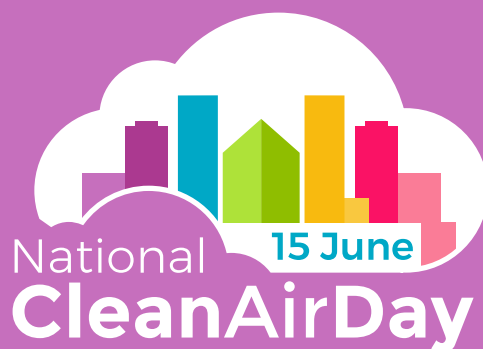


Community Toolkit



www.cleanairday.org.uk/get-your-community-involved

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Thanks for acting on air pollution. Your action, alongside thousands of others, will help to protect the health of millions of people.

The UK's first ever National Clean Air Day aims to improve public understanding of air pollution, and share what people are doing to solve air pollution. The day has the support of key health institutions and charities such as Public Health England, the Royal College of Physicians, British Lung Foundation, Great Ormond Street Hospital, and many local authorities and universities.

As a keen enthusiast, you can help people to understand how to reduce and avoid pollution, and influence how swiftly your local air pollution issues are solved.

We appreciate that you may only have a few minutes to spare. The important thing is to get involved now, and act in some way this year. We've created communications materials with approved health messages so that you can focus on spreading the word.

With as little as one hour you can make a real difference on June 15th

How to get involved

- **Spread the word:** Share the air pollution guidance with people in your community, especially those most at risk – the young, the pregnant and those with heart and lung conditions.
- **Advocate for clean air:** Air pollution has wide ranging sources, meaning that cleaning up our air requires a combined effort by the authorities, businesses and the public. Smart ways for passionate advocates to use their voices to speed up how swiftly local authorities and businesses cut pollution are described in this toolkit.
- **Club together or pledge together:** Research shows that personal habit changes are most widely adopted and longer lasting when we make those changes together. Pick a topic, like the school run, and work with other parents to reduce the number of cars arriving at the school gate. Or collect pledges in your community using our pledge counter www.cleanairday.org.uk/pledge

Be a part of the movement creating cleaner air.

Air pollution: Key facts

Air pollution is a complex subject. We've combined approved health messaging with robust advice on improving air pollution so that you can focus on outreach. All references are available at www.cleanairday.org.uk

Key Facts - more available at www.cleanairday.org.uk

1. Air pollution increases the risk of heart disease, cancer, diabetes, and asthma attacks, as well as being associated with dementia.
2. Drivers can be exposed to nine times more air pollution than cyclists because cars gather pollution from the vehicle in front.
3. Air pollution increases the risk of getting lung cancer and contributes to roughly 1 in 13 cases of the disease.
4. Children are particularly vulnerable to air pollution. Air pollution is linked to premature births, low birth weight, impaired lung development, asthma and increased hospital admissions.
5. Most of the pollutants that damage our health are too small to see, and they get through the gaps in simple fabric face masks.

To find out more facts like these visit www.cleanairday.org.uk where you can find:

- Tips to **REDUCE** the amount of air pollution you create
- Advice on how to **TALK** and join forces to beat air pollution together
- Several ways to **AVOID** the worst air pollution
- A detailed look at the health implications of air pollution
- Information on how air pollution affects children
- FAQs answered by Dr Ben Barratt (senior lecturer in Air Quality Science at King's College London)

This pack contains the health facts and pollution actions in text and image forms, for you to share them, post them and send them far and wide to reach as many people as possible.

Share the NCAD facts...
Send them far and wide
and help us reach as many
people as possible.

