



CleanAirDay

2019 Celebration and
Insights Report



Coordinated by



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Welcome



A growing movement, a growing outrage and real action to improve air quality. *By Chris Large*

Clean Air Day exists because people in communities all over the UK are not prepared to accept air pollution as an inevitable fact of life. This is a day when people stand up, speak up and get out there to do something about it. The government has declared a climate emergency and air pollution is every bit as urgent. I am so grateful that all of you out there – professionals and volunteers of all ages – treat this health crisis as an emergency. I am not alone in recognising your efforts. Thank you.

400,000 people joined one of 614 Clean Air Day events this year to:

- Prove that communities with cleaner air are better places to live, work and play
- Help people to make practical changes that reduce air pollution now
- Convince more people to join the quest for clean air
- Push for more action from the powerful

What you achieved this year is remarkable. Over 250 organisations are now official supporters and your efforts in holding events were matched by your efforts to get the word out. Your social media, TV, radio and print coverage on Clean Air Day would have cost £11 million to buy. Clean Air Day was set up to improve what the public knows about air pollution and encourage people to try a new habit to tackle it. With potentially 10 million more people now empowered to take action on air pollution since Clean Air Day began three years ago, your efforts are being rewarded with excellent progress.

Despite these heroic efforts, I'm sure we all agree that more needs to be done. I am often asked whether technology, policy or behaviour choices hold the key. My answer is that we need all three, and we can have all three. In an emergency, we must throw everything we've got at the problem, and the resources are available if the powerful choose to use them.

Firstly, we can convince millions of people to make choices that cut pollution immediately because these actions are so beneficial for them. Street closures outside schools lead to fewer traffic accidents, working from home means a lie-in and less stress from the daily drive, active travel brings healthier waistlines and minds, and switching to an electric car means fewer breakdowns and lower whole life costs. These choices are available to millions today without new policies (although nudges would help).

Secondly, we urge the government and major polluters to change policy and technology at a rate befitting this crisis.

The government has approved £100 million for the largest ever public campaign: "Get Ready For Brexit". But HM Treasury has given the Department of Health precisely nothing to spend on helping people respond to the air pollution crisis that kills and damages lives. Global Action Plan urge the government to properly fund all your efforts to get the public behind action to cut pollution.

Action from the motor industry is most disappointing. In 2017, the 17 leading global motor manufacturers made \$121 billion in profit, and spent £352 million on advertising in the UK. Yet for every fully electric car they sell in the UK, they still sell 99 cars that use diesel or petrol - while all 17 companies call themselves "responsible businesses". Our message is simple. You know that air pollution causes asthma in children and other health issues, so be truly responsible and rapidly change from making polluting cars to exhaust-free cars. Your profits and advertising budgets offer ample resource to accelerate

the switch.

On Clean Air Day you showed the leadership that we want government and car makers to match. You used every tool available to halt the air pollution emergency, from policy debates and reports, to road closures, peaceful protest, and helping people break pollution-causing habits.

To help you further, Global Action Plan have launched the Clean Air Hub cleanairhub.org.uk. This website is aimed at the public so that everyone can understand the air pollution crisis and what they can do about it. It is backed by the UK's Clean Air Champions, Public Health England and Defra (Department for Environment, Food & Rural Affairs), ensuring that the information is accurate and comprehensive. We will keep this free and up to date so that it is easier for you to answer all those tricky questions we campaigners are asked. So please set up permanent links to direct people to the site.

Thanks to our fantastic partners that provided the funds to enable us to coordinate Clean Air Day 2019, and thank you all for standing up to this emergency.

I know that your efforts will not stop, and I look forward to joining with you once more on 18 June 2020 for another Clean Air Day of lobbying the powerful, and helping friends, neighbours and colleagues to cut pollution now.

Chris Large, Senior Partner, Global Action Plan



Chris Large accepting the Business Green Environmental Awareness Campaign of the Year Award 2019 on behalf of all of those who promote clean air action on Clean Air Day - below, children from Walthamstow gather to walk to school.



Clean Air Day 2019 at a glance

250 official supporter organisations and 3,700 participating organisations came together to act on air pollution

Business leaders used the day to make major announcements, showing the impact of previous Clean Air Days

Media coverage included live interviews on Sky and BBC radio, articles in the Times and Daily Express and a raft of local stories. Online, print, broadcast and social media coverage provided more than **one billion** opportunities to view and learn about air pollution

#CleanAirDay trending on social media provided **381 million** opportunities for people to view and learn about air pollution

Over **2,000** news and broadcast items carried Clean Air Day stories with an equivalent advertising value of £11 million

3,800 Clean Air Day toolkits were downloaded, helping people to cut air pollution through activities such as public pledges, walking school buses, competitions and no-idling events

400,000 people experienced cleaner air at over 600 events, ranging from school street closures and cycle commuting to traffic-free city centres and street parties

Clean Air Day Awards include:
National Air Quality Awards 2017 **WINNER**
PR Moment 2019 **WINNER**
Business Green Leaders Awards 2019 **WINNER**



The vast majority of the public think air pollution should be a UK priority, and those who have heard of Clean Air Day are more likely to have taken action, giving politicians a clear mandate for change

Clean Air Day partners



Airtopia is providing support to enable the campaign to develop public understanding about indoor air pollution.



