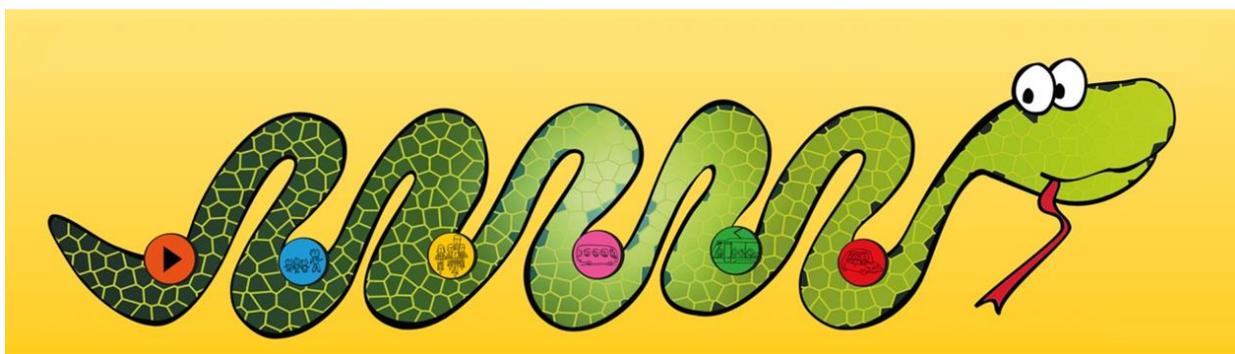


THE TRAFFIC SNAKE GAME

Teachers' Manual

How to organise the Traffic Snake
Game in your school



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1. Introduction

1.1 What is the Traffic Snake Game?

The Traffic Snake Game (TSG) is a fun and effective campaign for primary schools to promote walking and cycling or using public transport to school. TSG can be easily linked to existing curricula and can be expanded with extra activities, which is the deluxe version of the game. This teacher's manual describes the basic and deluxe version of the campaign.



1.2 Why the Traffic Snake Game?

Travelling in an environmentally friendly, safe and healthy way to school, is what it's all about in this game. The Traffic Snake Game aims to encourage children and parents in primary school to travel using sustainable modes. Children love to travel on foot or by bicycle, as it allows them to acquire experience in traffic and safety. It is also important for their autonomy as they grow older. Travelling to school with an awareness of the environment is good for the environment and for the health of pupils. Evidence has shown that the campaign successfully increases sustainable transport modes and reduces CO₂. The Traffic Snake Game Network wants to continue to spread good practice across Europe and beyond. The network unites and supports partners that implement the campaign, extend its impact and shares results and experiences that keep the campaign alive.

1.3 Timing

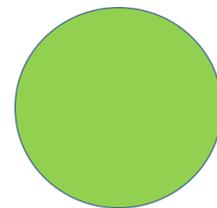
Your school plays TSG during two school weeks, a total of 10 days. Preferably the TSG campaign starts or ends during the [European Mobility Week](#), which is organised every year in the third week of September. If this is not possible, you can link the campaign to any other national sustainably event.

2. Campaign set

Together with this teacher's manual you should have received the TSG campaign materials.

This set consists of the following:

- One Traffic Snake Game banner (4m x 1m) for the whole school
- Dots for each class - 5 colours for all the different modes
- Green stickers - for each class to attach on the banner
- Measurement forms (class and school forms)



Following documents are available on www.trafficsnakegame.eu

- Measurement forms (class and school forms)
- Example information letter for parents

3. How to play TSG?

In this section you will find information on how to play the basic and deluxe versions of the campaign. The game is simple and gives some possibilities to adapt it to suit your needs. The measurement of the modal split before, during and after the campaign is a very important aspect of the campaign.

3.1 Basic version

To play the basic version you just need to follow the next 7 steps:

Step 1: Hands-up survey (before measurement)

Two weeks before the game starts, each school establishes its baseline. By raising hands, the teachers write down the current travel modes of the children.



Step 2: Set target

The hands up survey is the baseline to set the school target. This is the percentage of sustainable trips the school aims to reach during the campaign period. The TSG aims at 20% more sustainable trips during the campaign compared to the baseline. Each school chooses their own target. Be realistic: it is not possible to have 20% more sustainable trips when the pre-measurement shows 90% of the pupils travel sustainably to school. For a new school the target should not be set too high. For calculating the target a 'target calculator' has been created. This document can be downloaded via the website

Example: If the baseline showed that you have 30% of sustainable trips, than the target of 50% could be realistic for your school.

Step 3: Communicate about the game

Big part of successfully playing the TSG is communicating the campaign in time to all interested parties: teachers, pupils and parents. All teachers need to know well in advance what the TSG is and when the school will start playing the game. Inform parents by distributing an information letter so that they know what the campaign is, why their children are playing it and when the campaign will take place (use the example information letter for parents attached).



Step 4: Collect sustainable travel dots

During the two weeks of the campaign, children receive a dot for every day they travel to school using a sustainable travel mode.

Teachers record these trips every day of the campaign in the class measurement form.

Here you can find an overview of all the different transport modes that will be rewarded with a sticker:



Walking



Cycling (including kick bike, rollerblades and skateboard)



Bus



Train, tram and metro



Carpooling (bringing pupils from different families to school in one car)

The dots are placed on a larger green sticker. This sticker will go on the TSG banner once the sticker is full. The school target is used to decide how many dots are needed to fill a (larger) green sticker.