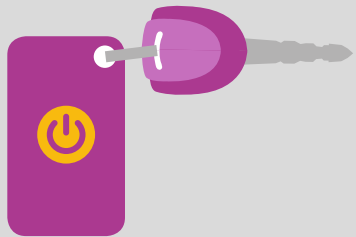
The best ways to reduce the pollution that we personally create

Top 5 things you can do:



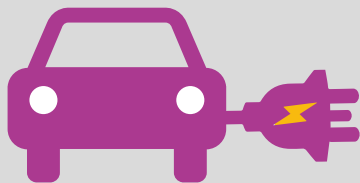
Use your feet, take to the street

Walk, cycle, bus, tube, tram, boat, unicycle... However you like to travel, leave your car at home and take to the streets. As well as cutting down the amount of pollution you make, you can get some exercise, check out that new deli you've been meaning to pop into, or even meet a friend for a catch-up on the way home.



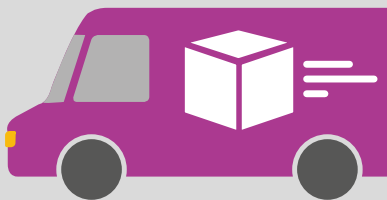
Switch your engine off when stationary

Not going anywhere fast? By turning off your car engine whenever you're not moving – only when it's safe for you and other road users to do so – you'll help to make the air cleaner for you, other drivers and pedestrians. Sign up to the #noidling campaign for more info!



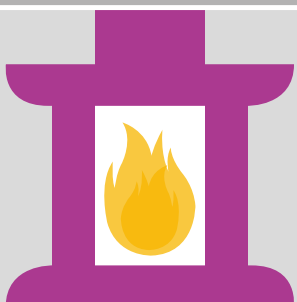
Drive into the future

Cars may not fly or run on trash yet but we have been back to the future and the future is definitely clean. More than 80,000 people bought low polluting cars in 2016. When you upgrade your car, explore an electric or LPG model (to save on your road tax too – just until we don't need roads). But if you have to use petrol or diesel, ask your car dealer for the least polluting model as they vary enormously.



Make the courier do the carrying

Many city workplaces report that half of all deliveries are personal parcels for staff. That's a whole lot of extra vans clogging up the city – and people still have to carry their parcels home! Delivery companies now have clever ways to save you carrying parcels too far – like pick up points in corner shops or lockers in train stations. There are thousands of locations around the UK, with a handy map available [here](#).



Save your log-burner for the bleak midwinter

We all love wood-burning stoves. They look great and they're sooo lovely and cosy. But burning wood produces a lot of air pollutants. To minimise your contribution to air pollution buy a **Defra-approved stove**, use authorised fuel, and only light it when you really really have too. Brrrrr.

How to make a difference to local air pollution

Whether you decide to Spread the word, to Advocate for clean air, or to Club together and pledge together, there are so many different ways that you can help your community to breathe cleaner air. Here are a number of suggestions which can be carried out easily with the help of ready-made materials in this pack, or on the www.cleanairday.org.uk website.

Spread the word

Our research shows that many people do not understand how air pollution affects their health, and how to avoid or reduce air pollution. A simple but very valuable task is to help people to be better prepared to act on air pollution.

1. Use social media to pass on the health guidance to your friends and neighbours. This document has a social media guide, with example posts, an invitation to join a thunderclap and links to memes that are ready to post.
2. Write a simple email or letter to local residents, including an air pollution guidance leaflet. A template letter is included in this document, and the leaflet is available to download at the same place as you downloaded this guide.
3. Hold an event on National Clean Air Day in a high footfall area to help dozens of people find out more about air pollution. See the event guide later in this document.

Advocate for clean air

Air pollution has wide ranging sources, from diesel vehicles to construction sites and power stations. Cleaning up our air requires a combined effort by the authorities, businesses and the public. Local authorities have responsibility for implementing a plan to improve local air quality if there is a pollution problem. Here's what you can do to help that local improvement plan be implemented swiftly.

