

Case Study – Behaviour Change Officer for Comhairle nan Eilean Siar - Tong Active Travel Breakfast

The Behaviour Change Officer for Comhairle nan Eilean Siar coordinated an Active Travel Breakfast at Tong Primary School (Lewis) on 12 September 2025 as part of efforts to encourage active travel among pupils and families. The initiative promoted walking, wheeling, and cycling to school through a “Park & Stride” activity, where participants met at Tong Church and walked together to the school before taking part in a healthy breakfast.



The event was delivered in partnership with school staff and organisations including Living Streets, HITRANS, Western Isles Council, and Active Schools. A total of 58 participants attended, including pupils, parents, staff, and partner organisations.

The event aimed to:

- Encourage active travel to school through walking, wheeling, and cycling
- Promote healthier lifestyles and physical activity among pupils and families
- Reduce traffic congestion and car use around the school gate
- Increase awareness of the environmental and wellbeing benefits of sustainable travel
- Support positive social interaction and community engagement within the school environment



The event included:

- A supervised “Park & Stride” walk from Tong Church to Tong Primary School
- A healthy breakfast offering including fruit, smoothies, and yoghurts
- Promotion of active travel initiatives and discussion around sustainable travel habits
- Engagement with pupils and families regarding the WOW Walk to School Challenge and Travel Tracker programme

Engagement throughout the event was very positive, with strong attendance and participation from pupils, families, school staff, and partner organisations.



Key outcomes included:

- 58 attendees participated in the event
- Positive interaction between pupils, families, and staff
- High levels of enthusiasm and engagement during the walk and breakfast activities
- Increased awareness of active travel opportunities and benefits within the school community

Continues overleaf

Outcomes & Impact

Feedback from staff, organisers, and participants highlighted several positive impacts resulting from the initiative. These included:

- Increased awareness of the benefits of active travel, including improved wellbeing, concentration, independence, and social connection
- Encouragement of healthier travel habits among pupils and families
- A positive and social start to the school day for participants
- Continued use of the Park & Stride area by the school following the event
- Ongoing engagement with the WOW Walk to School Challenge and Travel Tracker programme, with pupils continuing to log active journeys and work towards rewards and badges



Quotes

“I enjoyed being with my friends on the walk to school”, “I enjoyed the extra time in the morning to talk to my friends”, “the school here is small and the catchment area is big. Some children live in very isolated spots on the island so this walk today is another great way for them to socialise and gain some confidence outside of school hours”.

Teachers and pupils provided positive feedback regarding the impact active travel has had on the beginning of the school day, particularly in relation to pupil readiness to learn, mood, and overall engagement.

The Tong Active Travel Breakfast was a successful and well-supported initiative that achieved its aims of promoting active and sustainable travel within the school community. Strong participation and continued use of the Park & Stride initiative demonstrates the lasting impact of the event and its contribution to healthier, more active school travel behaviours. The initiative highlighted the value of collaborative, community-focused initiatives in encouraging positive lifestyle changes and creating a supportive environment for active travel.

A further two Park & Stride breakfasts were held in the school as participant level and engagement was so high, demonstrating how the Behaviour Change Officer has built effective partnerships and sustainability in their delivery this year.