Let's clear the air

Together we can work towards **cleaner air** for everyone

'Let's clear the air' is a behaviour change campaign designed to **raise awareness of the health impacts of air pollution,** and to promote collective action to **reduce our contribution to the problem.** The campaign is currently targeted at the Hertfordshire population and has been funded by Hertfordshire County Council and a DEFRA clean air fund grant.

hertfordshire.gov.uk/cleanerair

Department for Environment Food & Rural Affairs

Hertfordshire

Context

Air pollution is one of the biggest health risks facing everyone in the UK, however children are more likely to be affected. 'Let's clear the air' highlights some of the simple, small actions we can all make to protect ourselves and our loved ones from air pollution. It also highlights how we can reduce our own personal contributions to the problem so we can all breathe cleaner, healthier air.

School involvement

Thursday 15th June is national Clean Air Day and we are supplying you with a suite of resources to educate your children on air pollution and inspire your school to work towards cleaner air, together.

In your pack you have access to:

- A leaflet you can print or send digitally to parents and carers
- Social media graphics for you to share on your school's social channels
- A newsletter header and newsletter content to send to parents and carers
- Vinyl banner artwork
- Activity sheets
- 'I promise to...'pledge to parents cards

Lesson plans and resources

We also suggest you take a look at the resources supplied by Global Action Plan **actionforcleanair.org.uk/schools** where you will have access to lesson plans, videos and assembly slides specifically created for children and schools.

I promise to

It's really important that parents and carers get to hear about Let's clear the air and Clean Air Day and we want children and adults to know that it only takes one small action to make a difference to air pollution.

Ask children to make a promise to their parents such as:

- I promise to get out of bed on time so we can walk to school
- I promise to walk to school even if it's raining
- I promise to tell you all about my day on the walk home from school

Is there anything else you'd find useful?

If you have any requests for campaign materials specific to your organisation or networks, that are not currently available on the campaign toolkit, please contact **cleaner.air@hertfordshire.gov.uk**

Watch the campaign film

For more information take a look the Let's clear the air film at **hertfordshire.gov.uk/cleanairfilm**

Share your stories!

Tell us how you delivered your clean air activity by filling in this short survey: **Visit bit.ly/LetsClearTheAirSurvey or scan the QR code**