1. **Praise the plans you like.** Every council in an area that has a pollution problem will have an 'air quality action plan'. They're freely available if you search online. Take a read, and if you like elements of it, tell the council that you support those steps. It is important that the local council knows that local people support their action plan, as this gives them confidence to move swiftly. You can praise those plans on social media, or to the council in writing as described on the 'contact us' page of their website.
2. **Tell elected officials how much you care about clean air.** When any clever person in the local council has an idea to dramatically improve air quality, the idea has to be approved by the local councillors. When weighing up whether to approve new electric car charging points, or put in better cycling provision, the councillors weigh up the pros and cons. Pleasing local residents is a real plus for councillors – as they are elected by you to represent your interests. So contact your local councillor and ensure they know that you support your local council taking ambitious steps to solve air pollution swiftly.

How to make a difference to local air pollution

You could write to, email, or even visit your local councillor at one of their open surgeries. Find out who your local councillor is here www.writetothem.com

Sample text for an email or letter

Dear Councillor,

I am writing to express my desire for our local air pollution problem to be tackled and to ask that you support an ambitious plan for the council to play its role in making our air cleaner.

I am a resident/parent/grandparent [delete as appropriate] and worry what impact air pollution has on my health and the health of the children in our community.

I understand that the council will have people working on this issue, and that there will be a plan to address air pollution. As with any policy, I imagine there will be options that affect how swiftly air pollution drops, and how great that drop in pollution will be.

For the sake of all of my fellow local residents, and especially the children whose lung development is stunted by air pollution, I would like to express my desire for the council's local air quality plans to bring a swift end to our unacceptably high air pollution levels.

Can I ask how quickly you think our air pollution problem will be resolved?

If there is anything more that I can do to help clean up our air, please do let me know.

Yours faithfully,

Club together or pledge together

Together, we can make a significant difference to our local air pollution. When the Tour de France started in Leeds in 2014 air pollution was 20% lower in the city that day. Reducing the amount of traffic on the roads makes an immediate and sizeable difference to pollution levels. What can you do to reduce local traffic levels?

1. Host a pollution solution session. It doesn't have to be grand. You don't even have to have a table, or chairs, or even be in the same place. Bringing people in your circles together can create new ways to cut pollution. Parents at one school could get together to work out ways to reduce the number of cars arriving at the school gate. Confident cyclists could be cycling buddies for others who want to leave the car at home but would like help navigating the local roads. Residents who want to buy electric cars but don't have the charging points could get together to make a joint request for a council or university to install more (there's even a grant

How to make a difference to local air pollution

from the Office for Low Emission Vehicles to pay for them). Here's a simple running order for your discussion.

- ▶ Craft a simple sentence saying that you want to do something about air pollution now and believe in people to make the difference
- ▶ Invite people to join you for a conversation (maybe provide snacks!)
- ▶ Choose one clear topic to discuss
- ▶ Agree at the start of the conversation that by the end of the discussion you need to have a set of agreed actions so that people have a plan to put in to action after the discussion

2. Push the pledge. We don't believe that 'every little helps'. We believe that if we want to see an end to air pollution that we need to see big changes across society. You can show leadership on National Clean Air Day by pledging to do something significant, like leaving the car at home. Encourage others to do the same using the online pledge counter. Share it, tweet it, email it, convince your school headteacher, local councillor or university chancellor to do the same and see how many people you can get on to the clean air bandwagon on National Clean Air Day.
www.cleanairday.org.uk/pledge



This pack contains a guide to how you can get involved in promoting National Clean Air Day on social media, along with things to share and suggested posts, tweets and memes.

Social media is a great way to spread the word, and attract people to any events you are organising. Getting people to post on social media from your events is another way to reach people.

We are working mostly with Facebook and Twitter, however if you love Snapchat or Pinterest, or you or your organisation are active on LinkedIn then please go for it on these websites as well. With so many facts about air pollution poorly understood by the public, your choice to send out a fact or two is bound to provide invaluable information that helps your followers protect their health!

