

DISCOVERIES ON
YOUR DOORSTEP



Taking the first
step towards
reducing carbon
emissions in
your area!

DIGITAL TOOLKIT

School Edition

THERE IS MORE POLLUTION IN THE AIR NOW THAN EVER BEFORE.

Your school can take the first step towards reducing carbon emissions, by encouraging students to walk to school with the help of this digital toolkit.





THANK YOU SO MUCH FOR CHOOSING TO SUPPORT THE GREEN MILES CAMPAIGN.

This toolkit will equip you with everything you need to educate your pupils on the negative impacts that driving to school has on the environment around us, and motivate them to choose a more active method of transport.

DID YOU KNOW?

Students care about the environment and the impact our actions have on the world.

We found that students really want to help reduce:

- > climate change
- > plastic waste
- > air pollution
- > damage to nature

ABOUT THE CAMPAIGN

Green Miles is a North Yorkshire County Council campaign, in partnership with Yorkshire Dales Millennium Trust (YDMT) and the Local Nature Partnership (LNP), that aims to encourage secondary school pupils to choose to walk to and from school.

After conducting insight across a number of schools we know that pupils are concerned about the damaging effects pollution and climate change has on wildlife and the planet as a whole. So this campaign hopes to educate young people on the positive impact walking can have on the wider environmental issues – and what they can do to make a difference.

WHY SHOULD YOU GET INVOLVED?

POLLUTION DAMAGES OUR LANDSCAPES, CONTAMINATES WATER SYSTEMS AND ENDANGERS ANIMALS.



Not forgetting that pollution causes harm to us by reducing the quality of air we breathe every day.



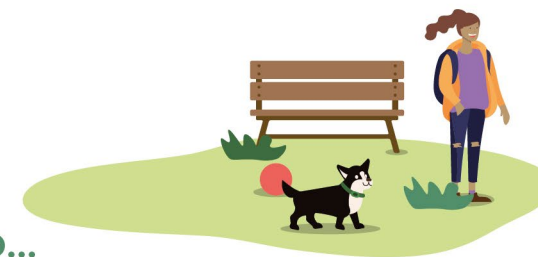
One of the leading causes of this pollution is exhaust fumes from cars and other motor vehicles. In fact, one fifth of CO2 emissions come from car journeys. This is particularly prevalent in North Yorkshire due to the heavy traffic congestion on busy roads, especially during rush hour.







By launching the campaign in your school, you'll help encourage pupils to take one simple step towards reducing their carbon footprint and improving the environment they live in!

WHAT CAN PUPILS DO?

There is **one** easy thing pupils can choose to do to help reduce pollution, prevent climate change and improve the environment they live in...



THEY COULD...

-  Walk to and from school every day (they might be doing this already!)
-  Choose to walk one way – either to or from school.
-  Pick at least one day a week to walk. They could choose a day with their friends and walk together.
-  If they live far away, they could ask their parent/carer to drop them off half way so they can walk the rest. They might want to meet at a friend's house if they live nearer.

THIS TOOLKIT INCLUDES:

- > 'Green Miles Tracker' activity
- > Social media messages and supporting graphics
- > Email footers
- > Plasma screens
- > Website banners
- > Wayfinding



HOW TO USE YOUR CAMPAIGN MATERIALS




This toolkit comes with a pack of branded materials to help you raise awareness of the 'Green Miles' campaign across your school community.

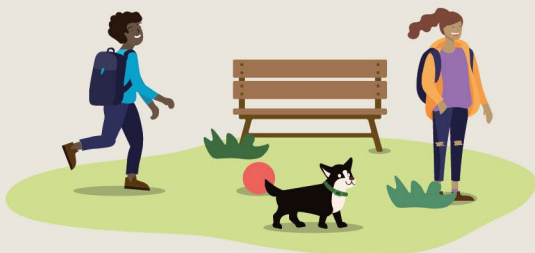
Here is a guide on how to use each material.