Example: if the school target for sustainable trips is 50% of all class trips, then 50% of the pupils in the class should add a dot on the large sticker. If more than 50% of the pupils travel sustainably, the additional dots can be added to the following day's sticker. If less than 50 % of the pupils travel sustainably, the pupils will not be able to attach their large sticker to the banner and will need to wait until the following day to add dots to complete the large sticker and then place it on the banner. For calculating the required dots per sticker a calculator has been created (online).

| Target Calculator | | | |
|--|-----|--|-----|
| Example 1 | | Example 2 | |
| Number of pupils in school | 345 | Number of pupils in school | 546 |
| Results pre-measurement (number of sustainable trips) | 103 | Results pre-measurement (number of sustainable trips) | 486 |
| Sustainable trips | 30% | Sustainable trips | 89% |
| Extra sustainable trips | 20% | Extra sustainable trips | 10% |
| TSG aims at 20% more sustainable trips during the campaign. Each school is free to choose their target | 50% | TSG aims at 20% more sustainable trips during the campaign. Each school is free to choose their target | 99% |
| Number of sustainable dots per day – target | 173 | Number of sustainable dots per day - target | 541 |



Step 5: Attach stickers to the school banner

When a class has a full sticker, they stick it on the banner. The traffic snake game banner should be hung in a visible place in the school, where children can reach it. The teacher keeps a record of the travel modes in the class measurement form. Receiving the dots, putting them on the green sticker and sticking this to the banner will be repeated every day for two weeks.

Here are 3 additional tips to adapt the campaign in your school:

- Pupils, whose homes are further away and are driven to school, can also participate. Their parents can park their car up to 100 to 200 meters from the school and walk their children to school for the remainder of the journey. Or drive multiple children to school, at once, in one car (carpooling).
- Teachers are encouraged to participate in order to set an example for pupils, however they are not obliged to. One way to encourage teachers, is to allow the class to gain an extra dot for their teachers efforts. This is both motivating and rewarding.
- Extra bonus points can be handed out for different reasons. Pupils who come to school by bicycle are asked to wear a bicycle helmet or a fluorescent jacket. This increases road safety and so pupils can receive an extra dot every time they use their helmet.



Step 6: Reward the pupils

At various points along the body of the snake there are five drawings: pedestrians, cyclists, bus and tram and carpoolers. When the pupils reach these points on the banner they receive a reward. This reward has to be supplied by the school itself, but is mostly non material objects, such as extra playing time, no homework, ice-cream etc. When the children reach the head of the snake, they receive a bigger reward.



Step 7: Hands-up survey (after measurement)

At least three weeks after playing the game, an after hands up survey will be carried out. The aim is to assess the long term effects of the TSG. The results of this final hands up survey data are recorded on the class measurement form.



To find out how to play the TSG you can also watch the our video on www.trafficsnakegame.eu

Measurement guidance

By measuring the campaign you will get an overview on the travel behaviour of the pupils in your school and you will be able to understand the impact of the campaign. There are two ways of conducting the measurement:

Online (preferred way)

Your school received a login and password to log-in to www.trafficsnakegame.eu/countries. Once logged in you will see your own school page. The results from the before, during and after measurement can be easily filled out online.

CLASS MEASUREMENT FORM (after-measurement)

Print this form for each class that participated in the Traffic Snake Game Campaign. Use this form for the after-measurement of the Traffic Snake Game Campaign in your school and ask the pupils how they usually travel to school. Fill out the number of pupils per transport mode. The number of sustainable trips should be the total of all transport modes: Walking, Cycling, Bus, Train/Tram/Metro and Carpooling.

| | |
|----------------------------|-------|
| Class name/ number: | _____ |
| School name: | _____ |
| Date: | _____ |
| Number of pupils in class: | _____ |
| Name teacher: | _____ |

Fill out the number of students for the after-measurement

| | |
|-----------------------------------|--|
| Walking | |
| Cycling | |
| Bus | |
| Train/Tram/Metro | |
| Carpooling | |
| Total number of sustainable trips | |
| Car | |

Before doing this, it is best to collect all the class results on paper by using the class measurement forms.

Having one person responsible for the TSG campaign in the school will be beneficial and this person should complete the school forms online.

If you use this easy online tool, you will not need to print/use the school measurement forms.

Example Class measurement form

Paper version

The class measurement forms are printed out for every participating class in the school. Use the paper measurement forms to collect all the class results. Each teacher will fill out their class results on paper. The responsible person (or some pupils) will add up all the class measurement forms and complete the school measurement form (on paper). The school sends their paper school forms to WYG, who will complete the data online.

3.2 Deluxe version

The basic Traffic Snake Game is the minimum a school is required to do. Every participating school is encouraged to set up the deluxe version where the whole school pay extra attention to sustainable (and safe) transport modes during the campaign period and/or the whole school year.



Lots of activities and lessons about traffic and sustainable mobility can be linked to the TSG. It is a fun way to meet the requirements of the curriculum (maths, physical education, geography, history, reading and writing...etc).

TSG results can have a much bigger impact if the school fully embraces the message of sustainability. By including other activities and getting support from other organisations or stakeholders (eg local authorities, police, traffic organisations, local shops etc), the school can improve their sustainable trips results.

Deluxe activities can include:

- Extra traffic and mobility education in the class rooms
- Mapping the safe routes to school
- A car free day
- Cycle training on the school playground or in the school environment.
- Puppet show or theatre about mobility
- Pimp your bike workshop
- Cycle parade
- Bicycle repair
- Police teaching at school
- Shoe polish and bike wash
- Exhibition of children's drawings on the theme
- School play on sustainable mobility
- Any other activities you can think of

4. More information

Website

www.trafficsnakegame.eu

> all information about the Traffic Snake Game Network

www.trafficsnakegame.eu/countries

>all information about the Traffic Snake Game in the different countries

What can you find on the website?

- all downloads (this manual, the measurement forms, example information letter for parents and activities for the deluxe version);
- an easy tool to insert all measurement data;
- an overview and the results of all participating schools;
- an overview of frequently asked questions;

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