Guide to a COW Launch

Treoir maidir le Seoladh COW a eagrú

Green-Schools Travel

www.greenschoolsireland.org

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Overview

COW (Cycle on Wednesday or Cycle on Weekdays) is an initiative that encourages students, parents and teachers to cycle to school at least once a week. Hopefully they will then gain the confidence to cycle on a regular basis and this will help to instilling a cycling culture within the school and wider community.

A COW launch can act as a celebration of cycling and a reward for hard work and commitment to the travel theme. Most importantly it is all about having fun!

This guide is a rough guide. You do not have to undertake everything in this guide, although it is recommended for successfully promoting COW days and the travel theme.

Getting started

There is no best time to have a COW launch, although it may help to have one at the end of a cycle training course or after the installation of cycle parking. All schools that have been successful in their cycle parking grant application to An Taisce, Green-Schools Travel are committed to having a COW launch day.

Although cycling should be encouraged in all weather conditions, it is probably best to wait until you have a dry day as there can be a lot of hanging around outside.

Below is a list of actions to do well in advance of your chosen COW launch date:

- Send information about your COW launch throughout the school and wider community. This can be done through a poster campaign, letters to parents, social media, text a parent etc.
- Have cycling specific competitions on the lead up to the day. Ideas can range from designing a helmet to coming up with a marketing campaign i.e. catchy slogans or posters. Your GS Travel Officer has (limited) resources which can be used as prizes.
- Students can reuse an old T-Shirt & design COW print T-shirts to wear on the day.
- A healthy breakfast could be used as a reward for all those that cycle. There may be a local produce supplier or supermarket willing to sponsor this and remember to ask your Parents Association for help
- Get publicity! Send a press release (ask your GS Travel Officer for help) to your local media in advance and invite your local press photographer/radio along.
- The school may also want to invite guests for their launch; these could include local celebrities, the GS Travel Officer, local TD, Road Safety Officer and Environmental Awareness Officer, parents and any other groups /people with interest.

On the day

- COW stickers can be issued to all students who cycle. Alternatively students could have a cow print painted on their faces. Very easy to do with black and white face paint.
- Healthy breakfast on arrival. (Tip-ask the Parent's Association or Council to help) Invite the local community or cycling Gardaí to help and give talks.
- A talk by a cycling enthusiast or GS Travel Officer on the success to date of the school and how important, beneficial and fun cycling can be. Prizes from the competitions could be issued.
- A bike doctor session could be offered on the morning or day of the COW launch.
- If the school is doing the Golden Bike this could be presented to the individual or class winner.
- Cycling games can be played on the day such as slow bike race, balance exercises and relay races.
- All cyclists could go for a cycle to a nearby point of interest, or cycle trains could be organised to a local park.
- Students can wear their cow print t-shirts with pride, alternatively a fancy dress cycle could be arranged. (e.g. Black and White COW theme)
- Remember to take photos and send them to GS Travel and the local media.
- The above is a rough guide only. Feel free to add your own ideas!

Any questions or queries can be directed to your local GS Travel Officer or visit www.greenschoolsireland.org

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Scoileanna-Glasa: Taisteal

Forléargas

Is tionscnamh COW (Rothaíocht ar an gCéadaoin nó Rothaíocht Lá den tSeachtain) trína spreagtar daltaí, tuismitheoirí agus múinteoirí rothaíocht a dhéanamh ar scoil ar a laghad uair amháin sa tseachtain. Bheifí ag súil go dtiocfadh misneach acu ansin rothaíocht a dhéanamh go rialta agus cuideoidh seo le cultúr rothaíochta a chothú sa scoil agus i measc an phobail i gcoitinne

Is féidir ceiliúradh ar an rothaíocht a dhéanamh an lá a seoltar COW agus comóradh a dhéanamh ar an obair chrua agus an díograis i ndáil leis an téama Taisteal. An ní is tábhachtaí gur spraoi a bhun agus a bharr!

Is treoir gharbh an cháipéis seo. Ní gá go dtabharfaí faoin uile smaoineamh a luaitear sa treoir seo ach moltar sin maidir le laethanta COW agus an téama Taisteal a chur chun cinn go sásúil.

Tús oibre

Ní hé go bhfuil am faoi leith is fearr maidir le COW a sheoladh cé go n-oirfeadh go maith lá COW a eagrú nuair a thagtar go ceann cúrsa maidir le cúrsa oiliúna rothaíochta nó tar éis áiseanna páirceála a chur ar fáil do rothair. Geallann gach scoil a n-éiríonn lena n-iarratas ar dheontas ón Taisce maidir le páirceáil rothar lá seolta COW a eagrú.

Cé gur ceart rothaíocht a spreagadh i ngach cineál aimsire, is dócha gur fearr fanacht go dtagann lá tirim don lá seolta ó tharla go mbíonn cuid mhaith ama le caitheamh amuigh faoin aer.