SAMPLE INFORMATION FOR WEBSITE OR SCHOOL INTRANET

Here is an example of information about the campaign to publish on your school website, student intranet or to send out via email.

-  Just copy and paste the information into your chosen platform to help promote the key campaign messages.
-  Feel free to edit or add extra information to best communicate with your pupils.
-  If you post information on your school website you can then include the link in your social media posts to encourage pupils and parents to find out more about the campaign.



POLLUTION KILLS 1 MILLION SEABIRDS AND 100,000 SEA MAMMALS EVERY YEAR.

Take the first step towards reducing carbon emissions by walking to school.

As you'll probably already know, pollution is one of the biggest threats to the environment. It damages landscapes, contaminates water systems and endangers animals. Not forgetting causing harm to all of us by reducing the quality of the air we breathe.

One of the leading causes of this pollution is exhaust fumes from cars and other motor vehicles. In fact, one fifth of CO₂ emissions come from car journeys. This is particularly an issue in North Yorkshire due to the bad traffic, especially before and after school time.




To help protect wildlife and improve the environment we live in, our school is proud to be supporting the 'Green Miles' campaign.

WHAT YOU CAN DO

By ditching a lift and choosing to walk instead, you'll be taking the first step towards helping to protect local wildlife, improve air quality and improving climate change.

SAMPLE LETTER TO PARENTS AND CARERS

Here is information about the campaign to use when writing letters (digital or printed) to parents and carers of the school.

-  Just copy and paste the information into your chosen platform to help promote the key campaign messages.
-  Feel free to edit or add extra information to best communicate with your pupils.
-  You can even use this as guide when talking to parents/carers over the phone or at an event to help discuss the campaign messages.



Dear,

As you'll probably already know, pollution is one of the biggest threats to the environment. It damages landscapes, contaminates water systems and endangers animals. Not forgetting causing harm to us by reducing the quality of air we breathe every day.

One of the leading causes of this pollution is exhaust fumes from cars and other motor vehicles. In fact, one fifth of CO₂ emissions come from car journeys. This is particularly prevalent in North Yorkshire due to the heavy traffic congestion on busy roads, especially during rush hour.

To help protect wildlife and improve the environment we live in, we are proud to be supporting the 'Green Miles' campaign. The campaign aims to educate pupils on the dangers of exhaust fumes and encourage them to take one small step towards reducing their carbon footprint by choosing to walk to and from school, rather than getting a lift or using public transport.

As a parent/carer, we kindly ask that you join us in supporting the campaign by encouraging your child/ren to choose a more active method of transport to and from school if possible.

If you have any questions or concerns, please get in touch with [INSERT CONTACT DETAILS].

Thank you in advance for your support.

GREEN MILES TRACKER [PUPIL ACTIVITY]

This chart can be used by each pupil in your class to help reinforce the benefits of choosing to walk to school.

Give each pupil a copy of the Green Miles Tracker to record how they travel to and from school.

Ask them to record their journeys twice a day for four weeks. At the end of the exercise, the pupils with other 120 points can be in with a chance of winning a prize.

The chart is supplied as weekly sheets, meaning one for each week. Each pupil should be given 4 to complete the activity.



GREEN MILES

HOW TO PLAY

Every day record how you travelled to and from school, by ticking the box that best describes what you did.

At the end of the week, count up your points to see how you're getting on.

After four weeks, add up your points from each week to get your final total. If you've managed to collect 120 points or more, you'll be in with a chance of winning a prize chosen by your school. **Good luck!**

Did you know?

POLLUTION KILLS 100 MILLION MAMMALS EVERY YEAR.

Take the first step towards reducing carbon emissions by **walking to school**.

By ditching a lift and choosing to walk instead, you'll be helping to protect local wildlife, improve air quality and fight global warming.

LIVE TOO FAR AWAY?

Don't worry, you can still collect points by walking part of the way!

North Yorkshire County Council

DISCOVERIES ON YOUR DOORSTEP

YOUR WEEKLY GREEN MILES TRACKER...