Opinium is supporting the campaign by gathering insights into public attitudes towards air pollution and the level of public knowledge about air quality matters.



GSK Consumer Healthcare through The Clean Breathing Institute, and the charity Global Action Plan are working together to provide vital information and advice on the health impacts of air pollution for families across the UK.



The Scottish Government is pleased to support Clean Air Day as part of our efforts to further improve Scotland's air quality.



Department
for Environment
Food & Rural Affairs

The Department for Environment, Food and Rural Affairs (Defra) has supported since the first Clean Air Day in 2017 and is pleased to continue to support Clean Air Day in 2019.



Llywodraeth Cymru
Welsh Government

The Welsh Government is pleased to support Clean Air Day as part of our efforts to further improve Wales' air quality.



ENGIE is providing support to enable the campaign to address air quality issues associated with van traffic through the Clean Van Commitment.



Johnson Matthey is supporting Clean Air Day to help educate the public on the risks of air pollution as part of their vision for a cleaner, healthier world.

The difference we are making together

In 2016, Global Action Plan, Southampton City Council, Birmingham City Council, Derby City Council, Leeds City Council, Greater Manchester Councils and Nottingham City Council set out to create a national air quality awareness campaign – called National Clean Air Day.

The aims were to build the capacity of local institutions and local communities to raise awareness and understanding of air pollution for one million people across the organising cities.

Fast forward three years to 2019 and public awareness of Clean Air Day has risen from 3% to 40% - and the campaign has shifted focus from solely improving public knowledge, to driving public action on air pollution.

Together, as a movement, we have built a huge campaign, one that is now a key part of the air pollution calendar, growing in reach and impact year-on-year.

Increasing public knowledge

Before the launch of National Clean Air Day in 2017, fewer than half of the UK public (41%) said they felt knowledgeable about the health impacts of air pollution. Today, following our third Clean Air Day campaign, 77% of people can name a health condition associated with air pollution, such as asthma. We also now know that 82% of people feel that their health is impacted by outdoor air pollution, while 70% feel their health is impacted by indoor air pollution - suggesting that levels of public knowledge about air pollution could have doubled. All this means that since the campaign began, potentially 20.5 million more people are aware of the impact of air pollution on their health.

Increasing public actions to cut air pollution

As well as improving public understanding of air pollution, the campaign is helping people make changes to their everyday lives to reduce air pollution (such as frequently walking or cycling to work) and to avoid exposure to it (such as walking quieter routes and opening windows when cooking or cleaning).

Action on air pollution is highest amongst the 40% of the population who have heard about Clean Air Day, suggesting that the campaign messages are getting through. For example:

- 47% of respondents who have heard of Clean Air Day have cycled to work, or made other journeys by bike, compared to 19% of those who haven't heard of Clean Air Day.
- 76% of respondents who have heard of Clean Air Day have walked to work/made other journeys on foot compared to 54% of those who haven't heard of Clean Air Day.
- 65% of respondents who have heard of Clean Air Day have used a click and collect service for deliveries compared to 45% of those who haven't heard of Clean Air Day.

People's understanding of their role in tackling air pollution also seems to have increased. Before Clean Air Day 2018, 68% of people felt their day-to-day actions could have a direct impact on the air quality in their local environment. Following Clean Air Day 2019, 88% of people felt that their actions could make a positive difference to the quality of air they breathe - that's potentially 10 million people in the UK.

Importantly, events on Clean Air Day allowed hundreds of thousands of people to experience one aspect of low-pollution living - such as cycling to work, car-free streets or a ride in an electric car - many for the first time. This is a crucial step that breaks down resistance and helps people see how low-pollution options can fit easily into their lives, and how pleasant they can be.

Increasing public demand for systemic action on air pollution

The Clean Air Day campaign is a true reflection of its participants' wishes. Thousands feel that they alone cannot bring about clean air when major sources of pollution aren't being addressed. And so thousands of organisations and people decided to ask political and business leaders to play their part in reducing major sources of pollution on Clean Air Day - and to do it urgently. Events, social media messages and communications made it abundantly clear that many are demanding political action.

Public action on air pollution, from street parties to school events, are also showing political and business leaders that people want to breathe cleaner air, are willing to play their part, and will back ambitious local plans. Requests for council leaders and MPs to join Clean Air Day events is partly what makes these leaders see that demand for action on air quality is now mainstream, and this visible public support gives a mandate for leaders to authorise significant measures to tackle pollution.

This demand and mandate is now overwhelming. In 2019 82% of the population now say the UK government should treat air pollution as a moderate or major issue.

Changing from a sector to a powerful movement

Clean Air Day brings together actors from all walks of life, which means swifter progress and greater ambition.

