

Educational campaign for children

What are they?

Transport information and publicity campaigns can influence peoples' and of course pupils' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public transport. Three broad types of campaigns can be differentiated:

- (Public) awareness campaigns
- Campaigns targeted to special groups and settings
- Individualised campaigns

The campaigns belong to the so called soft policies using information, marketing, motivation / activities and (community) education.

Campaigns for children are interesting and important because of another aspect - children are never car drivers by themselves. This means it isn't necessary to change their direct behaviour only one of their parents (e.g. get them out of the car and bring them to walk / cycle / use public transport).



Campaigns for children are much more target to **stabilise** energy and environmental friendly behaviour as they are usually pedestrians, cyclists or public transport users. It is the aim to award their behaviour and to keep it as a positive memory. Sustainable mobility behaviour should form a habit for the future.

It is important that they get a good impression of the modes that are promoted for them. E.g. it isn't appropriately and target-oriented to pen pupils up in a crowded bus and expect that they will get a positive impression of public transport.

What are the benefits – to the pupils, their parents, to the school and to society?

There are many possible benefits of an educational campaign for children. Very often only the way to school is taken into account when setting up these campaigns while the trips in leisure time are often neglected.

To set up educational campaigns for children is usually connected with a problem. In most cases safety reasons are the main concern. Parents are usually afraid that their children are involved in accidents. That's why they bring them by car.

For **the pupils and parents** educational campaigns can:

- reduce problems caused by lack of physical exercise
- reduce safety problems
- reduce emissions and noise
- raise the awareness concerning transport behaviour and impacts
- influence the attitudes towards environmental and energy-efficient transport modes
- provide a pleasant living environment and play area
- reduce the travel times when parents have to bring their children to / from activities

For a **school**, educational campaigns can:

- reduce problems caused by traffic congestion on and around the site
- raise the image of schools that carry out educational traffic campaigns
- help providing less stressful options for travel to school
- give opportunities to build healthy exercise into daily life

How do they work?

Educational campaigns can be various. Sometimes they are pure information campaigns, sometimes they are dedicated lessons for different subjects and corresponding teaching and learning materials that are used by the teachers / pupils (e.g. in physics lessons) but in most cases they are combined with actions or motivation activities. The latter include activities like “testing new behaviour”, raffles and winning games or artistic happenings (drawing contests, music or video/ photo contests, etc.)

Here some ideas for campaigns / measures that can be given and explained (more information on it and links see below at the end of the document):

Bicycle Training for Children in Real Traffic Conditions:

Transport education and the preparation for the bicycle examination usually are carried out in a protected area. The children don't learn how to behave in real street environment situations. Therefore they are trained too much in theoretical traffic problems and expected to learn a lot of rules and regulations. The Bicycle Training for Children in Real Traffic Conditions in Graz prepares them for real dangerous situations.

The Traffic Snake Game - Safe and environment friendly to school:

The campaign 'Safe and Environment Friendly to School' engages up to 29 % more sustainable trips in Belgium! During the year 2004-2005, a total number of approximately 76.800 pupils, 5.500 teachers, 3.900 classes and 55.500 parents have engaged themselves to let the car stay at home for at least one week.

The Traffic Snake Game campaign is a perfect gateway to start with school mobility plans.

All Kids Are Cycling:

This Danish national project seeks to promote cycling among school children. This cycling campaign takes place every year with the duration of two weeks in September. Schools from all over Denmark take part on this campaign.

Vehicle Attendants on Public Transport - WupperScouts

WupperScouts are schoolchildren who help to peacefully resolve conflicts among other children (usually the same age) while on the way to or back from school (by bus or elevated train). This type of conflict resolution includes telling other students to stop damaging seats and windows, making sure that students are not pushed when getting on the bus or train, making sure that smaller children are able to find a seat, and much more.

Public Transport Promotion to School Children

This awareness and educational campaigns on Sustainable Mobility in the city of Rome addressed pupils aged from 9 to 12 years. Main activities undertaken: small workshops in the classroom, visit to the depot of the PT operator, interactive game in the classroom, photo's competition and celebration party where gift were distributed to pupils.

