Nudges for active travel to school

Classroom wallchart for tracking active travel

A 'nudge' is a small change that can be made
in a setting that influences people's behaviour.

Behavioural insights

Social Norms | Group and societal norms can be strong motivators. People tend to align their choice with those of a group they are a part of.

› Use the power of social networks and peer support.

› Encourage people to make a commitment to others.

Nudges in practice

› Classroom wallchart for making a daily tally of students' active travel to school. Counting only walk/scoot/cycle trips strengthens social norms of active travel.

› Each day students take a hands-up survey of how they travel to school. This generates a daily reminder of active travel and builds peer support and competition to participate.

Change to Walking approach

1. CREATE A CHART
   Create a chart that shows a calendar of days and weeks that a class will track their active travel. Include space on each day to tally all types of active travel and a total for the week.

2. RECORD AND TALLY
   At the start of each day ask children to raise their hands if they walked, scooted or cycled to school and record it on the wallchart. Add the total trips for each week.

3. COMPILE DATA
   Compile data for each year level and for the whole school to track progress.

4. SHARE PROGRESS
   Share progress and achievements through school communications.

Making it work

1. MAKE IT STUDENT LED
   Have student leaders take responsibility for class tallies and whole-of-school data collection. Add incentives, such as house points, for most consistent data collection.

2. KNOW WHAT YOU ARE MEASURING
   Some children may consider walking from the car a 'walk to school'. Be clear that it is all the way from home or a designated drop-off location that is know to students. Include park and walk locations for students who live beyond walking distance.

3. BUILD COMPETITION AND TEAMWORK
   Add an inter-class reward for the most trips, or most improved, by class each week.

4. SET A TIME LIMIT
   This nudge can be a challenge to implement as it requires teacher effort, which adds to an already busy workload. It also loses power over time as it becomes 'everyday'. Use it for short campaigns, such as over 4 weeks, or for a week each term.