If all of us who are trying to rid our communities of air pollution are to succeed we must work together. And if we want leaders to play their part, we must ask loudly. On few other occasions do the belief and collective voice of the clean air sector come across as strongly as on Clean Air Day. Institutions share ideas and host joint events. Individuals club together to share rides to work, walk kids to school or sign joint letters to leaders.

What we learned on Clean Air Day

1

Clean Air Day drives change: it increases the public's knowledge of air pollution, their desire to see the problem solved, and their adoption of choices that cut air pollution.

2

Clean Air Day fuels the air pollution movement, bringing thousands of organisations and advocates together to drive change on air pollution.

3

Clean Air Day is an opportunity for people to experience cleaner air: 57 road closures, including 27 city centre and neighbourhood street parties and 30 school or play streets (when roads outside schools were closed for part or all of the day - thanks to Sustrans), meant thousands of people felt what it's like to have quieter, safer, friendlier and cleaner streets.



Dulwich Village Infants School opening its new green wall

4

Clean Air Day provides an opportunity to trial new air pollution measures, which can then be implemented permanently. For example, on Clean Air Day 2018, Edinburgh piloted the pedestrianisation of part of the city centre. This was deemed a success and is now being trialled on a monthly basis with a view to permanent implementation.

5

Clean Air Day increases pressure on political and business leaders to act more swiftly and decisively, making investment and policy decisions that drastically reduce air pollution. This year:

- Public Health England and the Department for Environment, Food & Rural Affairs agreed to apply for funds from the Treasury to run a sustained public health campaign on air pollution
- Southampton City Council launched its Green City Charter. Targets included being carbon neutral by 2030 and aspiring to satisfy WHO (World Health Organisation) air quality guidelines
- Tesla delivered the first Model 3 cars to UK owners
- Uber announced its London clean air levy had raised £30 million to help drivers to switch to electric vehicles.

6 Clean Air Day encourages people to try something different to reduce air pollution, and often these new behaviours stick. From new fans of cycling or taking public transport to work, to regular walking buses to school, people took to Twitter to showcase their new, cleaner lifestyles.



Staff make pledges at Royal Borough of Greenwich Council

7 Every action we take to reduce air pollution does improve the air we breathe. As our London Marathon data shows – if you take the cars off the road the pollution disappears (nitrogen dioxide levels dropped 98%). No doubt pupils at Berrycombe Primary School in Cornwall were also breathing cleaner air when car journeys to school dropped by 80% on Clean Air Day, as children walked, scooted or cycled to school instead.

8 There is a thirst for knowledge about air pollution: Clean Air Day information leaflets were flying out the door from campaign HQ, with visitors to the new Clean Air Hub increasing by an enormous 1,755% on Clean Air Day.

9 Young people and their schools, parents and carers are one of the most concerned and active groups: 121 schools ran events for Clean Air Day, including clean air assemblies, lessons, no-idling activities and school street closures, helping to educate and activate the next generation.

10 People want every day to be a clean air day. No one wants to breathe unhealthy air, and people need to know what they can do to protect their health through a sustained public engagement campaign on air pollution. People also need government and business to invest in infrastructure, such as walking - and cycling - centred urban planning and an electric vehicle charging network, to help make every day a clean air day.



Holy Cross Primary pupils cycle to school with Sustrans and Plymotion

How we all made Clean Air Day a success

Events

Clean Air Day is becoming a movement of organisations and individuals committed to improving the air we breathe. From Stornoway to Dover and Truro to Elgin, hundreds of thousands attended events on 20 June to learn more about what we can all do to protect our health and clean up the air we breathe.

Events are vital to the success of the campaign, and the clean air movement. At events people can ask questions of experts, and see that trusted figures - like medical professionals and teachers - are concerned enough to act. People can see that many others care about clean air, and are adopting new ways of living to tackle pollution. These people are just like them - local parents, colleagues or neighbours - which is a vital ingredient for social norming.

Events also give political leaders those moments that stick in the mind, such as a constituent making a plea for their help, or give a taste of the future we could have, like traffic-free streets for the day.

Let's take a look at what everyone got up to:

614 events

3,726 organisations involved

Clean Air Day 2019 events map



Map data: Google My Maps

Creative information sharing helped spread the word about air pollution and encourage people to act

- Children's drawings with pleas for action on air pollution were beamed on to the SEC Armadillo building in Glasgow (pictured far right)
- Moving images about how to protect your health for air pollution were beamed on to the side of the University of Northampton
- As part of the first Clean Air Day Wales, supported by our partner the Welsh Government, a collection of students from Performance in Education put on an air pollution theatre performance in Caerphilly Castle
- People dressed as bushes handed out clean air information in Aberdeen (pictured right)



Welsh Minister for Environment, Energy and Rural Affairs with Caerphilly school children



Discounts on Clean Air Day encouraged people to take public transport

Public transport providers including First Bus in West Yorkshire, Stagecoach East Midlands and National Express West Midlands, provided discounted travel on 20 June, encouraging people to try public transport instead of car travel.