Resources included with this guide

In the folder with this PDF are lots of lovely graphics and memes purpose built for social media. Please ensure you always do one of the following in each post to amplify your reach:

- Tag #nationalcleanairstay
- Link to the National Clean Air Day website www.cleanairstay.org.uk
- Link to the Facebook event bit.ly/NCAD2017

Pledges

People are pledging to act on air pollution for National Clean Air Day. This is key content for you to use on social media. A community organisation can make the pledge as well if they want.

The pledges people are making are:

- I pledge to leave my car at home on 15 June National Clean Air Day
- I pledge to switch off my engine whenever I can on 15 June National Clean Air Day
- I pledge to walk my children to school on 15 June National Clean Air Day
- I pledge to share tips to cut air pollution with others on 15 June National Clean Air Day
- You can always create your own pledge if you wish.

**Pledges are
key content
for you to use on
social media**

There are two ways of making the pledges:

- You can take a photograph of yourself holding one of the pledge cards included in this

Social media pack

toolkit. Then post it on the Facebook event bit.ly/NCAD2017 or on Twitter using the hashtag #nationalcleanairstay

- You can make a pledge online on the NCAD website www.cleanairstay.org.uk/pledge

Thunderclap

Please make sure you have signed up to the National Clean Air Day Thunderclap. This will post a one-time message (approved by you) to your followers at 9am on 15 June. Follow the link here: www.thunderclap.it/projects/53521-national-clean-air-day

Please also promote joining the Thunderclap through your social media channels.

Suggested Facebook post text: Support National Clean Air Day's Thunderclap and help get the word out that air pollution is a problem everybody can act on. www.thunderclap.it/projects/53521-national-clean-air-day

Suggested tweet: Support #NationalCleanAirDay on Thunderclap. Get the word out. We can tackle air pollution together www.thunderclap.it/projects/53521-national-clean-air-day

Facebook

We are using a Facebook event, it will remind everybody that the 15 June is happening and allows organisations to co-host.

- Please tell us you or your organisation is going to be involved.
- Please share the event on your own Facebook wall and/or your organisations Facebook wall.
- Please post in the event. Tell us about the events you are planning and/or the pledges you or your organisation have made.

You can find
National Clean Air Day
on Facebook here

Suggested posts for Facebook

The website www.cleanairstay.org.uk has lots of material to share that will support anybody to have a positive impact on air quality and to make them aware of how to avoid air pollution damaging their health. The following pages on the website are the essential reading for those people you are attempting to help:

www.cleanairstay.org.uk/take-action

Suggested text: Anybody can take steps to limit the air pollution they produce and stop it

damaging their health and that of their family. National Clean Air Day will show you how.

www.cleanairday.org.uk/reduce-air-pollution

Suggested text: National Clean Air Day will let you know how you can reduce the air pollution from your routine. Help make a change on 15 June.

www.cleanairday.org.uk/talk-about-air-pollution

Suggested text: We're stronger if we act together. Join forces to make a big cut to local air pollution. National Clean Air Day has all the information you need.

www.cleanairday.org.uk/avoid-air-pollution

Suggested text: Which way you walk your children to school can have an impact on how much air pollution they are exposed too. Read more about avoiding pollution.

www.cleanairday.org.uk/air-pollution-and-children

Suggested text: Air pollution has a greater impact on children's growing bodies which can then go on to affect them throughout their lives.

www.cleanairday.org.uk/health-impacts-of-air-pollution

Suggested text: Air pollution can affect the heart more than the lungs. Find out how.

Promote the website and the day as whole

Use the URL www.cleanairday.org.uk

Use the following examples of suggested text.

Suggested text: The UK's first ever #NationalCleanAirDay is happening on 15 June. Find out how you can take simple, practical action to reduce and avoid air pollution. You might be surprised by what you don't know...

Suggested text: Discover little-known facts about air pollution on the #NationalCleanAirDay website, and tips for how you can reduce and avoid it. Help spread the word and get involved with an inspiring day of action.

