Clean Air Day 2018

Celebrating the impact of the UK's largest air quality campaign

CleanAirDay

Coordinated by Global Action Plan

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Clean Air Day is coordinated by Global Action Plan

Welcome – and thank you

Clean Air Day is about helping communities to beat one of the most pressing public health issues of our times – air pollution.

In the future, when we have overcome air pollution, millions of people will have chosen to travel and run their homes in new ways. Communities will be happy that council-led improvements led to clean air and glad that they no longer need to take precautionary measures to avoid exposure to dirty air.

Being in the Clean Air Day campaign headquarters, it's clear that everyone's efforts on Clean Air Day are leading to this future. The purpose of this report is to celebrate this national progress and to inspire ever more progress by sharing your imaginative, powerful local and national campaigns.

This report is about you – the thousands of individuals, councils, schools, businesses, healthcare organisations, housing providers, universities, charities and community groups that run events and spread the word. You are the trailblazers, the promoters and organisers who are guiding us to a clean air future. We hope that you are all delighted with your latest success and enthused for further clean air campaigns ahead.

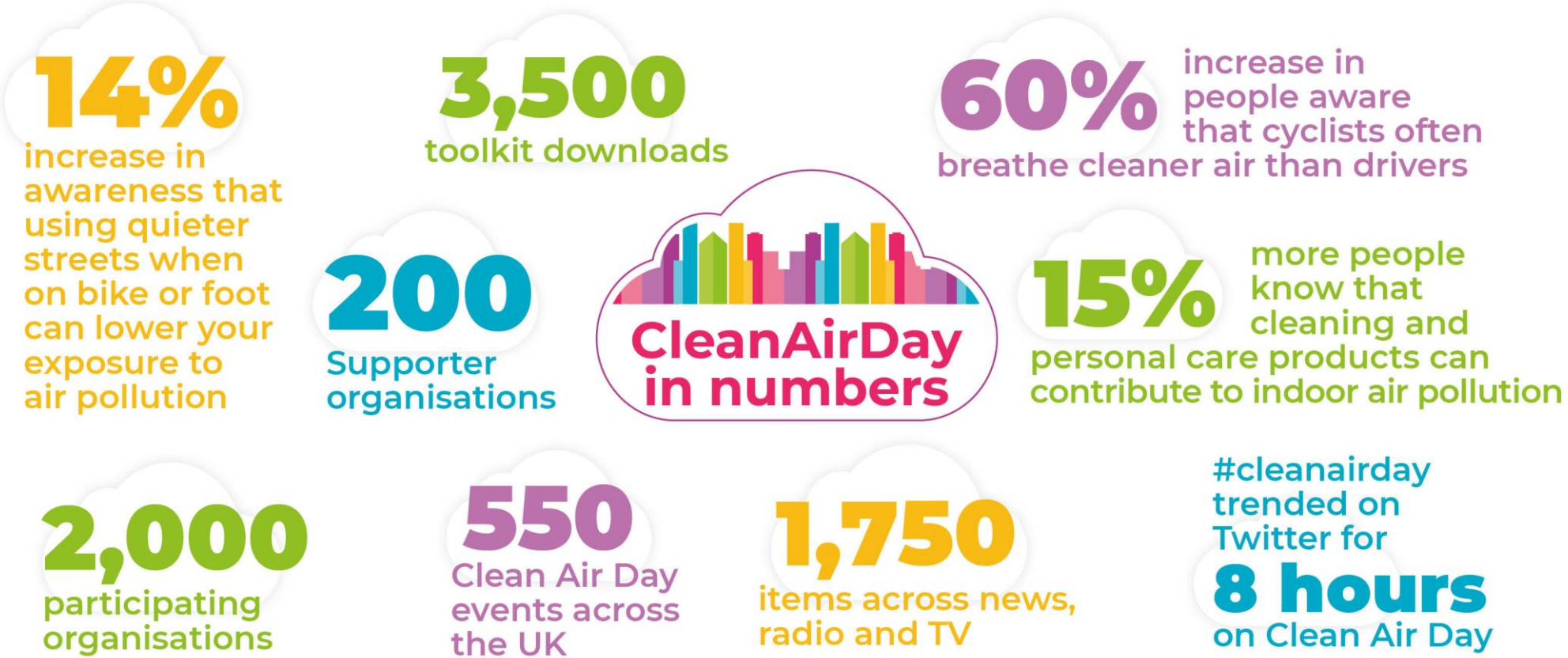
Our research shows that your efforts are boosting millions of people's understanding of air quality and prompting thousands of individuals and businesses to get involved in tackling pollution. There is still much to do, but your collective voice is showing that healthy air matters deeply to communities, giving politicians a clear mandate to introduce clean air policies. Global Action Plan, the charity behind Clean Air Day, ensures that government and local councils see this mandate.

We can't say well done and thank you loudly enough and we wish we could congratulate everyone in person. Firstly, thank you to the 203 supporter organisations and five campaign partners who provide the grounding and funding for the campaign. And thank you for allowing Global Action Plan to amplify your activity, from hosting the UK's most complete online public advice service on air quality (www.cleanairday.org.uk), to providing colour-in posters for schoolchildren, to leading prime-time TV interviews.

Most importantly, thank you to the thousands of volunteers who took to the streets, the airwaves and social media to mobilise people to tackle pollution. Each conversation, poster, placard, tweet, article and interview is well worth the effort, and helps move us that little bit further forwards to our goal of clean air for all. Congratulations! And onwards to a clean air future.

Chris Large, Senior Partner, Global Action Plan

Clean Air Day at a glance



For a full analysis of the difference we made with Clean Air Day, see page 30

Clean Air Day Partners

Clean Air Day 2018 is grateful for the support of the following Partners, who enabled the campaign to improve public understanding of air pollution and what we can all do to tackle it.