Seeing the level of public activity on Clean Air Day, big names got in on the action

- Maria Neira, Director at the World Health Organisation, below, tweeted her support
- Television presenter Gail Porter dropped in on events happening in George Square, Glasgow, alongside our Scottish partners Environmental Protection Scotland and the Scottish Government
- No. 10 and Jeremy Corbyn drew attention to the levels of illegal air quality.



Healthcare organisations recognised air pollution as a public health emergency

There were 28 events at hospitals and healthcare centres around the country. NHS University Hospitals of Derby and Burton held an anti-idling campaign, The Christie, Manchester, put on a cyclists breakfast - rewarding those who chose to leave the car at home on Clean Air Day. University Hospital Southampton NHS Foundation Trust organised a Clean Air Day Roadshow. And in Islington pharmacies added Clean Air Day stickers to their prescription bags.



Stalls outside University Hospitals of Derby & Burton

A great excuse to get back on your bike

Clean Air Day 2019 saw people new to cycling use the day to try cycling to work. And many were converted, sharing on Twitter how they were able to dodge congestion, get to work faster and get a healthy dose of exercise.

British Cycling put on social rides, while Cycling UK ran a riding skills session and a Dr. Bike repair and service workshop to make sure everyone was riding safely.

Individuals were inspired to get back on their bike and commute for Clean Air Day using cycle lanes like Manchester's Bee Network.

Experiencing car free streets changed people's perception of a clean air future



Great Ormond Street Hospital (pictured above) was striving for the world's greatest play street this Clean Air Day; with hopscotch, face painting, a dance competition, giant bubbles and a rainbow slide. But they weren't the only ones to close the road. Ravensdale Primary closed the road outside its school between 8am and 11am and 2.30pm until 4.30pm to make the area safer for the pupils to walk and cycle to and from school. In Leicester traffic was replaced with laughter yoga, kabballi cricket, a smoothie bicycle and yet more face painting.

"It is really good. I have enjoyed being able to ride on my scooter" Oscar-Beau, age 5

In total 57 play streets took place across the country, entertaining 27,500 children and adults alike. Experiencing safer, quieter, cleaner car-free streets helped people understand the many benefits of a clean air future. At Great Ormond Street Hospital, for example, staff are now more supportive of the hospital's wider air quality action plan as the benefits feel more tangible.

Walking buses helped cut school run air pollution

Goose Green Primary School, in the heart of East Dulwich, used Clean Air Day to launch their brand-new walking bus. Councillor Richard Livingstone and Helen Hayes MP joined 40 pupils making their way to school on foot. Along the way the politicians heard what the classes have been learning about improving air quality and discovered all the changes the school has made to improve the air. When the bus arrived at school they joined a special air quality focussed assembly.

The pupils at Goose Green weren't the only ones on a walking bus on 20 June. Hundreds of pupils got to school in walking buses on Clean Air Day. Pupils from James Allen's Girls School, also in London decided they would like to have a walking bus more often, demonstrating how trailing something for Clean Air Day can lead to longer-term change.



Creating a social norm around engine idling

You wouldn't smoke around a child or a sick patient, so why would you idle your engine in front of them? This was the message local authorities and hospitals were keen to get out to drivers on Clean Air Day as they ran anti-idling events and asked drivers to turn off their engines when stationary. East Suffolk Council worked with seven of its schools, educating 2,000 parents on the dangers of idling to children's health, particularly by the school gates. The Christie Hospital in Manchester planned to ask all cars and vans to turn off their engines when parked or waiting outside. Liberal Democrat councillors in York promoted their Kick the Habit campaign aiming to reduce the numbers of idling vehicles in York.

A whopping 54 no-idling activities took place for Clean Air Day – with over 10,000 idlers approached and asked to turn off their engines. Most did, helping to make turning off your engine when stationary a social norm.



Air quality champions in East Suffolk

Clean Air Day focuses businesses on tackling air pollution

Well in advance of Clean Air Day, businesses, their staff and stakeholders were asking "What are we doing on Clean Air Day?" helping to advance the internal conversation on becoming a clean air business. Many then used the day to promote new clean air solutions:

- First Bus rolled out 77 new biomethane buses in Bristol
- Stagecoach showed off 31 new buses in Hull
- Tesla delivered the first Model 3 to UK customers
- Nissan launched an electric ice cream van
- Uber announced it had raised £30 million to help its drivers go electric.

Putting pressure on our leaders

This year we've seen the growing outrage at the injustice of air pollution and the desire for urgent change as Clean Air Day 2019 triggered several peaceful demonstrations. In Cardiff, Extinction Rebellion gathered for a mass cycle ride through the city. Greenwich Green Party demonstrated outside Mayor's Question Time and Clean Air Alton held a march in their town to draw awareness to the issue.



