peer pressure on classmates to participate is intense. A wall chart records each pupil's involvement. Small incentives are given to the children on the first and fifth weeks of the challenge, and to acknowledge individual effort a certificate of participation is presented to each child who has walked, scooted or cycled during the challenge at the end of the term (scooting and cycling are included so children using these methods of travelling to school are not disadvantaged). Land Transport NZ's Feet First programme has adopted and adapted some of the elements of the Christchurch Walk or Wheel Class Challenge including the criteria that children are deemed to have walked to school if they have walked a minimum of ten minutes of their to school journey (to accommodate children who live a considerable distance from their school and to encourage parents to park away from the school gate). Two Christchurch schools now run their own challenge all year round, with a class trophy being competed for.</p>		
<b>Author Profile</b>	<p>Joy is the Road Safety at Schools Coordinator in the City Environment Group of the Christchurch City Council. Her role is to promote safe and sustainable travel to school, and accordingly she assists with the creation and implementation of school travel plans, promotes the establishment of walking school buses, and organises programmes that encourage walking to school and which enhance the safety of children at the school gate.</p>		