Department for Environment Food & Rural Affairs

The Department for Environment, Food and Rural Affairs (DEFRA) supported the first Clean Air Day in 2017, and was pleased to support Clean Air Day again in 2018.

The Scottish Government
Riaghaltas na h-Alba

The Scottish Government supported the first Clean Air Day Scotland in 2017 and again supported Clean Air Day Scotland 2018.

ENGIE

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

airtopia
noun
1. an ideal state of air purity

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

07 Op Opinium

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

How we made a difference

Clean Air Day impact

Local activism

Hundreds of events, thousands taking part

What a day! What a campaign! On 21 June 2018, thousands of people took part in events up and down the UK to raise awareness of an urgent public health issue that's up there with cancer, heart disease and diabetes – air pollution.

Community groups, schools, local authorities, businesses, hospitals, universities and individuals like you, laid on a whole host of activities to make Clean Air Day this year a huge public moment.

There were "walking buses" to school, free bike maintenance workshops in town centres, hospitals and businesses running information stalls for staff, and no-idling champions working the traffic jams.

Thanks to your efforts, more people will now consider cycling on their commute, or avoid busy roads when they walk to school. Thanks to you, more motorists will think about going electric when they next upgrade their car. And more children, the next generation who will help bring about the safer environment we are all working for, are now better equipped to understand the issues.

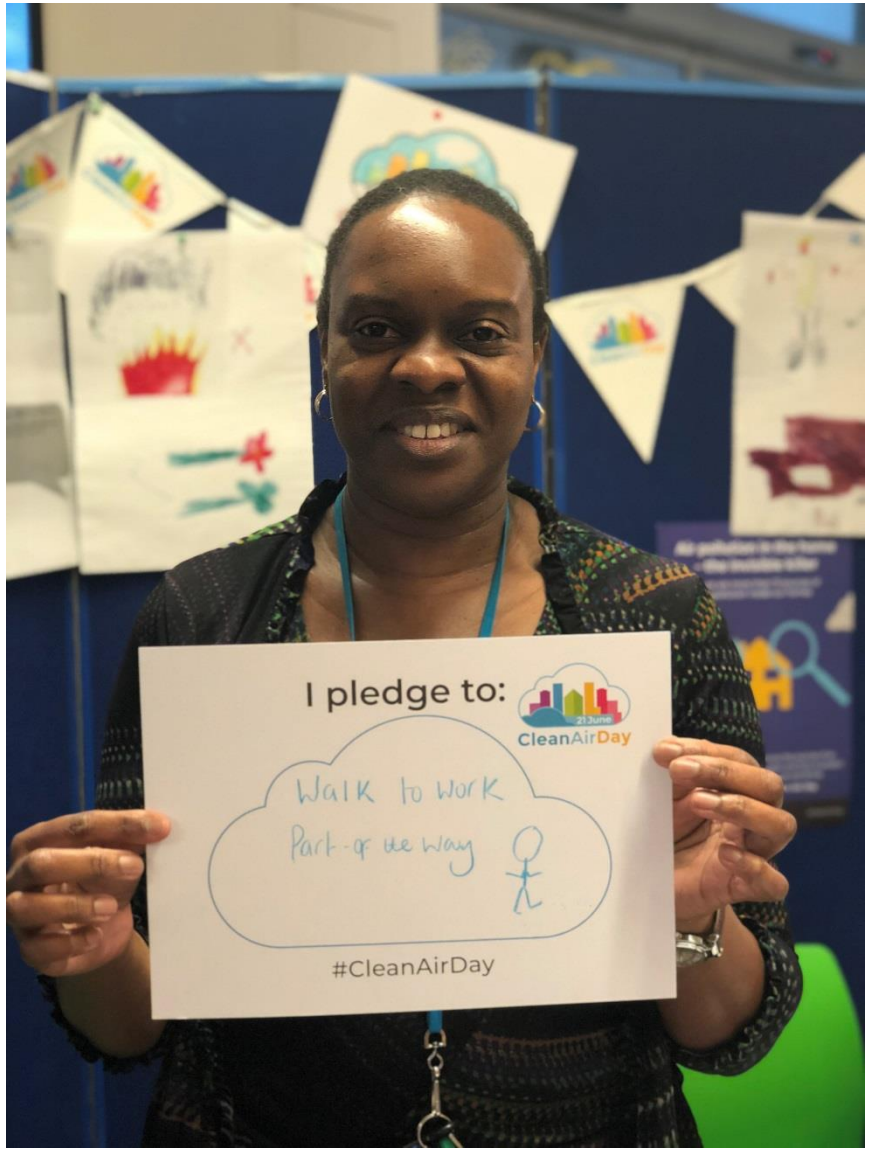
A face-to-face activity is one of the best ways to engage people and therefore an essential part of the Clean Air Day campaign. It's thanks to your commitment that at least 550 such events took place across the UK on and around 21 June 2018. Working from the feedback the campaign has received, that equates to some 62,000 people taking part in some way. Of course there is a lot more to do, but this is a huge achievement, and an inspiration for other individuals and organisations to get involved too. Thank you for being part of the nation's biggest air pollution campaign.

550 events, 2,000 organisations involved

Did you know?

The London Borough of Waltham Forest invited local schoolchildren to an air quality lesson held at the council chamber. These young ambassadors then returned to their own schools armed with information to run lessons and activities with thousands more pupils.

LONDON Great Ormond Street Hospital (GOSH) understands the harmful effects that air pollution can have on its vulnerable young patients. On Clean Air Day, GOSH asked its staff to help improve the air quality around the hospital by encouraging them to make Clean Air Day pledges (right). There were stalls around the hospital decorated with clean air messages created by the children (below), and visitors could take home air purifying plants in pots they had made themselves from recycled paper. In the evening, GOSH hosted a celebration event attended by Clean Air Day Partners and Supporters, where it announced that, along with Global Action Plan, it will be creating a clean air performance framework for hospitals, the first of its kind in the world.



