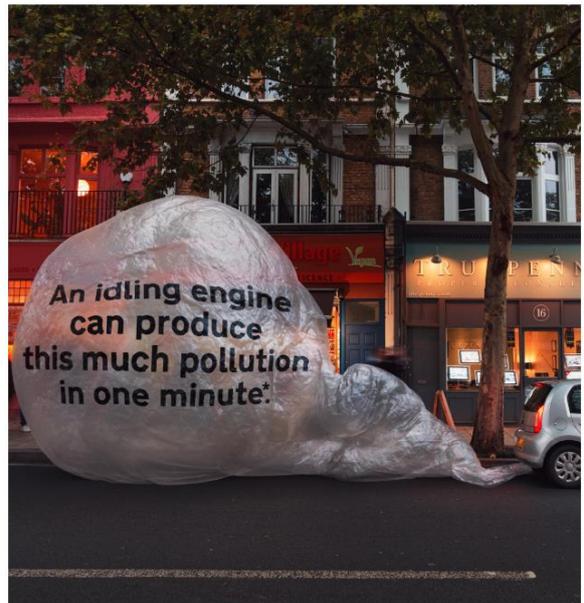


ENGINE OFF EVERY STOP SUPPORTER PACK



Idling Action London

@idlingaction #noidling

www.idlingaction.london

Spreading the message to the school community

Want to spread the #EngineOff message?

This pack provides all the resources you need to get involved and help share the Engine Off message with your school community.

We are inviting you to use and share our free social media resources (images and videos) to help spread the #EngineOff message. It's easy to get involved – just use some of the ready-made text below and our downloadable images or videos to schedule into your school community posts. Make sure you tag us (@idlingaction) into any social media posts so we can share your messages too!

Twitter / Facebook

Please follow, retweet and reply to the @idlingaction account.

The quickest way to help us spread the message is to retweet / reshare our posts. Alternatively, you can post one of the suggested messages below.

Please attach one of our ad [videos](#) or images where possible (JPEGs are included separately to this document). Alternatively share a photo of your banner, if you were sent one by Idling Action London.

Remember to use the hashtag #EngineOff.

Suggested posts:

- Pollution from idling engines is easy to ignore, because it is often invisible. But idling damages the health of those around you. We are asking our school community to always remember - Engine Off Every Stop. #Noldling #EngineOff #IdlingAction @idlingaction
- Leaving your engine running for 30s produces almost twice as much pollution as switching off and on again. We are asking our school community to always remember - Engine Off Every Stop. #Noldling #EngineOff #IdlingAction @idlingaction
- We are supporting @IdlingAction's Engine Off Every Stop campaign and are encouraging drivers who visit our school to remember to switch off. #EngineOff #Noldling
- We took part in @idlingaction's air pollution workshop and our students made posters asking drivers not to leave their engines on when by our school. Idling engines can damage the health of those nearby. #EngineOff #Noldling

Parent / Teacher / Staff Newsletter

If possible, please share our one of our campaign [videos](#) or images in your parent and/or teacher/staff newsletter / email etc, to let your school community know that you support our campaign and are asking all drivers who might visit the school to remember to switch off their engine whenever parked or pulled over, to help protect the health of the students and make a difference to localised air pollution.

If you have taken part in an Idling Action air pollution and anti-idling workshop and have been sent your banner, you can also include a picture of the banner and some of the students' anti-idling messages.

Suggested content to include in a newsletter / email:

Roadside air pollution is a risk to our students' health and a serious issue in our neighbourhood. This is why we are supporting Idling Action London's Engine Off Every Stop campaign which aims to spread the message about the importance of switching engines off. If you visit the school or are picking off / dropping off in the roads around the school, please remember to turn off your engine while waiting at the side of the road / parked. It is a simple way to tackle harmful emissions like nitrogen dioxide and improve our local air quality.

If drivers knew that idling causes toxic emissions to build up around and inside their vehicle, they would switch off where possible. So help us spread the message and make a difference for our school.

#IdlingAction #CleanAir #EngineOff #NoIdling

Further information

For additional information about tackling idling at your school, or for how we can support you and how you can share the no idling message within your school community, please see the recording of our school [webinar](#).

Anti-Idling Workshops

Idling Action provide air quality workshops and idling challenges to schools in participating boroughs in London, in order to teach pupils about the importance of air quality and arm them with the information they need to minimise their own exposure to air pollution, as well as engage teachers and parents to take action and to help persuade drivers and passers-by to switch off their engines when parked outside schools.

The workshop builds on existing eco and active travel initiatives and can be delivered either by Idling Action project officers in school or virtually, or independently by the teacher utilising our video workshop and lesson plan. The workshop concludes with the students taking part in one (or more) of optional Idling Challenges for example Anti-Idling Banner Challenge or No Idling Pledge Challenge.

Please contact us for more information: info@idlingaction.london

About us

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Idling Action London is a behaviour change and education project tackling vehicle engine idling as a source of avoidable air pollution across 30 London boroughs and the City of London. We deliver free workshops with schools, Idling Action Events (interventions with drivers in a local area, often with support from community members) and business engagement (offering workshops and resources for organisations to commit to no idling). For more information check out our [website](#), [Twitter](#) and [Facebook](#).

Mission statement

We want drivers to know that switching off your engine when pulled over is the easiest way to help protect the health of Londoners by making an immediate improvement to local air quality. We believe that if London's drivers knew about the pollution created by an idling engine and the dangers of that pollution, they would switch off when pulled over.



Our “Engine Off Every Stop” campaign is designed to spread the engine off message and empower all London drivers, particular those drivers around London's schools, to make a change. The images, videos and messages that make up our campaign have been created to make the invisible threat of air pollution visible.

Why target idling?

Tackling vehicle engine idling is a great way to achieve an immediate improvement in local air quality. [Research conducted by TRL](#) on the emissions profile of idling engines demonstrates the surprising amount of harmful nitrogen dioxide (NO₂) pollution emitted by an idling engine, which can contribute to raising pollution levels to above the legal limit. We know that exposure to these emissions damages our vital organs and is linked to [serious health conditions](#).

For more information on the importance of tackling idling click [here](#)