Seo thíos liosta de nithe le déanamh luath go maith roimh an dáta atá roghnaithe maidir le COW a sheoladh:

- Scaiptear eolas faoi sheoladh COW ar fud na scoile agus ar fud phobal na háite. Is féidir sin a dhéanamh le feachtas póstaeir, le litreacha chuig na tuismitheoirí, ar na meáin shóisialta, le teachtaireachtaí téacs chuig tuismitheoirí etc.
- Eagraítear comórtais a bhaineann leis an rothaíocht go sonrach ag teannadh leis an lá mór. D'fhéadfadh dearadh maisiúcháin ar chlogad a bheith i gceist nó feachtas margaíochta a leagan amach, i.e. manaí maithe agus póstaeir a théann i bhfeidhm ar dhaoine. Tá acmhainní (srianta) ar fáil ó Oifigeach Taistil na Scoileanna Glasa a d'fhéadfaí a úsáid mar dhuaiseanna.
- D'fhéadfadh daltaí athúsáid a bhaint as t-léinte seanchaite agus t-léinte maisithe maidir le COW a dhearadh le caitheamh ar an lá seolta.
- D'fhéadfaí bricfeasta folláin a chur ar fáil mar luach saothair ag an uile dhuine a dhéanann rothaíocht. D'fhéadfadh go bhfuil soláthraí táirgí bia nó ollmhargadh sa cheantar a bheadh sásta urraíocht a dhéanamh maidir lena leithéid. Cuirtear tuairisc le daoine i gcumann na dtuismitheoirí maidir le cúnamh ina leith sin.

- Cothaítear poiblíocht! Seoltar amach preasráiteas chuig na meáin chumarsáide go háitiúil roimh an dáta atá beartaithe don seoladh agus tugtar cuireadh do ghrianghrafadóirí na nuachtán áitiúil nó lucht raidió áitiúil a theacht i láthair. Is féidir cúnamh a iarraidh ar Oifigeach Taistil na Scoileanna Glasa
- B'fhéidir gur mhaith leis an scoil aíonna a iarraidh chuig an seoladh; d'fhéadfadh daoine iomráiteacha ón gceantar, Oifigeach Taistil na Scoileanna Glasa, Teachta Dála, an tOifigeach áitiúil maidir le Sábháilteacht ar na Bóithre, an tOifigeach Eolais maidir leis an Timpeallacht, tuismitheoirí agus grúpaí/daoine eile ar spéis leo an cúram a bheadh i gceist.

An lá féin

- Is féidir greamáin COW a thabhairt do na daltaí ar fad a dhéanann rothaíocht. D'fhéadfaí ina ionad sin léaráid de bhó a phéinteáil ar aghaidh na ndaltaí. Níl sin deacair le péint éadain dubh agus bán.
- Bricfeasta folláin ar theacht chun na scoile. (Nod - iarrtar ar Chumann nó ar Chomhairle na dTuismitheoirí cúnamh a thabhairt). Tugtar cuireadh do phobal an cheantair nó do Ghardaí rothaíochta cainteanna a thabhairt nó cúnamh de chineál eile.
- Caint ó dhuine atá an-tugtha don rothaíocht nó ó Oifigeach Taistil na Scoileanna Glasa faoin rath atá ar fheachtas na scoile go dtí seo agus faoin tábhacht, tairbhe agus spraoi a bhaineann le rothaíocht. Is féidir bronnadh duaiseanna a eagrú mar gheall ar na comórtais éagsúla
- D'fhéadfaí seisiún le dochtúir rothair a thairiscint i rith na maidine nó maidin agus tráthnóna ar an lá seolta.
- Má tá an scoil páirteach sa Rothar Órga, d'fhéadfaí sin a bhronnadh ar an dalta nó ar an rang buacach
- Is féidir cluichí rothaíochta a imirt ar an lá mór, mar shampla rothaíocht chomh mall agus is féidir, stad gan titim agus rás sealaíochta.
- D'fhéadfadh gach duine de na rothaithe dul ar thuras rothaíochta chuig ionad spéisiúil sa cheantar nó d'fhéadfaí traenacha rothaíochta a eagrú go dtí páirc áitiúil.
- Baintear úsáid as acmhainní maidir leis an téama Taisteal faoi chlár na Scoileanna Glasa mar dhuaiseanna.
- D'fhéadfadh na daltaí a gcuid t-léinte le maisiú COW a chaitheamh nó d'fhéadfaí turas rothaíochta i gcultacha bréige a eagrú (e.g. le téama COW dubh agus bán).
- Meabhraítear duit grianghraif a thógáil agus iad a chur chuig Oifigeach Taistil na Scoileanna Glasa agus chuig na meáin chumarsáide go háitiúil

Treoir gharbh atá sa chomhairle thuas. Ná bíodh aon leisce ort do chuid smaointe féin a chur lena luaitear thuas.

Is féidir aon cheist nó ceist a chur chuig d'Oifigeach Taistil GS áitiúil nó cuairt a thabhairt air www.greenschoolsireland.org