SOUTHAMPTON Clean Air Day in Southampton took the form of an all-day festival at Guildhall Square (there was a chill-out space in the Civic Centre car park for those who fancied a change of pace). To help raise awareness of the issues, pupils from Sholing Junior and Swaythling Primary Schools gave presentations about the causes of air pollution, while students from St John's Primary School performed a clean air dance to applauding crowds (above).

MANCHESTER City Mayor Andy Burnham is a high-profile supporter of Clean Air Day, so it was perhaps no surprise to see some free public transport laid on by Transport for Greater Manchester.
In the city centre there was a popular lung dome offering check-ups and pollution-related health advice, and a "dancing" Tesla electric car, with its doors opening and closing to music.

Meanwhile the local air monitoring station threw open its doors to the public, offering an expert insight into air quality in the city.

Other local hospitals joined in the day too, with queues lining up to have a lung test at Manchester Royal Infirmary. The Christie, another local hospital, displayed air pollution information on the day and ran a free bike workshop to encourage staff to get on to two wheels.

BIRMINGHAM On Clean Air Day, Balfour Beatty teamed up with other contractors and the Green Bus Company to take staff via bus to their construction sites at the University of Birmingham. The idea was to take cars off the road and get workers to think more about using public transport for their commute. Ivor and Honor Goodsite, mascots from the Considerate Constructors scheme, were there to greet workers on arrival (pictured). This was part of a number of events centred around the university campus, which included test drives of the university's hydrogen fuel cell vehicle. Urban Cycles offered a Dr Bike check-up and test drives of electric bikes. Rivers of Gold and Birmingham Bike Project – which collects second-hand bikes to give to refugees and asylum seekers – were also on hand to promote two-wheeled transport.

OXFORD “We cycle everywhere we go, whether it is to the shops or to classes,” says student Harry (pictured at right with his friend Rupert Stuart Smith). And Clean Air Day was no different.

Harry and Rupert are part of the UK Youth Climate Coalition. Air pollution, they say, is an important issue for young people because it’s their future at stake.

“The health impacts of air pollution are severe, worsening and causing chronic conditions, robbing many people of a long and healthy life,” says Harry.

LONDON More children are set to be protected from harmful air pollution thanks to a new “green” screen at their school, installed as part of a week of events centred around Clean Air Day.

A living wall of ivy (pictured) has been built alongside the playground of Corpus Christi primary school, in Lambeth, South London, helping to block pollutants from nearby Brixton Hill road, and enabling its children to breathe cleaner air while they play. Such initiatives are not only about protecting the children’s health, but helping them learn about environmental issues such as air pollution,

“I like to scoot to school in the morning, it’s better that we don’t use the car,” says one of the students, Charlotte, aged seven. “I really like the new green screen; it looks nice and is good for the environment.”

Says Myla Acvedo-Scott, aged six: “The green screen is bringing nature to our playground and it will keep us safe from dirty air.”

PORTSMOUTH Portsmouth City Council supported Clean Air Day for the first time this year, with electric bike and vehicle demonstrations, free park-and-ride tickets, and free bike maintenance and security marking in the city centre. “Active travel advisers” were also on hand. “I gave out resources such as printed material about local buses, Portsmouth Park & Ride and quieter cycle routes,” says adviser Lara Skingsley (pictured above).

EDINBURGH Children from Sciennes Primary School took pride of place at the city’s Clean Air Day celebrations this year, as part of a procession down The Mound, one of two streets to be closed to traffic on the day (see picture, right).

“We have been using the Clean Air Day and the Learn About Air websites to find out more,” says lead teacher Gregor Hutchison.

“This has included us going out into The Meadows and testing for air pollution at various spots around the park.”

The school was helped by the arrival of two air pollution monitors, which allowed the pupils to discover more about poor air quality spikes in the city, which is to introduce a Low Emission Zone in 2019.

“We found there was a spike in air pollution when it was raining as more people used their cars, and there were also rises as parents dropped off children at school between 8.30-9.30am,” says Gregor.

Gregor and his colleagues have also been setting an example to the pupils by cycling to work. “I know teachers are not the coolest people, but the fact we are doing it may make them realise that they can too,” he says.

Clean Air Day toolkits

Tips and tricks for your event

How did Clean Air Day champions, Supporters and Partners plan what they would do? Some were old hands, and built on what they had done the year before. Others needed no prompting: walking or cycling to work, for example, and telling their friends on social media.

But many said they found the downloadable toolkits useful, with everything from event ideas, to press release templates and sample tweets. Importantly the toolkits included consistent health and prevention messages meaning that, wherever events were taking place, we were all singing from the same hymn sheet.

Toolkit	Downloads 1 April – 21 June 2018
Community	380
Healthcare	251
No Idling	319
Social Media	712
Workplace	1,041
Schools'	770
Youth	41
Totals	**3,514**

Did you know?
The Oxfordshire environment group Sustainable Wallingford held a "no idling" event in their community, encouraging drivers to switch off their engines when stationary. The BBC and other local media were there to report on the day – just one example of how local activities and the air pollution message were amplified to a much wider audience.