Cyclists in Cardiff

A call to action

"Millions of children and adults have to breathe dangerously toxic air in London boroughs every single day. We as residents believe all of us have the right to breathe clean air and together, we can achieve it. But we need to take action now." This was the call to action of Extinction Rebellion Barnet, one of several groups who took to the streets for Clean Air Day.

The call for urgent, radical action on air pollution came through loud and clear on Clean Air Day, giving decision makers the mandate for action. In response many councils up and down the country used the day to introduce clean air related consultations and Southampton launched its Green City Charter.

Public engagement is key to public action, and public action, such as that taken on Clean Air Day 2019, shows that people want the technology, investment and policies in place so that we can all breathe cleaner air.

News stories

94% of the over 65s use TV to get the news, while 83% of 16-24 year olds use the internet, so we target a broad range of outlets to reach all audiences. Supporters and participants attract great local coverage, while the Global Action Plan team at campaign HQ craft stories to mobilise national media. By working together, on one day, we make it hard for people to miss air quality news in whatever media they choose.

From Sky's Sunrise programme to the Southport Champion the Clean Air Day campaign reached new corners of the mainstream media this year and presented 963 million opportunities for people to learn about air pollution.



Larissa Lockwood, Head of Air Quality, Global Action Plan

Charities call for change in law to tackle pollution threat

THE TIMES
CLEAN AIR
FOR ALL



Graeme Paton

Well-known charities today joined *The Times* in demanding tough new measures to combat air pollution amid fresh warnings that toxic fumes pose a health risk to unborn children. The heads of four charities said that the case for "immediate action" on air pollution was "incontestable", insisting it was the biggest environmental threat to UK public health.

give everyone the right to be protected from toxic air, which contributes to an estimated 40,000 early deaths a year in Britain. The campaign says the act should be based on tighter limits adopted by the WHO and give local councils tougher powers to tackle the problem.

Today's letter from charity leaders — sent to coincide with national "clean air day" — endorsed the demand.

Penny Woods, chief executive of the British Lung Foundation, who signed the letter, said: "There's new evidence almost weekly showing that air pollution is damaging the nation's lung health, and people with existing lung diseases are finding it harder and harder to breathe in our polluted towns and

To mark Clean Air Day, the Times called for parliamentarians to change the legal limits for air pollution in the UK. In mid-July Michael Gove (then Environment Minister) advocated for the inclusion of these new limits in the Environment Bill.

Is your family being slowly poisoned by your new furniture?



Looking at eco issues in company of Sustainable Wallingford

Our partner Airtopia provided research for a story that found 45% of homes had levels of Volatile Organic Compounds (VOCs) that exceeded healthy levels, alongside top tips to improve indoor air quality.

Tell patients to walk, GPs told

DOCTORS should urge all their patients to cut the number of car journeys they make to reduce pollution, a leading lung disease specialist says.

He wants GPs to tell them to travel instead by foot or bike. He says healthcare professionals should advise all patients to stop using diesel cars to improve air quality.

And he even wants asthma patients to be told to recycle their plastic inhalers.

Dr Marshall, a consultant in respiratory medicine at

By **Hanna Geissler**
Health Reporter

University Hospital Southampton, said: "Air pollution harms the health of millions of people, particularly young children and those with respiratory and heart problems."

Speaking ahead of national Clean Air Day on Thursday, Dr Marshall quoted the case of asthma patient Ella Kissi-Debrah from south-east London who died aged in 2013 as a result of a fatal asthma attack linked to exposure to

behind as a society in recognising the significance of this problem, with around 40,000 deaths a year in the UK linked to air pollution and associated health problems costing some £20 billion annually.

"Healthcare professionals must utilise opportunities to help the cause."

"Initially that can be actions such as advising on reducing diesel car usage, recycling inhalers and increasing travel by foot or by bike when it is appropriate to do so during consultations."

The Yorkshire Evening Post ran a story on local school streets, where pupils in Armley learned to fix a puncture, do a basic bike check and adjust brakes.

"Doctors should urge all their patients to cut the number of car journeys they make to reduce pollution" led the Daily Express. This year Clean Air Day highlighted that air pollution affects you from your first breath your last. The article emphasised the vulnerability of young children.



WHEELY FUN: Pupils made the most of their traffic-free street.

Pupils on the street for Clean Air Day

PUPILS IN Armley made the most of a traffic-free street outside the school gates this Clean Air Day by brushing up on their bike maintenance skills.

The children from Christ Church Upper Armley C of E

Primary School were shown how to carry out a basic bike safety check, fix punctures, and adjust brakes and gears, thanks to staff from West Yorkshire Combined Authority's City Connect programme. Pupils were free

to play all afternoon on Christ Church Road, which was closed to vehicles between 1-4pm as part of 11 school street closures organised by Leeds City Council across the city on Clean Air Day last Thursday.

The importance of using quality clean dry woodfuel

WOODSTOVE users are being reminded about the importance of using only clean dry woodfuel to minimise particulate emissions.

