# 2020 IDLING ACTION PACK

## FROM IDLING ACTION LONDON

**EVERYTHING YOU NEED TO BE A LOCAL AIR QUALITY HERO**

I'm no idler Vehicle idling action

@idlingaction #noidling

www.idlingaction.london

SUPPORTED BY

**MAYOR OF LONDON**

*Idling Action London is a Mayor's Air Quality Fund Project led by the London Borough of Camden and City of London Corporation*

## Mission Statement

This is a step-by-step guide to becoming a local air quality hero. It uses a brand new methodology so we can continue the fight for cleaner, healthier air while staying safe and respecting social distancing.

We created the Idling Action Pack to arm students with the information they need to both reduce their exposure to, and escape the effects of, air pollution.

Air pollution can be a very technical issue wrapped up in science and politics. What we do is start by clearly explaining the science behind pollution before focusing on actions you can take to make a change in your community. We then share some great next steps to help you to take the Idling Challenge.

Switching off your engine when pulled over is the easiest way to clean up London's dirty air. Encouraging drivers to switch off is a fantastic way to make an immediate improvement to local air quality. We will give you the tools and confidence you need to spread the engines off message.

Inside you will find:

- A video air pollution workshop with discussion points
- Instructions for creating a 'no idling' banner
- The *Act On Idling Pledge Challenge*
- Printable stickers, leaflets and other resources

For queries and support contact info@idlingaction.london

## Air Pollution Workshop

Click here for workshop video (YouTube)

**The workshop covers the following topics:**

- What do we breathe?
- Why do we need clean air?
- What pollutants are in the air? (with a focus on $NO_2$ and PM)
- Where do pollutants come from? (focus on road traffic)
- How do we test and measure pollution?
- What can we do about pollution?
- Being an air quality champion (how to reduce, avoid and inform)

**Topics for further discussion:**

- How does air pollution affects our bodies?
- What can we do to reduce the pollution?
- Could the journeys I make be less polluting?
- How can we get others to change their behaviour to be less polluting? (what language to use, what information to share)
- Where do I encounter most pollution?
- Can I avoid pollution hotspots?
- How can I stay healthy and protect my body against the effects of pollution

## Guided discussion during video workshop

There are plenty of talking points in the video - below are some suggested 'time stamps' to pause the video, answer questions and invite input. This is especially useful if running the workshop with a class or large group. The video for the workshop is 25 minutes long but allow up to 40 minutes for the video with discussions.

| Pause at: | Ask: |
|---|---|
| 01:56 | What is in the air we breathe? |
| 02:45 | What organs need air/oxygen? What would happen if we did not have clean air to breathe? |
| 06:45 | Can you name the natural sources of pollution? |
| 08:34 | Can you name the man-made sources of pollution? |
| 11:30 | What are the differences in the air in both pictures? What does the air look like? What do we see in each picture that might make pollution? |
| 14:29 | What is the map is showing? (The title is a clue) |
| 15:02 | Where does the map show high pollution and where it is low? (Where are you on the map?) |
| 16:10 | For schools: How could you get to school without using a car? Will these ways of getting to school make more or less pollution? Hands up who is driven to school. Hands up who walks, scoots, cycles. Ask someone who is normally driven to school why they drive (distance, time etc.) ask someone who normally walks to school what they enjoy about walking. |
| 17:38 | For schools with School Streets this is a great time to discuss the pros and cons with your class. |
| 18:44 | Who has heard of idling and if anyone can explain what it is? |
| 20:17 | Why people might idle their engines? (phone, radio, waiting, cold or hot) Where might people idle their engines? (schools, shops, etc.) |
| 21:28 | How we might talk to someone if we want them to listen to what we have to say? How will we get people to change their behaviour? |
| 22:57 | What facts they would tell somebody about idling or air pollution to persuade them to change their behaviour? (Could they switch off their engine) (Chance to recap some of the points) |
| 25:09 | If anyone is stuck for ideas could pause here to look at posters previously made |

# ‘No Idling’ Poster-Making Activity and Banner

The air pollution workshop video encourages students to create ‘no idling’ posters containing key messages for drivers.