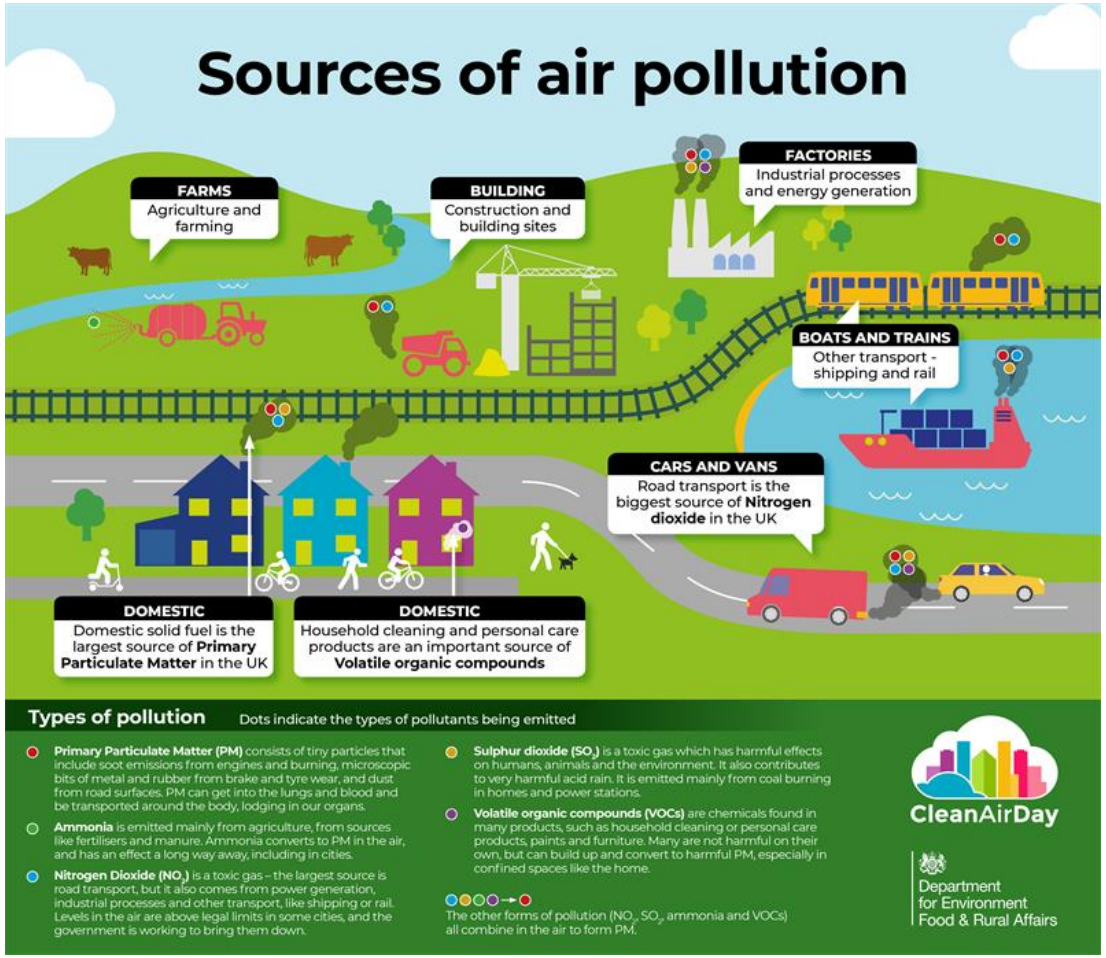
Clean Air Day website

All the information a click away

A useful tool for anyone interested, or taking part in Clean Air Day was the website (right). Not only could you download "how-to" toolkits, but also get your facts straight and keep up-to-date with campaign news. Did you know there are as many as 14 sources of air pollution in the home, for example? Or the cost of cars and vans to the nation's health is £6 billion a year?

It meant that anyone organising a Clean Air Day activity, from a lesson in the classroom to a city-wide marketing campaign, had a wealth of reliable information to draw on – saving time and money, as well as providing many reasons to get involved.

Helping put this together was a formidable group of academic and expert partners, including Public Health England, King's College London, the Royal College of Physicians, the Royal College of Paediatrics and Child Health, and the Department for Environment, Food & Rural Affairs. A big cheer all round.



Raising awareness through TV, radio and the press

The stories we told

How to best build momentum behind the campaign, and persuade others to take part? A key piece of the Clean Air Day jigsaw was the media campaign – five national news stories released in the months running up to 21 June, and on the day itself. This not only helped build a sense of anticipation before the event, but allowed sufficient time for individuals and organisations new to Clean Air Day, inspired by what they were seeing in the media, to get involved.

Clean Air Day official Partners and Supporters played a vital role in getting these stories out to the media, sending them to their contacts and developing the stories so they had local relevance.

From BBC Breakfast to the Birmingham Post, the campaign covered a huge variety of TV, radio and press outlets, achieving 1,750 media items with a reach* of 720 million. The sheer scale of the coverage was impressive by any measure.

At the end of July 2018 Clean Air Day mentions were still appearing in the media, typically with the campaign being linked to a new local, or even national, pollution-busting initiative. Behind the headlines you were making a real difference.