Week

KEY

5 POINTS

WALKING
(Cycling or scooting)

3 POINTS

WALK AND RIDE
(Walk part of the way)

0 POINTS

BY CAR
(Driving to school)

COUNTER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	To From	To From	To From	To From	To From
WALKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WALK AND RIDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BY CAR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

TOTAL POINTS FOR THE WEEK

> The Green Miles Tracker is sized A3 and can be printed if preferred. This can be found in the supporting 'Assets Pack'.

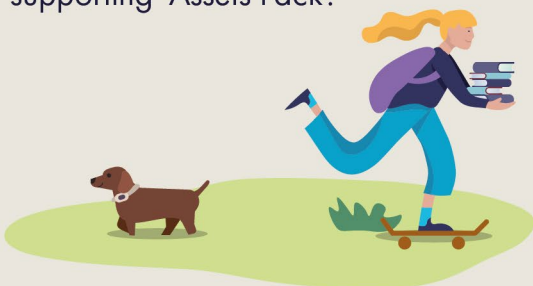
SAMPLE SOCIAL MEDIA MESSAGES

SPREADING THE WORD ON YOUR SOCIAL MEDIA CHANNELS

Here you'll find a bank of messages that you can use on your social media channels to help promote the campaign and raise awareness of the importance of walking to school amongst your pupils and their parents.

All you need to do is copy and paste these messages onto your school's social media channel, along with one of the accompanying graphics. It's as simple as that!

All supporting images are shown on the next page and can be found in the supporting 'Assets Pack'.



MESSAGE

COPY

IMAGE

Fact

Did you know? Pollution kills 1 million seabirds and 100,000 sea mammals every year. Take the first step towards reducing carbon emissions by walking to and from school.

social_1.png

Fact

The air is more polluted now than at any other time in human history. Reduce your carbon footprint by choosing to walk to and from school.

social_2.png

Fact

Exhaust fumes are one of the leading causes of air pollution. Do your bit to protect our planet by choosing to walk to and from school.

social_3.png

Awareness

We're proud to be supporting North Yorkshire County Council's 'Green Miles' campaign to help improve the environment we all live in. Find out more here: [LINK](#)

social_4.png

Awareness

We're helping to protect wildlife and make our surroundings a healthier place to live by supporting North Yorkshire County Council's 'Green Miles' campaign. Find out more here: [LINK](#)

social_5.png

Tips

Live too far away from school? Don't worry, you can still help protect wildlife in Ripon and beyond! Why not get a lift to your friends house and walk the rest of the way with them.

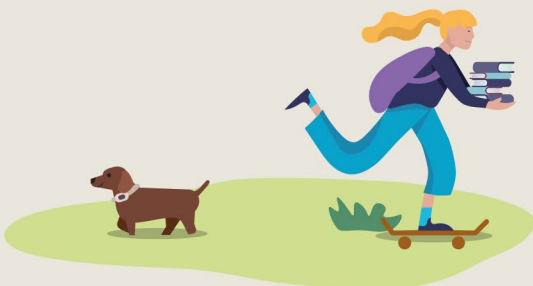
social_6.png



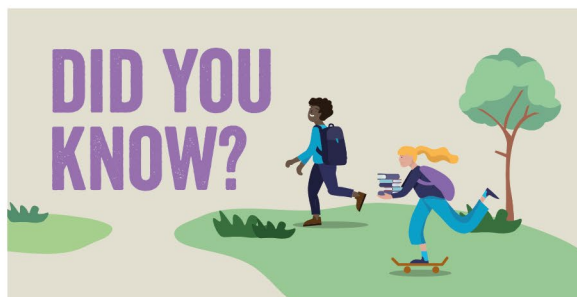
SAMPLE SOCIAL MEDIA MESSAGES

TO BE POSTED OUT VIA YOUR SCHOOL'S SOCIAL MEDIA CHANNELS.

