A stylized landscape illustration in shades of green and brown. It features rolling hills and a winding path that leads towards the background. The path is lined with small white flowers. The overall style is graphic and minimalist.

Mark Leishman

iMove the Nation

Living Streets Aotearoa





iMove
nekeneke hi!



Everyone active everyday

iMove

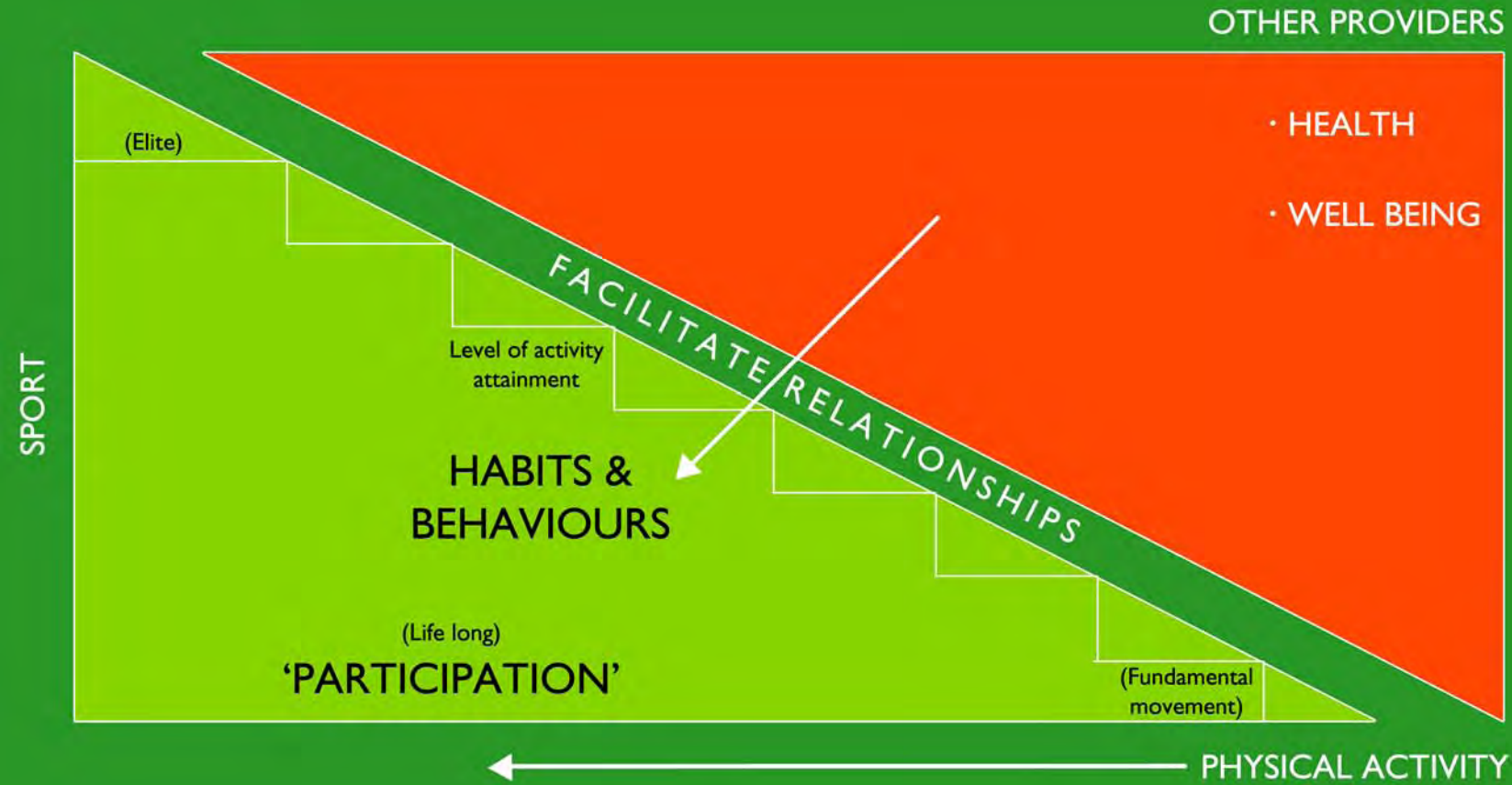


Keys to Success

- Staff - supportive, pro-active, community minded
- Collaboration - covers key organisations
- Simplicity
- Flexibility
- Communication- feedback
- Links to other messages/campaigns



The Fit



Impact

“iMove went really well. Had lots of comments about less cars parked outside the school. We also had parents who despite *needing* to drive, dropped kids off halfway to school and walked with them the rest of the way.”