1,750 media items; a reach of 720 million

*See page 22 for how we calculate reach

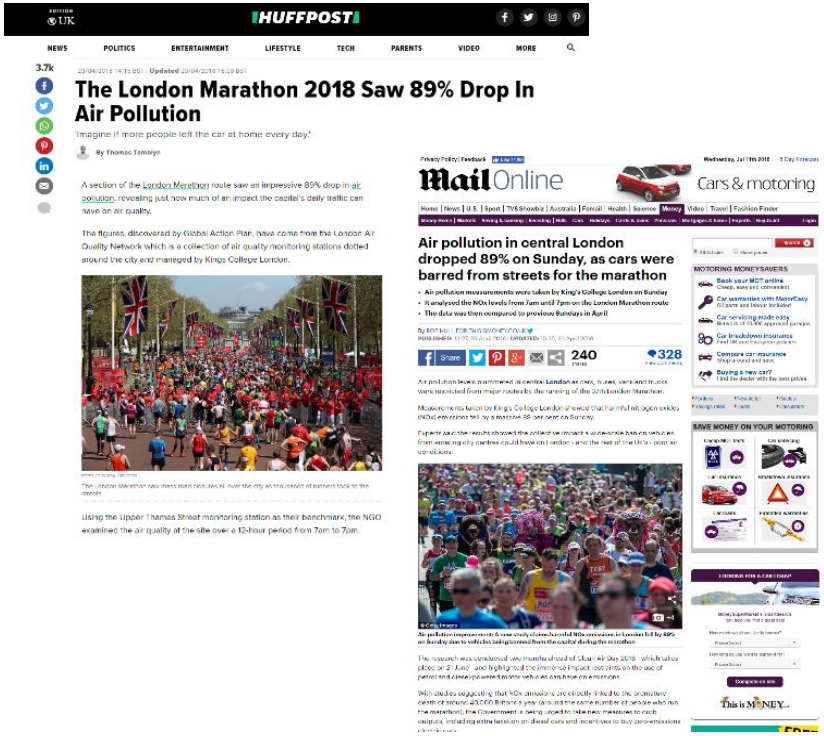
The London Marathon

Clean Air Day 2018 kicked off in April with a story about the London Marathon. Using King's College London's publicly available air quality monitoring data, the levels of air pollution in the City of London on the Sunday of the Marathon were compared to the previous Sundays that April.

The data in the resulting story showed that closing the roads to the vast majority of vehicle traffic had an immediate impact on air quality in the area, reducing monitored NO_x levels by 89%, a similar reduction to what we saw from the previous year's data (NO_x or nitrogen oxide is a key constituent of air pollution – see the Clean Air Day website for more details).

The story was picked up a number of news publications, including the Evening Standard, Huffington Post and Mail on Sunday.

In total the story had a reach of more than 108 million*, and showed how air pollution can be reduced immediately if we're prepared to do something about it. Just imagine the health benefits if more people left their cars at home more often.



*See page 22 for how we calculate reach

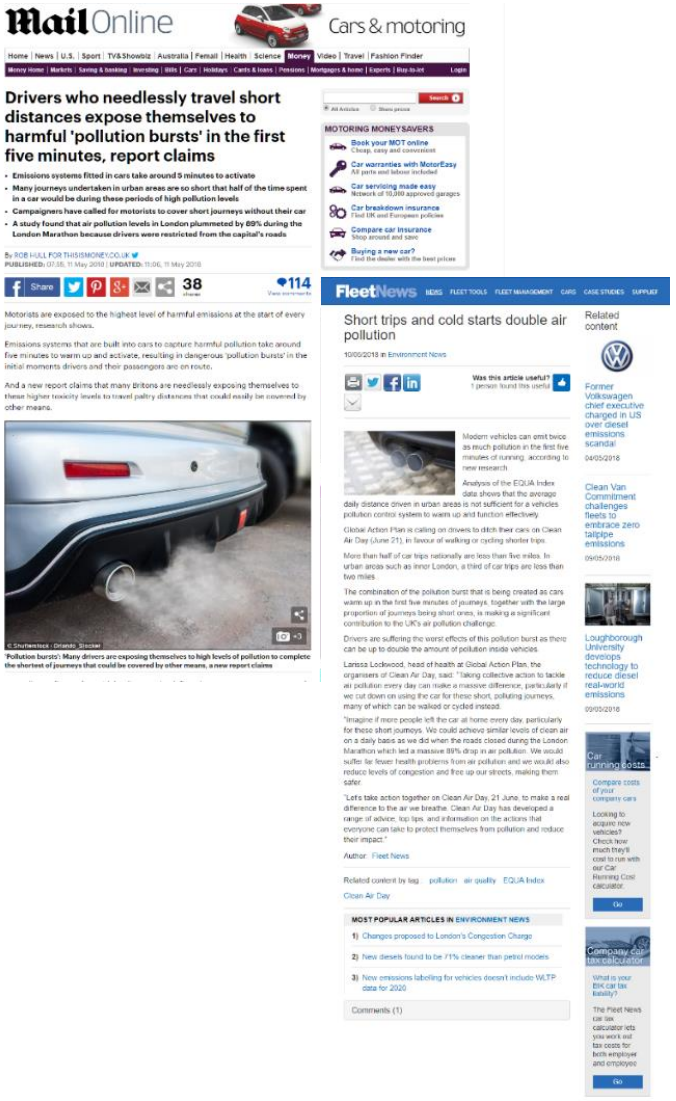
Car engine cold starts

Our next piece of research revealed that the combination of the pollution burst created as cars warm up in the first five minutes of their journey, together with the large proportion of journeys being short ones, is making a significant contribution to the UK's air pollution challenge.

On top of this, drivers are suffering the worst effects of this pollution burst, as there can be up to double the amount of pollution inside vehicles. A few significant news outlets ran with this story, including the Mail Online, achieving a reach* of more than 41 million.

Did you know?

It was a Clean Air Day out for children from Truro Learning Academy, who visited County Hall for a talk on the council's approach to air pollution in Cornwall, before visiting an air quality monitoring station near their school.