If your school has arrangements with us or with your local authority, we can turn these posters into a banner for you. For more information please contact the project officer who provided this pack to you. You can keep this banner, display it on your property and use it at future events to inform drivers about idling.

Banners are a great way of getting your message out to local drivers in your area, especially in those key idling hotspots. Make sure you have permission to display your banner and always ensure messaging is responsible and polite in its tone.

## Instructions:

- Students produce ‘no idling’ A4 or A5 posters.
- This is introduced as standard at the end of the video workshop
- Posters will be turned into a banner, by Idling Action team, for the school to display on the gates. Please email posters to Idling Action project officer.
- Requires A4 or A5 paper, colour pens and colours.
- Up to 40 minutes needed to complete posters
- We love to see you work so make sure you take pictures and share them with us on Twitter @idlingaction #noidling.

## For an effective poster, the students should consider:

- Bold, colourful images that are large enough to be seen across a street.
- Clear instructions to drivers – tell them what they should do.
- A reminder why idling is so harmful – the damage air pollution can do to the heart, lungs and brain.
- A suggestion of what people could do instead – spread the word or more active travel.

# Act On Idling Pledge Challenge

As with many environmental issues, spreading awareness is so important in multiplying positive impacts. The more people we tell about the harmful effects of pollution, the more people will think before leaving their engines running. We have created the Pledge Challenge to get drivers to promise to kick the idling habit. This exercise is designed so you can spread the word without in-person action events.

## Instructions

- This activity has been created in lieu of our usual Idling Action events where students speak directly to idling drivers before home time around the school gates to spread the clean air messages
- Challenge involves students acting as No Idling messengers – asking drivers to pledge to always switch off their engines wherever possible
- In class, after the video workshop, ask students, using the Pledge Challenge activity sheet, to think of a striking or important fact they can tell someone about idling or air pollution that will make them want to change their behaviour and take the #EnginesOff pledge.
- The students take home their prepared pledge sheet and are challenged to see how many drivers they can get to take the 'engines off' pledge - for example older siblings, parents, grandparents, family friends. Students can also target school governors, teachers and support staff to sign the pledge too.
- If multiple classes take part in the workshop, this pledge activity can work well as a class competition (which class can get more pledges in a week/ two weeks)
- When the class have told as many people as they can, please count the total number of pledges made then get in touch with the project officer who gave you this pack and tell them how your campaign went ( but do not pass on names or contact details without express permission).

- Good luck with your campaign!

- Requires printouts of pledge sheets and cooperation from parents / drivers.
- Up to 20 mins of class time to prepare pledge sheets and write facts and messages to use to encourage drivers to pledge + homework time to collect the pledge sheet signatures

### Reminders for Students

- When students are asking someone to take the pledge remember that not everyone has heard of idling before so they can start by explaining that idling is when a vehicle's engine is left running at the side of the road.
- Think about using persuasive language:
    - Be friendly and polite so people want to listen to you
    - Talk about how avoiding idling might benefit that person
    - Share a fact about idling and air pollution
    - Remind them how it affects you and the people in your community

Thanks for joining us in our campaign for engines off for cleaner air. For queries or more support with any of the activities in this pack please contact us at info@idlingaction.london. Follow us on Twitter @IdlingAction and visit our website www.idlingaction.london to stay up to date with news and future events in your area.

## Follow on activities

If you are interested in learning more about air pollution, citizen science is a fun and interesting way of getting people involved in understanding and tackling environmental issues. By collecting scientific data we can better understand an issue like poor air quality.

There are a number of different citizen science and social marketing activities and experiments which your school could carry out as part of an air quality project; to raise awareness of air quality issues and encourage pupils and their parents and school staff to do their bit to reduce air pollution and spread the word.

These can be integrated into a lesson, or completed as part of an extracurricular activity with an environment club, Green Team or Eco-committee.

Citizen Science and air quality activities can be of particular benefit to school children, because of their links to the National Curriculum. The linked *Mayor of London Cleaner Air 4 Schools toolkit* of activities can be used together or individually to further explore the issues of air pollution introduced in this virtual lesson to children, and to better understand the causes of pollution and how to affect change.