The nonprofit organization Living Streets designed the Walk to School campaign to make walking to school a natural choice for teachers, parents, and children, improving their health while also reducing congestion and emissions. The campaign currently reaches 13 million people, working with over 750,000 children in 2,000 schools. Every year, thousands more take part in national programs such as Walk once a Week (WoW) and Walk to School Week.

Walk to School aligns with the government’s target to get 55% of children walking to primary school by 2025, following a generation-long decline in the number of children walking to school (from 70 to 47%). The initiative also supports the Department of Transport’s strategy to reduce traffic congestion and carbon emissions.

OVERCOMING OBSTACLES

Through school route audits, Living Streets is able to identify the walk-to-school barriers that most concern students, parents, and staff. Project coordinators then work with local authorities, schools, and other partners to find solutions to those barriers, which include everything from road congestion to a lack of street lights.

Living Streets works with local authorities to fund simple, cost-effective improvements for physical infrastructure challenges. They ensure the buy-in of everyone on issues such as land ownership, engineering, road works, council approvals, budgets, realistic time frames, and metrics.

By using a range of innovations to engage stakeholders and adapting their resources to the needs of those stakeholders, Living Streets ensures project ownership. Additionally, regular monitoring and evaluation allows them to reflect on their performance and design for change based on evaluation results.

PROJECT GOALS

- Increase the physical activity level of school children
- Reduce traffic congestion during peak hours
- Reduce CO₂ emissions

RETURN ON INVESTMENT FROM WALK TO SCHOOL CAMPAIGNS

![Graph showing return on investment from walk to school campaigns]

<table>
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<th>Investment</th>
<th>Health, transport, &amp; other benefits</th>
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References and photo credits available in full report: Multisolving at the Intersection of Health and Climate: Lessons from Success Stories
DURHAM WALK TO SCHOOL OUTREACH RESULTS

A 2.5 year, $6.8 million project to increase walking to school at more than 1,000 schools in Durham led to...

- 33% decrease in cars used for school travel
- 26% more children walking to school

LEADERSHIP AND COLLABORATION

The Durham County Council, Living Streets, and Modeshift led a partnership of 13 local governments to obtain funding from the Local Sustainable Transport Fund for a Walk to School Outreach project engaging 854 primary and 184 secondary schools. Living Streets helped ensure alignment with local authorities’ priorities and coordinated a joint approach to decision making and behavior change. Modeshift provided badges as incentives for children walking to school.

REPLICATION

Durham County Council is partnering with 15 local authorities to expand the project and incentivize walking rather than driving to businesses and communities in areas of high congestion.

BENEFITS

**CLIMATE BENEFITS**
- Reduced GHG
- Conserve energy
- Adaptation

**HEALTH BENEFITS**
- Cleaner air
- Active lifestyle
- Less noise
- Well-being
- Fewer medical visits
- Longer lives

OTHER BENEFITS

**JOBS & ASSETS**

**HEALTH, WELL-BEING, & SAFETY**

**CONNECTION**

**ENERGY & MOBILITY**

**RESILIENCE**

CONTACT INFORMATION

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