

A campaign across Staffordshire and Stoke-on-Trent to raise awareness of the impact of poor air quality and inspire long-term behaviour change



## Why a campaign?

- 12 areas of AQMA (Air Quality Management Areas) – which have poorer air than European standards
- Part of wider raft of measures to reduce air pollution over 2 years
- An integrative campaign needed to raise awareness of the healthy impacts of poor air quality and inspire sustainable behaviour change to increase personal responsibility
- Not part of the approach being taken by Newcastle BC and Stoke CC as part of the Ministerial Directive (around the A53)

## Aims

- Inspire long-term behaviour change to reduce single-person, daily travel and driving habits that lead to harmful rises in air pollution
- Grow a new audience of people travelling differently to reduce air pollution
- Create a sustainable, community-led approach



## Audience research

## Aims

- Testing has illustrated that:
  - hard hitting messages are essential
  - we ask them to do something small to start behaviour change process
  - these elements of messaging are essential:
    - What is it?
    - How to protect family
    - Explain health impacts
    - Make it local
    - How individuals can make a difference
- Inspire long-term behaviour change to reduce single-person, daily travel and driving habits that lead to harmful rises in air pollution
- Grow a new audience of people travelling differently to reduce air pollution
- Create a sustainable, community-led approach



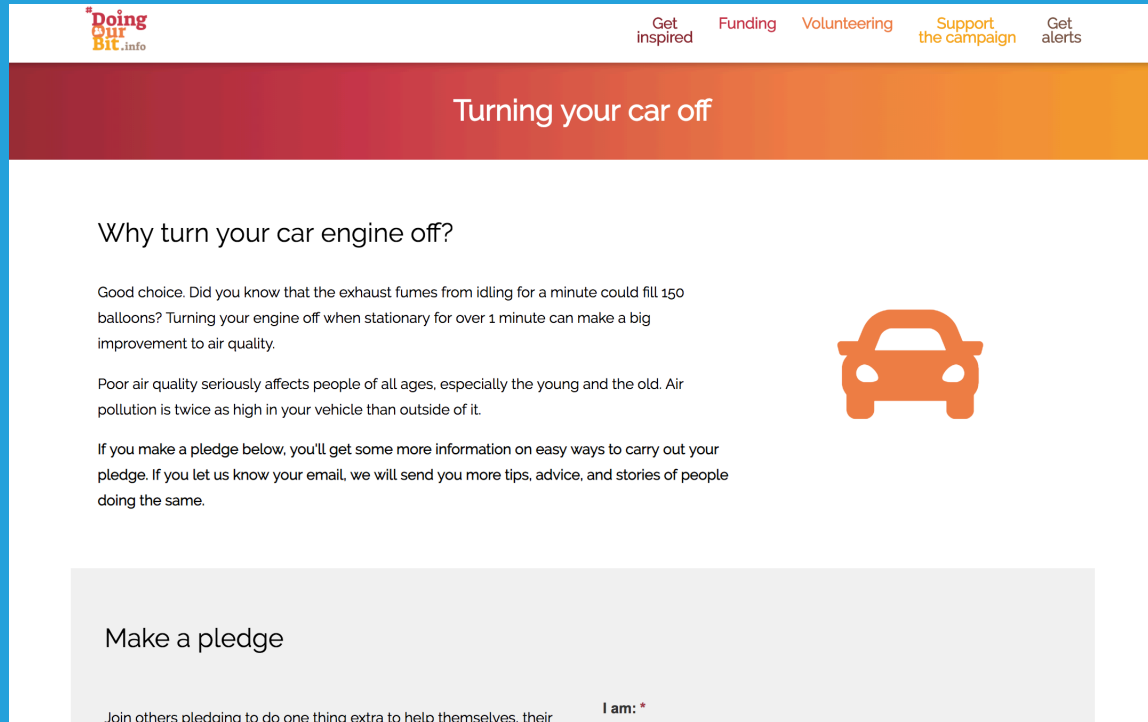
Universal call to action – “Small actions make a big difference to the air we breathe. Pick a small and easy action that helps you travel differently one day a week.”