*See page 22 for how we calculate reach

The health cost of cars and vans

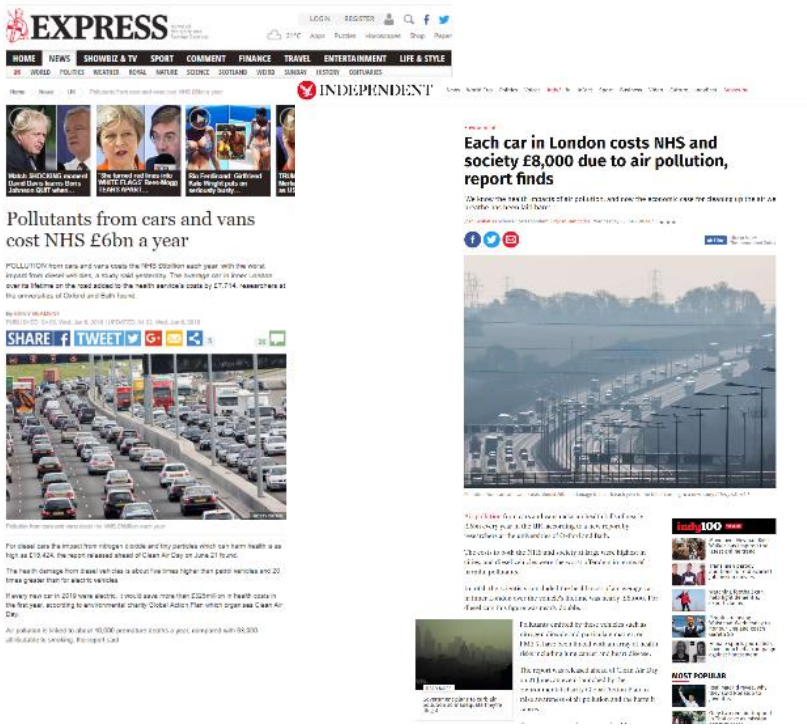
In advance of this year's Clean Air Day, Global Action Plan commissioned academics at the University of Oxford and University of Bath to carry out some new research on the health costs of air pollution from cars and vans.

The researchers found that the health damage associated with diesel vehicle emissions is around 20 times greater than that of electric vehicles, and at least five times greater than that of petrol vehicles. The total health cost to the UK from cars and vans is £6 billion each year, with almost 90% of this coming from diesel vehicles.

Using the data from the academic report and publicly available statistics, we imagined three alternative transport scenarios and the impact that they could have:

- If every new car in 2019 were electric it would save more than £325 million in health costs in the first year
- Swapping one in four car journeys in urban areas for walking or cycling could save over £1.1 billion in health damage costs per year
- Switching 1 million cars from diesel to electric would save more than £360 million per year in health costs from local air pollution.

This story had interest around the globe. Importantly the work is already supporting policy decisions: the study was referenced in the press release where the Mayor of London confirmed that the Ultra-Low Emission Zone will be expanded up to the North and South Circular roads.



Did you know?

More than half of car trips nationally are under five miles. In urban areas such as inner London, a third of car trips are just under two miles.

Awareness of indoor air quality

In 2018, Clean Air Day expanded its messaging to include more information about indoor air quality. On average people spend 90% of their time indoors, which means that any sources of pollution in the home can have an important effect on our health.

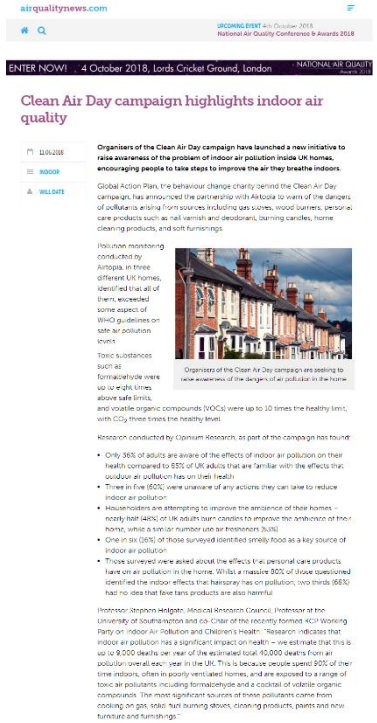
In advance of Clean Air Day, Opinium carried out a survey to identify existing levels of knowledge around indoor air pollution. Findings included:

- Only 36% of adults are aware of the effects of indoor air pollution on their health compared to 85% of UK adults who are familiar with the effects of outdoor air pollution on their health
- Three in five (60%) were unaware of what they could do to reduce indoor air pollution.

Airtopia, Clean Air Day Partner and indoor air quality auditing experts, monitored pollution levels in three homes in different parts of the country during May 2018, using Airtopia's standard measurement equipment. The results are startling: high levels of formaldehyde, polluting volatile organic compounds (found in paints and furniture, for example) and CO_2, another contributor to poor air quality.

Our story put a spotlight on the need for more research in this area, alongside more advice on improving indoor air quality

Global Action Plan was interviewed for this story on BBC radio and Sky News, and highlighted some of the key things people can do to improve indoor air quality: such as ensuring homes are well ventilated; that approved, dry wood is used for domestic burners; and that where possible we switch to using milder cleaning products.


airqualitynews.com

ENTER NOW! | 4 October 2018, Lords Cricket Ground, London | NATIONAL AIR QUALITY

Clean Air Day campaign highlights indoor air quality

Organisers of the Clean Air Day campaign have launched a new initiative to raise awareness of the problem of indoor air pollution inside UK homes, encouraging people to take steps to improve the air they breathe indoors.

Global Action Plan, the behaviour change charity behind the Clean Air Day campaign, has announced the partnership with Airtopia to warn of the dangers of pollutants arising from sources including gas stoves, wood burners, personal care products such as nail varnish and deodorant, burning candles, home cleaning products, and soft furnishings.

Pollution monitoring conducted by Airtopia, in three different UK homes, identified that all of them, exceeded some aspect of WHO guidelines on safe air pollution levels.

Toxic substances such as formaldehyde were up to eight times above safe limits, and volatile organic compounds (VOCs) were up to 10 times the healthy limit, with CO_2 three times the healthy level.