Suggested text: The UK's first-ever National Clean Air Day on 15 June is a chance to find out more about air pollution, share information with your friends and colleagues, and take action to make the air cleaner and healthier for everyone.

Twitter

National Clean Air Day Twitter account is [@cleanairdayUK](https://twitter.com/cleanairdayUK) Please follow it, retweet and reply. Please use the hashtag #NationalCleanAirDay in your tweets. Keep an eye on other people using the hashtag, it will give you more material to share and ideas about the activities that are planned

Social media pack

in the rest of the country.

Suggested tweets

Join in with #NationalCleanAirDay and help create a cleaner future for everyone bit.ly/NCAD-2017

- Take part in the first ever #NationalCleanAirDay and find out how you can take action on air pollution bit.ly/NCAD-2017
- Make a pledge to reduce the pollution you create this #NationalCleanAirDay bit.ly/NCAD-2017
- Reduce, avoid, talk – find out how you can take action on air pollution for #NationalCleanAirDay bit.ly/NCAD-2017
- Reduce, avoid, talk – join the conversation on air pollution this #NationalCleanAirDay bit.ly/NCAD2017

**National Clean Air Day
Twitter account is
@cleanairstayUK
Please follow it, retweet
and reply.**

How to run an event on National Clean Air Day

Running an event allows face to face conversation, enabling people to ask the questions that they have about air pollution and get support on exactly what concerns or confuses them. This pack aims to make holding such an event easy and effective - be it in a community space, shopping centre or supermarket.

Find an Event Coordinator

You'll need to find someone to coordinate the event on the day. For a super-successful event, the coordinator should be organised, enthusiastic, able to communicate clearly with colleagues and be positive about the mission to reduce air pollution.

What to do before the day

- Book a space for the stall. Somewhere with a high footfall is ideal.
- Decide who will run your stall(s) on the day.
- Buy your Google cardboard glasses to use with the Virtual Reality app. These are available at large online retailers like Amazon and ebay for around £2.99.
- Print your posters, leaflets and pledge cards.
- Order marker pens for completing the pledge cards and any other stationery you might need (you don't want to run out of pens!).
- Read the website to brush up on your knowledge about air pollution ready to share on the day.
- Decide if, and how to promote the event before the day. There is lots of suggested content for social media and internal communications in this pack. If you have picked a very high footfall space, promotion before the day may not be necessary.

What to do on the day

- Set up your stall and put up/out your posters, leaflets and pledge cards.
- Use the pledge cards to engage passers-by and get them to commit to taking action.
- Take photos of people making their pledges and post them on social media. **TOP TIP - take photos of people holding up a pledge card on their own phone and ask them to share it straight away on their social media feeds.**
- Talk to people, the main aim is to improve how much people know about air pollution. You could explain how pollution is caused, how people can create less pollution themselves, how it affects their health and what they can do about it.



Take photos of people making a pledge using their phone and ask them to post it on social media.

#NationalCleanAirDay

Resources to download

We've put together a range of resources to help you run a successful event on the day, which you can access at www.cleanairday.org.uk/get-your-community-involved

- Series of 5 posters
- Leaflet with essential information on the health impacts of air pollution and how to reduce and avoid pollution
- Pledge cards to use in photographs that people can post on social media
 - ▶ A number of populated pledge cards for people to choose from
 - ▶ Blank template pledge cards for people to write on their own pledge
- Free Virtual Reality app for people to experience air pollution through the eyes of a child – free to download on a smartphone. Use with a simple VR viewer such as Google cardboard and also available for simple viewing as a video on YouTube.



Media coverage of the air quality issue in 2017 has covered the health impacts of air pollution consistently. This includes often quoting a figure of deaths resulting from poor air quality, but few articles have included advice on protecting our health against air pollution. It therefore would be understandable if people held a fear of air pollution, but didn't know how to respond.

