

## Campaign-in-a-Box in a Nutshell.

C-i-a-B is Living Streets' toolkit for secondary school student led activity aimed at making walking the natural choice

| Stage of campaign          | Learning Outcomes                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                               | Example Activities<br><i>NB every session should include time for feedback from participants and the creation of documentation (eg written, spoken, photographic) for a campaign 'blog'</i>                                                                                                                                                                                         |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | knowledge, understanding and achievements                                                                                                                                                                              | practical skills                                                                                                                                                                                                                                                                                | key skills                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>1: Intro</b>            | <ul style="list-style-type: none"> <li>• Meet facilitator/s</li> <li>• Understand who Living Streets are</li> <li>• Know the aims of the Walk To project</li> <li>• Feel like a team , accept the challenge</li> </ul> | <ul style="list-style-type: none"> <li>• Speaking and listening</li> <li>• Negotiation and decision making</li> <li>• Photography</li> <li>• Written and spoken feedback/documentation</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>• team working</li> <li>• project management</li> <li>• communication</li> <li>• problem-solving</li> <li>• self evaluation</li> </ul> | <ul style="list-style-type: none"> <li>• Introductions and icebreakers</li> <li>• Discuss and agree team rules/agreement</li> <li>• Team photo shoot</li> </ul>                                                                                                                                                                                                                     |
| <b>2: Research</b>         | <ul style="list-style-type: none"> <li>• Know how students currently travel to this school</li> <li>• Know why students don't walk to this school</li> </ul>                                                           | <ul style="list-style-type: none"> <li>• Design and deliver student survey</li> <li>• Record and present survey results</li> <li>• Identify the physical barriers to walking in the local environment</li> <li>• Photographic documentation</li> </ul>                                          |                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• 'Barriers' game: which team can think of the most? (NB use results as basis for pupil survey)</li> <li>• Pupil survey: why don't pupils at this school walk?</li> <li>• School Route Audit: what needs to change, on the routes to our school?</li> </ul>                                                                                  |
| <b>3: Plan</b>             | <ul style="list-style-type: none"> <li>• Decide on biggest barriers to walking</li> <li>• Decide on action/s to take</li> <li>• Plan action/s</li> <li>• Define what 'success' looks like</li> </ul>                   | <ul style="list-style-type: none"> <li>• Discuss priorities/biggest barriers</li> <li>• Agree campaign action/s, and specific targets</li> <li>• Get permission from Head</li> <li>• Engage other partners/stakeholders (eg council, police, parents)</li> <li>• Schedule and budget</li> </ul> |                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• 'Washing line' priorities activity (using 'Street Treasure Hunt' photos and survey answers, pegs and string)</li> <li>• 'Dragons Den': small teams pitching their ideas to the rest of the group</li> <li>• Meeting with the Headteacher</li> <li>• Meeting/s with external stakeholders</li> </ul>                                        |
| <b>4: Action</b>           | <ul style="list-style-type: none"> <li>• Deliver student-led campaign action/s</li> </ul>                                                                                                                              | <ul style="list-style-type: none"> <li>• Ensure everyone has a role</li> <li>• Ensure everyone takes responsibility</li> <li>• Ensure participants' talents and interests are represented in the action/s</li> <li>• Ensure everyone is recognised for their contribution/s</li> </ul>          |                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Assemblies, leaflets, posters</li> <li>• Street clean-up, Street art, Street planting</li> <li>• Walk 'n' Talk event with decision-makers</li> <li>• More/better paths</li> <li>• 'Park and stride' facility</li> <li>• Making 'dropping off' harder/impossible</li> <li>• Student walking challenge/rewards/celebration events</li> </ul> |
| <b>5: Review and Share</b> | <ul style="list-style-type: none"> <li>• Know how many more students walk to school as a result of the action.</li> <li>• Share the campaign, and the outcomes.</li> </ul>                                             | <ul style="list-style-type: none"> <li>• Share the campaign and the outcomes</li> </ul>                                                                                                                                                                                                         |                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Assemblies, leaflets, posters</li> <li>• Presentation</li> <li>• Exhibition</li> <li>• Publication</li> <li>• Artwork</li> <li>• Film, radio show, website</li> </ul>                                                                                                                                                                      |