Organisers of the Clean Air Day campaign are seeking to raise awareness of the dangers of air pollution in the home

Research conducted by Opinium Research, as part of the campaign has found:

- Only 36% of adults are aware of the effects of indoor air pollution on their health compared to 85% of UK adults that are familiar with the effects that outdoor air pollution has on their health
- Three in five (60%) were unaware of any actions they can take to reduce indoor air pollution
- Householders are attempting to improve the ambience of their homes – nearly half (48%) of UK adults burn candles to improve the ambience of their home, while a similar number use air fresheners (43%)
- One in six (16%) of those surveyed identified smelly food as a key source of indoor air pollution
- Those surveyed were asked about the effects that personal care products have on air pollution in the home. Whilst a massive 80% of those questioned identified the indoor effects that hairspray has on pollution, two thirds (68%) had no idea that fake tans products are also harmful

Professor Stephen Holgate, Medical Research Council, Professor at the University of Southampton and co-Chair of the recently formed RCP Working Party on 'Indoor Air Pollution and Children's Health': "Research indicates that indoor air pollution has a significant impact on health – we estimate that this is up to 9,000 deaths per year of the estimated total 40,000 deaths from air pollution overall each year in the UK. This is because people spend 90% of their time indoors, often in poorly ventilated homes, and are exposed to a range of toxic air pollutants including formaldehyde and a cocktail of volatile organic compounds. The most significant sources of these pollutants come from cooking on gas, solid fuel burning stoves, cleaning products, paints and new furniture and furnishings."

Did you know?

On Clean Air Day the UK Health Alliance on Climate Change held a conference in Glasgow for health professionals on Realising the Health Benefits of Cleaner Air.

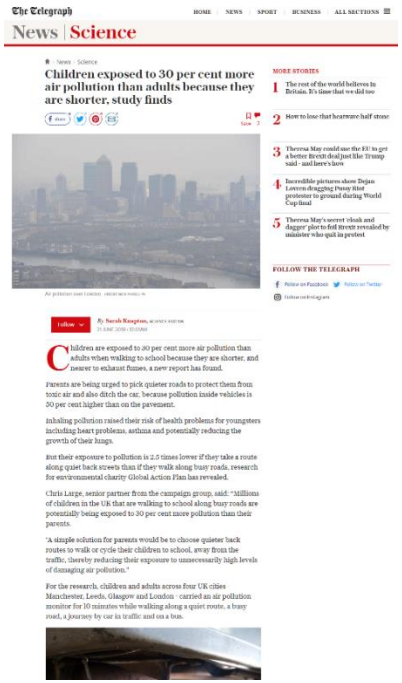
The toxic school run

The lead story for Clean Air Day itself starkly illustrated the dangers of air pollution to children's health. Using state-of-the-art monitoring equipment from Imperial College London experiments were conducted in four cities (Manchester, Leeds, Glasgow and London).

The research revealed that primary and nursery school children were being exposed to 30% more particulate pollution compared to adults when walking along busy roads, due to being closer to vehicle exhaust fumes – a fact illustrated by FLIR's thermal imaging pollution camera. Findings also showed that pollution from petrol and diesel vehicles is 2.5 times lower for children walking along quiet roads.

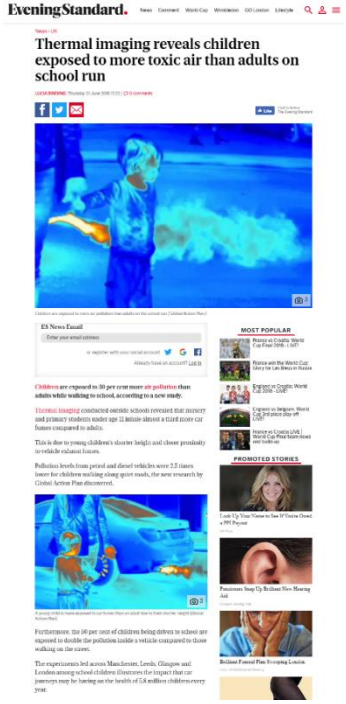
Combined with the fact that children inside cars are exposed to double the pollution compared to walking, parents were advised to choose quieter back routes to walk or cycle their children to school.

This story gained national and international interest. Global Action Plan spokespeople appeared on BBC Breakfast (right), Sky News, ITV and BBC Radio 5 Live, among other channels. The story had a reach of over 178 million*.


The Telegraph

News | Science

Children exposed to 30 per cent more air pollution than adults because they are shorter, study finds


Evening Standard

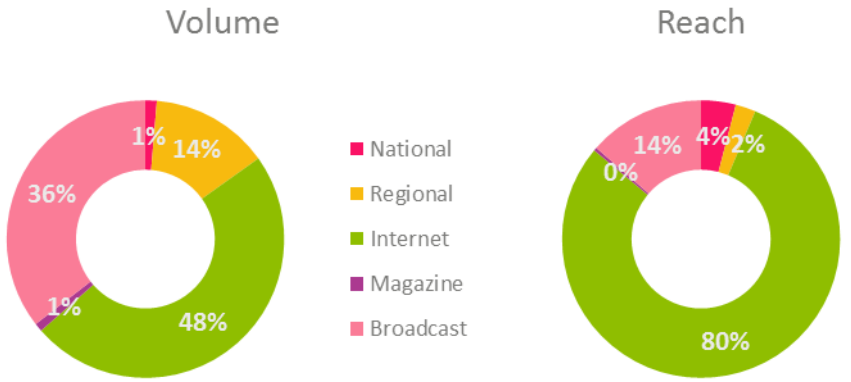
Thermal imaging reveals children exposed to more toxic air than adults on school run