This is as a result of new research commissioned by Global Action Plan (GAP) and undertaken by the National Air Quality Testing Services (NAQTS) which found ultrafine particle pollution levels to be higher inside homes than outside.

Bruce Allen, CEO of HETAS, said: "The findings published by GAP are due to a combination of indoor activities and outdoor pollution which travels inside. Wood burning has been highlighted as a contributing factor alongside other everyday tasks such as cooking. However, it's important that users of wood-burning stoves understand that there are simple steps they can take to significantly reduce particulate emissions."

"One of the easiest things people can do to make a real difference is to ensure they only use clean dry wood that is clearly labelled under the Woodsure Ready to Burn scheme. Regular maintenance is also key to keep any wood-burning appliance running as safely and efficiently as possible. We also strongly advise against slumbering stoves for an extended period of time, such as through the night, as this can increase carbon monoxide and particulate levels."

HETAS is the national body working for consumer safety and the wider public interest in safe, efficient and environmentally responsible use of biomass and other solid fuels.
www.hetas.co.uk

Towpath Talk focused on the impacts of indoor air pollution, another of our main stories released for Clean Air Day. It drew attention to wood burning and cooking as notable sources of indoor air pollution, providing readers with tips to reduce their exposure.



SCOOT TO IT: Mayor of Tameside Cllr Leigh Drennan and lead teacher Steve Marslar join Russell Scott head teacher Steve Marslar the street party.

The Tameside Reporter covered school street closures across the region, highlighting that Clean Air Day was part of a wider culture shift that schools are striving for.



Pure Planet staffers Tom Greeves, Al Ormond and Dominic Cross, having travelled 10 miles to work in a canoe

CREDIT: MARC COOPER © PURE PLANET

Clean Air Day THREE MEN IN A BOAT

Three Bath commuters travelled to work by canoe to mark Clean Air Day on 20 June. The dedicated paddlers from

Bath Life brought us the adventure of three men who cut their personal pollution on Clean Air Day by canoeing to work. The commuters won the award for most unique commute on 20 June.

The Daily Express ran with our lead Clean Air Day story. With support from GSK Consumer Healthcare through The Clean Breathing Institute, it drew attention to the 57% of unborn children who are potentially affected by air pollution as women are driven to using cars more frequently in the later stages of pregnancy.

Unborn babies face 'devastating' risks from toxic air inside cars

By Eily Blake

UNBORN babies are being exposed to increased levels of toxic air pollution because of the fast heavily pregnant mothers now spend in cars.

pollution is "devastating" and is associated with health complications for both mother and baby - including increased risk of miscarriage, low birth weight and poor lung function development. Jonathan Grigg, from Queen Mary University of London, said:

car is the only option. We all have a role to play in reducing pollution affecting the next generation. "In the same way we would consider smoking in front of pregnant women as harmful to the babies' health, so should we

The Scouts published a Clean Air Day game to help young people understand how air pollution affects their bodies and their health. This counted towards three different badges.

This activity contributes to the following badges:

- Cub Scientist Activity Badge
- Cub Our World Challenge Award
- Scout Environmental Conservation Activity Badge

Run the risk

Clean Air Day, 20 June This simple game will help young people understand how air pollution affects their bodies and health

Time: 20 minutes

Equipment

- Chalk
- Stopwatch
- Paper
- Pen or pencil

Instructions

- 1 Ask the young people if they know what causes pollution. Discuss Clean Air Day with them, aimed at raising awareness of pollution. Pollution is made up of chemical particulates in the air that we often can't see but are very harmful to our health. They can cause breathing difficulties and even serious illness. Air pollution is created by different things, like traffic, manufacturing and homes.

Let's make every day a Clean Air Day

VIEWPOINTS

Write to: Viewpoints, M.E.N, Mitchell Henry House, Hollinwood Avenue, Oldham, OL9 8EF
Or email: viewpoints@men-news.co.uk

RECENTLY it was Clean Air Day. We were so uplifted and inspired by going down to Manley Park Junior School, where they had arranged for the road to be closed to improve the air quality. It was lovely to see the children enjoying themselves, litter picking while drummers played. They had made posters and were taking readings of the air quality. It was such a precious moment in the day. It was such a great example of how life could be lived well and safely - in all ways for our health: cleaner air, children playing out, prevention of accidents, people connecting and in relation to addressing the climate emergency despite the rain. We so appreciated the staff, governors and children for making this day happen. They really did something important for the education and safety of us all. We congratulate other schools in Greater Manchester that are also working on the air quality around their schools by discouraging car journeys to schools and we hope every day will be like that day at Manley Park for all schools as soon as possible. We know there are good reasons why some parents feel they need to use their cars to drop off their children and it requires action at all levels to make the safe and healthy choice. On Clean Air Day we got the sense of what we can achieve if communities and organisations work together.

Judith Emanuel, via email

Bring back play streets

I COMMEND the residents of

Osborne Road, Levenshulme for taking back the streets so that children can play. The idea is not new. Back in 1929 the Chief Constable of the City of Salford Police brought in play streets. This was as a result of the number of children who had been involved in road related accidents.