Colleen Trembath – Lytton St School



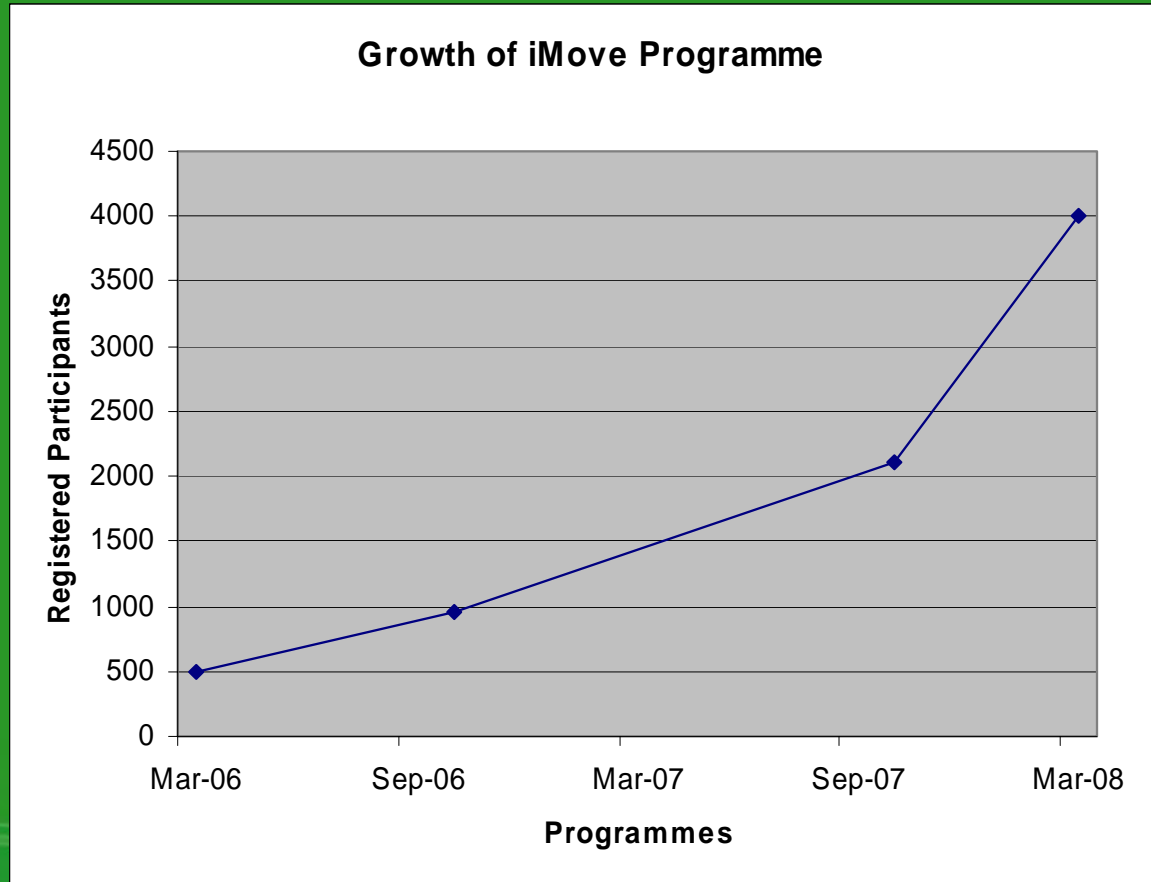
Impact

“Last week we had one mother comment that the promotion has been great. She began escorting her kids to school, and as a result has now resumed commuting to work actively, after years of driving. So there you go, it works for parents too!”

Rex Wheeler – Principal Manchester St School



Expansion



Collaboration



Reinforcement



Flexibility = Effectiveness

- Measurable Outcomes
- Includes all modes of active transport
- Implemented at all educational levels
- Delivery options
- Schools take ownership



Future



- 2008: 5000+ Students
- 2009: iMove Manawatu
- 2010: iMove the Nation?