

LESSON 8 : STUDENT WORKSHEET

Active Travel Promotion Action Plan

Name: _____

Date: _____

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

- Younger students (Year P-2)
- My classmates
- Other: _____
- Teachers or parents
- The whole school

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

3. My Chosen Format:

- Poster
- Skit or Role-Play
- Assembly Presentation
- Other: _____
- Mini Podcast or Audio Message
- Digital Ad or Slideshow
- Article for Newsletter

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):

6. When will I present my campaign?

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

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