The M.E.N. ran a story on play streets in October 2017. It is time that Manchester council looked long and hard at the number of child-related road/street accidents

The Manchester Evening News published the views of local residents who thoroughly enjoyed the local school street, the sense of community it brought and even noted that the first play street in Manchester happened way back in 1929.

WORKING TO CREATE HEALTHIER STREETS

Newham Council is committed to tackling climate change and improving the quality of air our residents breathe.

Councillors joined pupils and staff at Salisbury Primary School in Manor Park to mark Clean Air Day on 20 June. A campaigning march and demonstration encouraged parents and residents to ditch the car and switch to sustainable transport like walking, scooting and cycling. The school has appointed pupils to be Air Quality Ambassadors to work with the Greater London Authority and Newham Council to secure funding for a new "greening project" to improve the air quality around the school. The children have tasked parents and governors to change their travel behaviours, and produced posters displayed outside school at drop-off and pick-up times.

They showed councillors the work they have been doing to tackle air pollution. They also tasked equipment that measures air quality near their school, close to passing vehicles.

Newham's newly appointed Air Quality Commissioner, Councillor Mas Patel, said: "With seven in every 100 deaths in Newham linked to poor air quality, the young generation of school children are being put at risk by the behaviour of adults. I am so impressed by the work those young children have been doing - and the great news is that it is working."

Newham Council has funded and will be installing 96 air quality monitoring devices outside all its schools in August. The council has also launched a consultation, as part of its Healthy School Streets project. Its aim is to gain residents' views on its plans for a six-month pilot scheme involving six schools. In addition to Salisbury primary, to make the streets outside them pedestrian and cycle-only zones during morning drop-off and afternoon pick-ups.

- The pilot will involve streets around:
- West Ham Church of England Primary School, St Lucia Drive, Stratford
 - Gaden Junior School, Cranmer Road and Gaden Road, Forest Gate
 - Woodgrange Infants School, Sabari Road, Forest Gate
 - Roman Road Primary School, Roman Road, East Ham
 - Latham Junior School, Latham Road, East Ham
 - Chobham Academy, Chobham Lane, Stratford

For more information and to take part in the consultation, which ends on 22 July, visit: www.newham.gov.uk/HealthySchoolStreets



The Newham Mag highlighted the sustainable transport methods Newham Council promoted for Clean Air Day, including walking, scooting and cycling. Children led the campaign, encouraging parents and neighbours to leave the car at home.

Fast stats

There were 1,493 articles about Clean Air Day this year and an additional 728 broadcast items.

News media created over one billion opportunities to learn about air pollution.

Social media

For the run up to Clean Air Day, Global Action Plan produced a 50-day social media countdown to get people geared up for the day, but #CleanAirDay needed little encouragement this year. By the time the team logged in on the morning of 20 June #CleanAirDay was already trending.

Social media was a montage of Clean Air Day events - a noticeable shift in activity from amplifying air quality messages online to celebrating all the amazing activities across the country.

Individuals shared their active travel commute, posted pictures of their school street closure, their stall and their lunchtime walk. Whatever they were up to for Clean Air Day everyone wanted to share it with the rest of the movement.

This year saw supportive tweets from the account of UK Prime Minister Theresa May, Simon Gillespie CEO of the British Heart Foundation, and World Health Organisation chief Maria Neira. Our partners got in on the action too, Johnson Matthey produced a video sharing steps we can all take towards cleaner air.

The phenomenal story of Clean Air Day 2019 unfolded on Twitter, showing how through collective action we were helping to improve understanding and behaviour on air pollution. It also demonstrated both the benefits of a cleaner air future, and how people wanted political and business leaders to step up and make every day a clean air day.

Fast stats

Over 45,000 social media posts were made for Clean Air Day

Social media generated 381 million opportunities to learn about air pollution.

Individuals spearheading change

Suzanne pledged to: "overcome my fear of cycling on the roads and use my bike more" for Clean Air Day.

In her city of Leeds vehicle emissions are the leading cause of air pollution and by getting on her bike she is doing something about that problem. She shared her pledge on Twitter and received a positive response.



Oxford FOE @OxfordFOE1 · 1h
Windmill Primary School children in Bonn Sq today helping to raise awareness of local air pollution and its effects. We need to tackle this issue together - turn off your idling engine, reduce car use, more walking, cycling and public transport use #CleanAirDay We can do this! 🙌



Wirral Council @WirralCouncil · 4m
Air pollution is the top environmental risk to human health in the UK and the fourth greatest threat to public health after cancer, heart disease and obesity.