3 audience - focused campaigns	<b>Wider public</b>	<b>Schools</b>	<b>Commuters</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>-Awareness of health impacts</li> <li>-Behavioural intention to change ‘pledges’</li> </ul>	<ul style="list-style-type: none"> <li>-Reduce idling as the main contributor</li> <li>-Reduce air pollution</li> <li>-Raise awareness of health impacts</li> </ul>	<ul style="list-style-type: none"> <li>-Business focused</li> <li>-Behavioural intention to pledge</li> <li>-Raise awareness of health impacts</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>- Year long PR campaign</li> <li>- Centred around ‘monthly message’</li> <li>- Driving people to pledge at <a href="http://DoingOurBit.info/AirAware">DoingOurBit.info/AirAware</a></li> </ul>	<ul style="list-style-type: none"> <li>- School-led campaign to reduce idling</li> <li>- On the ground activity combined with integrated comms</li> </ul>	<ul style="list-style-type: none"> <li>- Focus on business and impact on bottom line / CSR</li> <li>- Encouraging businesses to encourage staff to pledge</li> </ul>

<b>Measures</b>	<ul style="list-style-type: none"> <li>- Air pollution testing</li> <li>- Awareness surveys</li> <li>- Website analytics</li> </ul>
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# Behavioural intention – pledging as part of #DoingOurBit



The screenshot shows the 'Doing Our Bit' website. At the top left is the logo 'Doing Our Bit .info'. To the right are navigation links: 'Get inspired', 'Funding', 'Volunteering', 'Support the campaign', and 'Get alerts'. The main heading is 'Turning your car off'. Below this is the question 'Why turn your car engine off?'. The text explains that idling for a minute can fill 150 balloons with exhaust fumes and that air pollution is twice as high inside a car. An orange car icon is shown. A 'Make a pledge' section is at the bottom with a form area and the text 'Join others pledging to do one thing extra to help themselves, their' followed by 'I am: \*'.

- Simple actions to help travel differently one day a week
- People pledge their commitment and supported to do so with info and advice
- Social media and PR of facts about air pollution and case studies drive traffic to website
- Everyone who pledges will be taken on a journey to do more and more to help reduce poor air quality





# 'Idling Cars Costs Lives'



\*All images are for illustration purposes only. Final items will differ.

- School lessons and activities to help pupils become aware of problems of idling
- Based around the message that 1 minute of idling = 150 balloons of pollution
- Campaign gets pupils involved in 'saving children from xxxx balloons of pollution'
- Pupils tell idling parents on the school run the health dangers and encourage them to pledge



## Narrative

- Pollution from vehicles creates an immense amount of air pollution.
- Recent research from the World Health Organization shows that air pollution may be damaging every organ and virtually every cell in the body, and causes head to toe harm, from diabetes and dementia to heart, liver and lung disease, nerve damage and damaged skin.
- Ultra - fine particles are carried around the body in the bloodstream, with unborn children, young children and older people being particularly vulnerable.
- Worldwide, 90% of the world's population breathes toxic air which is a bigger killer than tobacco. Whilst in Staffordshire the figure isn't as high, poor air pollution is still
- responsible for the deaths of up 390 local people every year
- But everyone can help themselves and their families to breathe easier and make a difference to reduce air pollution in Staffordshire and Stoke-on-Trent.
- By walking or cycling to work and school, we can improve our health through exercise, limit air pollution and lower greenhouse gases.
  
- **The Air Aware Staffordshire campaign is about raising everyone's awareness of the small, easy things we can all do to reduce air pollution and help us all breathe easier.**
- **Small actions make a big difference to the air we breathe. Pick a small and easy action that helps you travel differently one day a week. at [www.doingourbit.info/airaware](http://www.doingourbit.info/airaware)**