Awareness for clean urban transport in Vilnius, Lithuania

Bicycle-related events were organized in the Lithuanian capital Vilnius. . E.g. the action "My Family, My Bike and Me" was a public event in Vilnius. It was designed to promote non-motorised transport, and to encourage a more healthy way of life. The broad target groups for the campaign were cyclists, school pupils and various city clubs.

Beauty and the Bike: cycling project for adolescent girls

Getting teenage girls back on their bikes by showing them that you can look and feel good while cycling, is the aim of a new project introduced in March 2007 by Sustrans UK and the Body Shop at several schools in the city of Exeter (UK).

How do I help to set one up?

Energy Agencies can play a very important role in organising a small educational campaign or in advising and supporting advertising companies or similar agencies that design and carry out bigger campaigns.

- Finding a **driving force (can be one person but better a team of actors)** and giving them a **budget**, and **strong support from management (school, public authority or similar other)**.
- Establishment of **co-operations** with stakeholders
- Setting some **clear objectives and targets** for the campaign e.g. a 10% reduction of children brought to school by car within the campaign period (and also a ongoing stabilisation after the end of the campaign).
- Carrying out a **survey** on how children are mobile at the moment, and their views on alternative modes (and the ones of their parents). The survey isn't absolutely necessary but enables the evaluation.
- **Set up the campaign** to actually influence how children are mobile. The campaigns needs to point out:
 - the message (text message and illustrations)
 - the involvement of the message into a comprehensive strategy / transport plan
 - development of campaign materials (posters, flyers, brochures, give-aways / gadgets etc.)
 - the message giver
 - the target group
 - the media that should be developed and the channels that should be used
 - an option for communication with the target group (at least an option for feedback)
 - media conference / information at the start and at the end (incl. results)
- Having a **monitoring mechanism** in place to check that the campaign is on track / successful (and to put things right if they are not), and to check progress towards targets.

What are the costs?

The range of campaign costs depend very much on the size of the campaign and on the use of media. If TV spots have to be produced and broadcasted for a long time, campaigns easily can reach hundreds of thousands Euros.

In most cases awareness campaigns for children that are carried out by mobility experts and energy agencies instead of TV advertising are much cheaper.

E.g. the Traffic Snake Game (campaign mentioned above) costs ca. 850,- Euro for the period of one week in one school (doesn't matter how many classes participate). This price includes the Traffic Snake Game Package (materials, stickers, banner, give-aways etc.) and includes also a workshop with teachers at the school.

The bicycle training in real traffic conditions (campaign mentioned above) costs per day about 500,- Euro (in Austria).

Unsuccess/risk factors

- Financial risks: investors that would rather put money in infrastructure and not in awareness campaign
- Specific way of communication for mobility: it is not a consumption product: it must be treated differently: communication company's are not always aware of it.
- People don't read brochure
- Cultural context: something that works in one culture and not in another one
- Missing opportunities for feedback: it's a permanent activity

The most likely success factors

- Show the personal benefits from sustainable mobility (and not the general interest)
- Involvement of different carriers (social, engineer..)
- Target the message: must fit with cultural context

Where can I get more information and examples of good practice?

Schoolway.net focuses on successful awareness campaigns in the field of school mobility management that will be implemented in schools all over Europe:

<http://www.schoolway.net/>

ELTIS – case studies

Bicycle Training in real traffic conditions:

http://www.eltis.org/study_sheet.phtml?study_id=1357&lang1=en

The traffic Snake Game:

http://www.eltis.org/study_sheet.phtml?study_id=784&lang1=en

All kids are cycling:

http://www.eltis.org/study_sheet.phtml?study_id=1812&lang1=en

Vehicle Attendants on Public Transport – WupperScouts

http://www.eltis.org/study_sheet.phtml?study_id=1498&lang1=en

Public Transport Promotion to School Children in Rome, Italy

http://www.eltis.org/study_sheet.phtml?study_id=1335&lang1=en

Awareness for clean urban transport in Vilnius, Lithuania

http://www.eltis.org/study_sheet.phtml?study_id=1545&lang1=en

Beauty and the Bike: cycling project for adolescent girls

http://www.eltis.org/study_sheet.phtml?study_id=1663&lang1=en