Will you help make the air cleaner for everybody? #CleanAirDay



ASP Weston-super-Mare @ASPWSM · Jun 19
Fancy a free Smoothie? Come into the Weston Town Hall and help tackle air pollution with #CleanAirDay. Have a quick cycle and make your own smoothie. What more could you ask for? 🍌



Choose How You Move Leicester & Leicestershire
26 mins · 🌍

Happy #CleanAirDay from Catherine Junior School and Brandon Street! 🙌 We are playing out all day and making the most of our #SchoolStreet #Leicester
Leicester City Council Clean Air Day Global Action Plan Sustrans East Midlands Living Streets Ride Leicester Active Leicester Leicestershire Police Catherine Junior School/Catherine



Coupar Angus Cycling @CACHub1 · 2m
What a way to spend your lunchbreak in Glasgow! Come on down for a go #glasgowcity #cleanairday



Winchester City Council
8 mins · 🌍

This morning our councillors were at All Saints Primary School in Winchester encouraging local residents to switch their engines off for our #Nolling campaign on Clean Air Day 🚗🚲🚶🚴. We Are Winchester, Hampshire Active Winchester Winchester Friends of the Earth All Saints' Church Winchester



Sustainable Dundee @sust_dundee · 20h
Tomorrow is #CleanAirDay! @ForthillPrimary and @OurLadysPS have been decorating bus shelters in Dundee today to encourage more people to 🚲 and take the 🚶. Well done, you were all super 🙌 #DundeeLearning #EcoSchoolsDundee



Chris Boardman @Chris_Boardman · 30m
In Gorse Hall primary school with their eco-committee in Tameside this AM I asked who rides to school? No hands go up. I then asked who wanted to ride to school, this was the response. The same response everywhere I ask. These are tomorrow voters

#airpollution #CleanAirDay.



TredegarParkPrimary @TredegarParkPS · Jun 17
We had very important visitors in our assembly today...Councillor Gail Giles and our Chair of Governors Mr Watkins came to find out more about 'Clean Air Day'. @NewportCouncil #EthicalInformedCitizens #CleanAirDay 🌍



@SoniaFayyaz @SoniaFayyaz Follow

She pledges to walk to school every day to support #CleanAirDay @WellBradford @askzulf @christolsonHT @church_prim @eyfschurch @ruthithompson @cleanairdayuk @airqualitynews @HealthyAirUK @AbilitiesB @BDCFT_CSTW



9:05 AM · 19 Jun 2019

Andrew Atfield @AAtfield Follow

Great to have @wfcouncil at @WhippsCrossHosp @SustainableBHNT @AlastairWilson7 today promoting anti idling of vehicles visiting the hospital @NHSBartsHealth @cleanairdayuk



11:55 AM · 18 Jun 2019

What next? Let's beat air pollution together

Get planning for Clean Air Day 2020

Clean Air Day 2020 will take place on 18 June 2020. As always this is an opportunity for us to come together and to push for better air quality by changing our own behaviour, encouraging our family, friends, neighbours and workplaces to do something to reduce air pollution, and calling on businesses and decision makers to help make these changes easier. Air pollution isn't a fact of life, and we don't need to accept it, so start planning your activities for Clean Air Day 2020. Can you close the road outside your children's school, organise a street party, encourage your employer to do a mass work from home day or buddy up with a colleague to encourage them to cycle into work? Whatever you do, we hope to see every one of you involved again.

Link to the Clean Air Hub

Make sure your website and all your clean air resources reference or click through to the UK's go-to public information source on air pollution cleanairhub.org.uk

Through our Clean Air Public Insight Tracker (CAPIT), a nationally representative quarterly survey conducted by partner Opinium, we know that while 82% of people think that reducing air pollution should be a priority for the UK, currently only 16% know where to go for information. To fill this gap Global Action Plan has created the Clean Air Hub. Designed as a comprehensive "one-stop-shop" that addresses gaps in public understanding of air pollution, and with technical information approved by the Defra, Public Health England and UK Clean Air Champion Professor Stephen Holgate, the Hub provides:

- Easy guidance on the sources of air pollution and simple ways to reduce it in the home and outdoors
- Information on how air pollution affects people's health and what they can do to protect themselves.

Help protect vulnerable groups

On the Global Action Plan website you can find our other free clean air resources to help accelerate the move to cleaner air.

What's your local hospital doing to tackle air pollution and protect patient and public health? Encourage them to use the [Clean Air Hospital Framework](#) and create their own clean air action plan.

In summer 2020 we will be launching the Clean Air for Schools toolkit. Sign up through the links below to receive it first.

Keep up to date

- Sign up to the Clean Air Day newsletter at cleanairday.org.uk and click Sign Up
- Follow us on Twitter: [@cleanairdayuk](https://twitter.com/cleanairdayuk)
Facebook: [@cleanairdayuk](https://facebook.com/cleanairdayuk)
- Keep abreast of the latest findings on public attitudes and behaviours on air pollution in our quarterly Clean Air Public Insights Tracker.



Clean Air Day supporters

Clean Air Day is the brainchild of dozens of smart people who care about protecting the health of the public.

Here are the supporters that breathe life into Clean Air Day. Thank you for making Clean Air Day 2019 such a huge success.







