

# Active Travel Promotion Action Plan

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**1. My Audience:** Who am I making this for?

- |  |  |
|--|--|
| <input type="checkbox"/> Younger students (Year P–2) | <input type="checkbox"/> Teachers or parents |
| <input type="checkbox"/> My classmates               | <input type="checkbox"/> The whole school    |
| <input type="checkbox"/> Other: _____                |  |

**2. My Key Message:** What do I want others to understand about travelling safely and actively?

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**3. My Chosen Format:**

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|--|--|
| <input type="checkbox"/> Poster                | <input type="checkbox"/> Mini Podcast or Audio Message |
| <input type="checkbox"/> Skit or Role-Play     | <input type="checkbox"/> Digital Ad or Slideshow       |
| <input type="checkbox"/> Assembly Presentation | <input type="checkbox"/> Article for Newsletter        |
| <input type="checkbox"/> Other: _____          |  |

**4. My Plan:** What will I include in my campaign?

- ☒ A problem or challenge about active travel
- ☒ A message that explains how to solve it
- ☒ At least one safety tip
- ☒ Something creative to get attention (image, voice, humour, music)

**5. Group Member Names** (if working in a team):

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**6. When will I present my campaign?**

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**7. What do I now understand better about safe and active travel?**

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**8. How will I know if my campaign has had an impact? What will I see and hear?**

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