This simple template for a letter to residents – perhaps in a university, housing estate or pollution hotspot – is to be used with the leaflet in this toolkit. It could be sent by e-mail or post to set the record straight and help people understand what they can do to avoid and reduce pollution levels.

Resident Letter Template

Dear Resident,

You may have read in the news this year that many urban areas in the UK have poor air quality. *[optional: Our area is unfortunately in this category, with air pollution levels higher than we wish].* Today – June 15th – is National Clean Air Day. The day aims to help everyone in the UK understand how to avoid and reduce pollution.

Air pollution does affect our health, especially for children and those with heart or lung conditions. But we can do something to protect ourselves while our air quality is poor, as well as to improve our local air.

The simple advice is detailed in the attached leaflet.

To help to protect your health, and the health of your family, I would like to highlight three crucial pieces of guidance issued by the health institutions behind National Clean Air Day:

- 1. It is almost always better for your health to take physical exercise outdoors than to avoid going outside.** You can check for episodes of high air pollution using the official government website uk-air.defra.gov.uk which will also advise if any actions to protect health are recommended. For most people, the air pollution is high enough to make it advisable not to take strenuous exercise outdoors on only 10 to 20 days each year.
- 2. It is possible to avoid the worst air pollution.** Experiments have shown that **side streets can have 20% or even as much as 50% lower pollution levels than busy roads.** It is also a little known fact that air pollution builds up inside cars, because they gather the pollution from the exhaust pipe in front. **Drivers are typically exposed to more pollution** than a cyclist or pedestrian travelling on the same route at the same time of day.
- 3. We want to cut pollution and you can help.** We believe it isn't right that we should

Resident letter

have poor air quality in our community, and we're doing [*insert what you are doing to cut pollution levels*] to cut pollution levels. There are plenty of actions that people can take to cut local pollution levels and support our local authority to take steps to cut pollution included in the attached leaflet.

We hope you find this guidance helpful, and for further information please visit www.cleanairday.org.uk

Yours sincerely,

A big THANK YOU for your support!

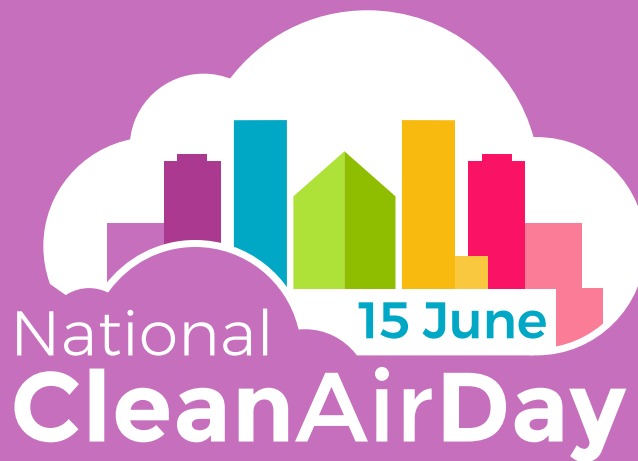
Thank you so much for getting involved in the UK's first ever National Clean Air Day. Do tweet or email us to tell us what you do about air pollution. Air pollution is seriously affecting our nation's health and we can only get the message out with the help of committed people like you. On behalf of everyone who your messages have reached: THANK YOU.

Today is just the beginning...

Cutting out air pollution is going to take a concerted effort by people, business and authorities for a number of years. But together we can make our air cleaner

- Shout about what positive progress you are making.
- Inspire others.
- Build relationships with local authorities.
- Keep asking the question "What are you doing to solve air pollution?" and "What can I do to help?"
- Celebrate every step forward with everyone you can

And reward yourself with a pat on the back for stepping forward to create cleaner air for everyone



National Clean Air Day is a collaboration of 50+ health institutions, charities, local government bodies and universities.
It is co-ordinated by environmental change charity, Global Action Plan.

To find out more, visit
www.cleanairday.org.uk