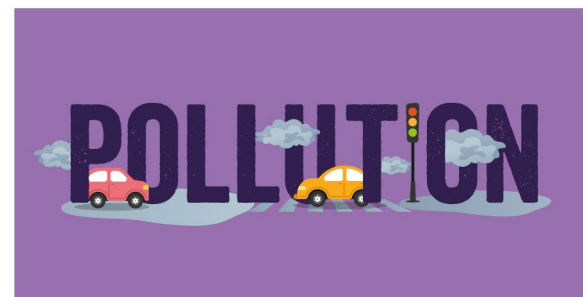
- The messages should be posted out with the accompanying branded graphics to help raise awareness of the campaign.
- Think about the best times to post out these messages – when will pupils and parents see them? You could publish them in the morning before school starts or at lunch time or in the evenings when pupils are more likely to be active on social media.
- You might also want to use these messages for paid posts on your channel to help improve the reach and engagement with the content.



SUPPORTING IMAGES



social_1.png



social_2.png



social_3.png



social_4.png



social_5.png



social_6.png

GRAPHICS FOR PLASMA SCREENS AND TVS

These plasma screens will display various key messages for the campaign which address the environmental issues your students said they care about.

These graphics are for use on your school plasma screens or TVs to help motivate pupils to walk to school.

You could display this in assemblies, classrooms or even the school canteen.

All plasma screen graphics can be found in the supporting 'Assets Pack'.



EXAMPLE GRAPHICS



EMAIL FOOTER GRAPHICS

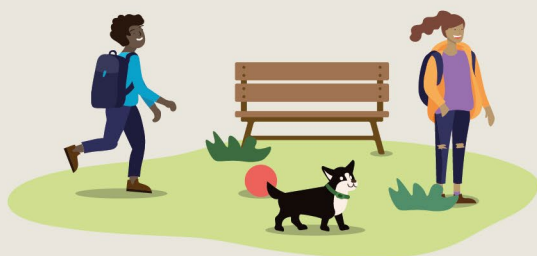
These branded email footers will help you further promote the campaign message across your school community.

➤ Add the email footer images to your email signature. This image will then appear every time you send an email bringing attention to the campaign.

➤ You could ask all teachers to add this to their school email address and encourage pupils to do the same!

These can be used as headers for your emails if you want to start your email with the campaign.

All email footer graphics can be found in the supporting 'Assets Pack'.



EXAMPLE GRAPHICS



WEBSITE AND EMAIL BANNERS

Branded headers to use on your school website or emails when communicating campaign messages.

Just insert the image to the top of your webpage or email.

All of our headers use different visuals so you can alternate them to suit your needs whilst keeping pupils engaged with the campaign messaging.

All of these graphics can be found in the supporting 'Assets Pack' in the relevant folder.

EXAMPLE GRAPHICS



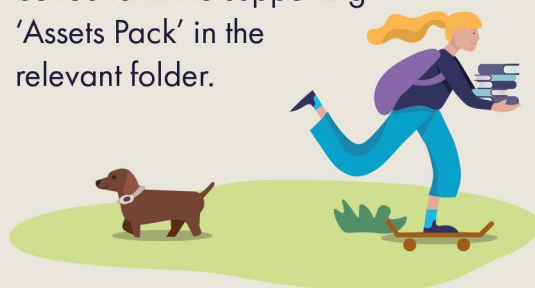
GRAPHICS FOR WAYFINDING REMINDERS

A branded sticker design to use to promote the campaign on the ground. These should be used as reminders and to encourage pupils to walk to school.

It is recommended to place around different areas of the school that pupils regularly pass through on their journey to and from school.

To get these printed we advise liasing directly with a printer to discuss window stickers and easy peel options.

All of these graphics can be found in the supporting 'Assets Pack' in the relevant folder.



EXAMPLE GRAPHICS



THANK YOU FOR SUPPORTING THIS CAMPAIGN.



You are
taking the first
step towards
reducing carbon
emissions in
your area!



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YOUR DOORSTEP

