

Notes for School Staff



Staffordshire County Council has been promoting the national **Walk to School Week Campaign** in May for a number of years, and again this year we want to allow every school in Staffordshire the opportunity to be involved.

All Staffordshire Schools have the opportunity to receive a digital pack with everything you need to promote this fun and exciting campaign to your school community.

The digital pack will include:

- These notes for school staff
- Parent information leaflet
- Social media and newsletter templates
- Activity Sheet

Railing Banners

Last year's banners were printed without the date on to promote sustainable use, so please reuse them for this year's campaign. Railing banners should be secured to the school railings to help promote the campaign to parents, pupils and the school community. They should not be placed on guard rails outside school as they can restrict vision for pedestrians and motorists causing a hazard.

Please only put the banners up during the campaign so they don't become damaged or torn.



Parent Information Leaflet

The Parent Information Leaflet is a digital copy only. You should send this out to parents using your usual communication methods, and they can be uploaded to the school website.

By using digital resources we are reducing our carbon footprint, and supporting our sustainability strategy.



Social Media and Newsletter templates

The suite of social media and Newsletter templates are to help you promote the campaign to your school community. You can use the templates on social media, in newsletters, published on the website and as a digital communication to parents directly.

If using social media please tag **@AirAwareStaffs**, **@Staffordshire County Council** into your posts and use the hashtags **#WalkToSchoolWeek** and **#INTOWalkingStaffs** so we can see what you have posted and share what you are doing.

The social media tiles are designed to be used in the build up to the campaign and during the campaign with 5 messages regarding the benefits of walking to school.

Share with us your Walk to School Week Story on social media by tagging **@AirAwareStaffs** and **@StaffordshireCountyCouncil** into your posts and using the hashtag **#INTOWalkingStaffs** and you may feature in one of our TikTok stories. Please only share photos that you are happy for us to share too!"

If you require any further support with this campaign or have any questions please get in touch at **INTO@staffordshire.gov.uk** so we can respond to your enquiry.

Please also like and follow the following social media accounts
Facebook | X | Instagram (Air Aware)



@AirAwareStaffs

#INTOWalkingStaffs

