

## Part Way is OK - A project summary 2013

### 1 BACKGROUND

Part Way is OK (PWOK) is an active transport initiative that aims to get more students walking to school through providing safe drop off points for parents to drop their children at. Schools and Councils work closely together to identify a safe drop off point and walking route to school.

This initiative was piloted during 2011 in 4 Move Well Eat Well (MWEW) Member schools in southern Tasmania.

More recently Bridport Primary, in conjunction with the Dorset Council and MWEW planned and implemented PWOK at their school.

### 2 PROJECT GOAL AND PURPOSE

The goal of the project was to increase the number of children walking to school at Bridport Primary.

The purpose of this project report is to:

- Determine whether the implementation of PWOK has increased the number of students walking to school.
- Share perspectives around the process of planning and implementing PWOK from school staff and councils.

### 3 ENGAGEMENT AND PROMOTION STRATEGIES

In December 2012 Councils in the north of Tasmania were asked to express interest in assisting schools in their municipality to plan and implement PWOK. Dorset Council expressed interest and MWEW schools in the area were then asked to register their interest. Bridport Primary School registered and MWEW began coordination of the program.

A level of coordination from MWEW is believed to be important to the success of the program as it is unlikely the parties on their own could have effectively coordinated or driven the initiative alone. Meetings and information sessions were held, ideas generated, tasks outlined and assigned, and a time line of action implemented.

One of the major promotion strategies was the involvement of the local supermarket Woolworths. Each Wednesday, representatives from Woolworths have provided walkers with free water and fruit salad. This now happens on the balcony of the front hall, which is quite visible for all and thus acts as a reminder and significant marketing tool. This practice is continuing in Term 2.

Articles in the Examiner and the North East Advertiser, organised by Tracey Crack from the Dorset Council were fantastic in terms of advertising and communicating details of the initiative. Information was sent to parents via a letter home and the school newsletter.

In response to parental requests, one of the main school buses, now drops the students on Wednesdays at the PWOK drop off point so they too can be a part of the initiative.



**TAP INTO  
WATER  
EVERYDAY**



**PLANT  
FRUIT & VEG  
IN YOUR  
LUNCHBOX**



**LIMIT  
'OCCASIONAL'  
FOODS**



**MOVE,  
PLAY  
AND GO**



**TURN OFF,  
SWITCH  
TO PLAY**



**STRIDE AND  
RIDE**

# Move Well Eat Well

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Local implementation strengths:

- project co-ordination by MWEW representative
- interested and committed individuals including teachers and community members
- information sessions which clearly outlined the what and how
- assignment of various task – relevant to individual fields of knowledge and expertise
- time-line checklist
- engagement of Woolworths

Areas for improvement:

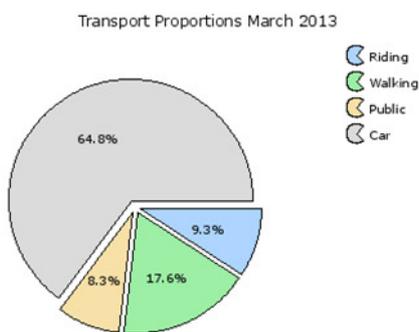
- simplification of print resources
- greater options needed to fast-track the program

## 4 OUTCOMES

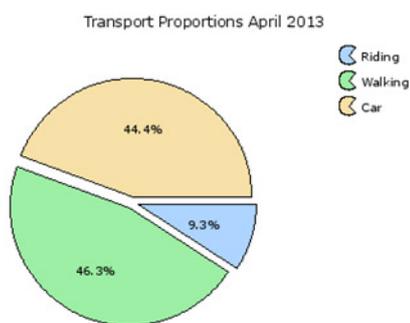
Bridport used the Hands Up data collection sheets as provided by MWEW. The initial data was collected over the course of a week (5 days) and averaged. Teachers of each grade simply asked the hands up questions and recorded the results. Of Hands Up as a tool for the initiative, the school administrator said “it was terrific as it enlightened us to the traffic bringing students to school”.

### Hands Up! Results

Pre PWOK implementation



Post PWOK implementation



The results indicate an increase of students walking to school of almost 30%.



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## 5 PROJECT PARTNER PERSPECTIVES

### School Community Perspectives

PWOK has been an enormous success at Bridport Primary. The initiative has been combined with a “Walk on Wednesday” message and the results have been astounding. The staff and parents are thrilled with the results and the students have embraced the initiative with enthusiasm and rigor.

Student leaders have become involved, parents are walking regularly and as everyone seems to be involved, there is a community feel to the project.

Students from the other side of town (non drop off point side) are being driven past the school to the drop off point at the Community Centre simply so they can be a part of PWOK on Wednesdays. Numbers have grown from an initial 30, to 35, 50 and 50 on the last Wednesday of Term 1.

Carol Stingel (the Principal of Bridport Primary) said of the program “I have been blown away by the success of the program, it encourages walking, it encourages a healthy lifestyle, it is enjoyable and it is not too far. Rather than arriving at school early (by car), the children are now occupying their time in such a positive way. PWOK is creating a sense of belonging for some students and also helping to foster new relationships”.

### Council Perspectives

Tracey Crack from the Dorset Council was enthusiastic and engaged with the program from the outset.

She thought that it was “really easy to put together”.

Whilst she could not see any barriers or challenges, Tracy did suggest that a third sign (for the actual drop off point) would be useful as the two supplied were used for direction from the main street.

Tracey also thought that perhaps a greater number of people should have been involved (in planning and procedure) so that there was a greater pool of informed people from which to draw leadership on Wednesdays.

Tracey reported that Woolworths have been really happy to be involved and that PWOK has really been a win win situation for both the school and the supermarket.



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## 6 SUMMARY

In summary, the outcomes for Bridport Primary have been outstanding.

- Students walking to school have increased from 17% to 46%.
- Parents have been happily involved and younger siblings have also been walking as a result.
- The program has been perceived as easy to implement, easy to conduct and easy to continue.

## 7 RECOMMENDATIONS

Whilst the program at Bridport has been successful, it is important in future planning to consider that there is

- **a team of people involved from the outset who understand the process.** Bridport is a relatively small school and as such has been able to operate with a small team of people. This may not be the case for larger schools.
- **a driver/coordinator** up to the point of the launch.
- **a review or refinement process of getting PWOK started.** There is possibility for time delay and stalling of the program due to the nature of the extended education sessions, the hands-up collection methods, the plotting of the information on the map, the audit relating to the drop off point and the communication process to parents. Exploring ways to fast track the initiative should be considered. Minimum planning requirements need further consideration.
- **Consideration given to the process of seeking expressions of interest as a means of engaging other schools.**

Additionally, Carol Stingel (Principal) recommends the following:

- **Distance of the walk is important.** About 800m-1km is perfect, not too long, but far enough to feel as though you have achieved something.
- **Having a set drop off point at a set time** is essential as this alleviates any confusion. They have adopted (and communicated to parents) a policy of rain=no PWOK today
- **The drop off point needs to be big and car friendly.**
- **A publically visible drop off point and route** .Being visible, walking in public and being on display has strengthened the program
- **Involving the wider community.** The involvement of a fruit and veg supplier was a real bonus.

For more information about Part Way is OK please contact Move Well Eat Well:

[movewelleatwell@dhhs.tas.gov.au](mailto:movewelleatwell@dhhs.tas.gov.au)



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