

Evaluation letter

[Insert school logo here]

Date [insert date here]

Dear Parents and Guardians,

We recently ran a WOW (Walk on Wednesday / Walk Once a Week) initiative. The aim of the initiative was to encourage children to walk to school once a week. We also wanted to highlight the importance of daily physical activity for pupils, parents and teachers while improving road safety skills and reducing traffic at the school gate.

Now that the initiative has been completed we would welcome your comments on it and would be very grateful if you could take a few moments to complete the attached questionnaire. Please return the completed questionnaires to the school office or class teacher before [insert date here].

The feedback from the questionnaire is extremely important and will be very helpful to us when drawing up plans for future school walking initiatives.

Yours sincerely

---

School Principal