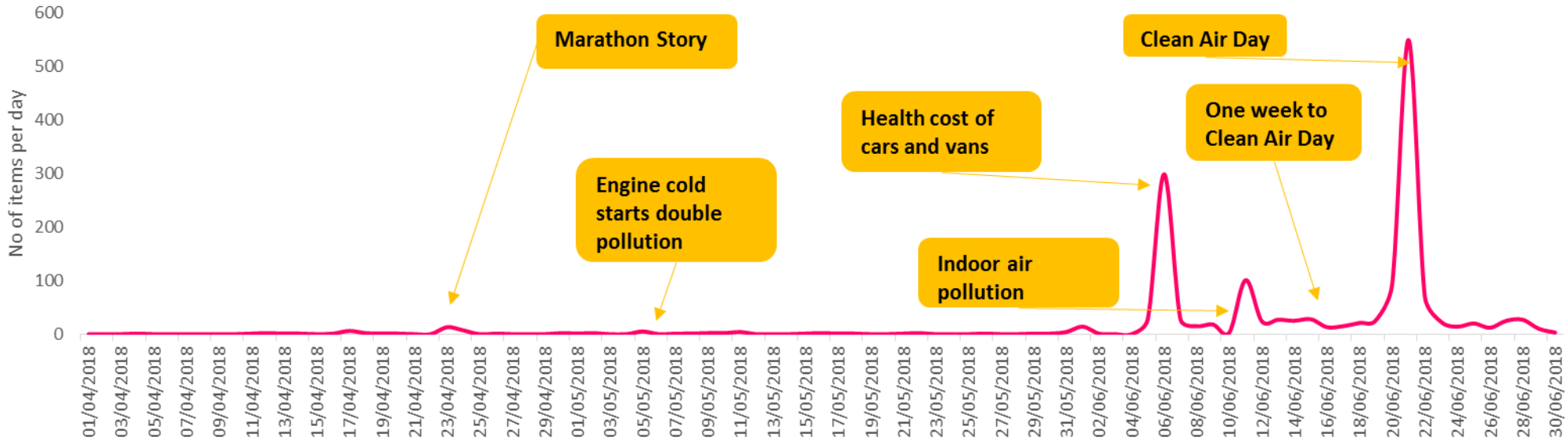
*See page 22 for how we calculate reach

Clean Air Day in the media

Clean Air Day messages, stories, reports and information appeared across the media in the run up to Clean Air Day, on the day itself, and in the weeks following. A big thanks to Kate Hinton of Trust PR for coordinating the huge amounts of coverage. Here are some of the numbers:

	Total since 1 April 2018
News reach	622,000,000
No. of news items	1,092
Broadcast reach	98,000000
No. of broadcast items	581
Total reach	720,000,000
Equivalent advertising value	£6,000,000





What do we mean when we talk about reach?

Reach is a measure to identify who has been exposed to the information, such as the readership of a newspaper (which may be larger than its circulation figures), the number of people who follow a Twitter account, and the number of people participating in an event.

We refer to “reach” rather than number of people, because people receive the information from multiple sources, and the reach therefore doesn’t refer to individual people.

For example, articles about Clean Air Day have appeared in a specific newspaper 10 times. The paper currently has a circulation of over 20,000, and a readership of over 60,000. We call this a reach of 600,000.

There is obviously overlap with these numbers, and equally, we can’t guarantee that someone who read the story in this publication didn’t also read about it in another publication. By talking about reach rather than people, we are reducing the risk of double counting individuals, and give a more useful overview of the spread of the campaign messages.

Clean Air Day appeared in hundreds of publications across the UK (and the world)

Here are just a few of them...

Aire FM
AirQualityNews
Andover Advertiser
AOL
Baby Product Reviews
Barnsley Chronicle
Basildon Today
Basingstoke Gazette
Bath Echo
BBC 1
BBC 2
BBC 2 Scotland
BBC 2 Wales
BBC News
BBC Radio (regional)
BBC Radio 5
Belfast Telegraph
Belper News
Birmingham Mail
Blackpool Citizen
Bournemouth Echo
Bristol Post
Cambridge Independent
Central FM
Chichester Observer
CIBSE Journal
Clydebank Post
Cornish & Devon Post
Daily Echo
Daily Express
Daily Mail
Daily Mirror
Daily Post
Daily Record
Daily Star
Daily Telegraph
Darlington & Stockton Times
Derbyshire Times
Dublin inquirer
East Lothian Courier
Edinburgh Evening News
Elle UK
Evening Express
Evening Standard
Evening Telegraph
Evening Times
Fabulous Magazine
Farnham Herald
Female First
Financial Times
Gazette & Herald
Glasgow Live
Greennock Telegraph
Greenwich Homepage
Grimsby Telegraph
Guardian
Guernsey Press
Hackney Citizen
Hebden Bridge Times
Huffington Post
The i Newspaper
Ipswich Star
Isle of Wight County Press
ITV 1
ITV.com
Kerrang
Key 103
Knutsford Guardian
LBC 97.3
London Evening Standard
Made in Leeds
Mail On Sunday
Manchester Evening News
Mens Running
Mid Sussex Times
Mirror.co.uk
Motor News Online
News Shopper
North West Evening Mail
Northamptonshire Telegraph
Oldham Evening Chronicle
Oxford Mail
Parliament Today
Penarth Times
People's Friend
Pick Me Up Special
Portsmouth News
Reading Chronicle
Reuters UK
Rochdale Online
Rock FM
Sale & Altrincham Messenger
Scotsman
Scottish Daily Express
Scottish Daily Mail
Scunthorpe Telegraph
Sheffield Telegraph
Sky News
South London Press
South Wales Argus
STV
Talk Radio
The Daily Telegraph
The Guardian
The Herald
The Huddersfield Daily Examiner
The Independent
The Scottish Sun
The Sun
The Times
Viking FM
Vitality Magazine
Wakefield Express
Watford Observer
Wave 102
Wave 105
Wave 96.4FM
Western Telegraph
Which?
X FM

Social media makes a splash

Generating a movement and motivating public action with #cleanairday

What's in a meme, a gif, a photo or a graphic? Quite a lot actually.

For the run up to Clean Air Day 2018, Global Action Plan produced a popular 50-day countdown campaign with a different air pollution message/graphic every day.

That's just for starters. Clean Air Day supporters and Partners, other organisations and individuals not only shared the social media coming out of Global Action Plan, but produced their own pictures and stories, including pledges on how they were planning to reduce air pollution.

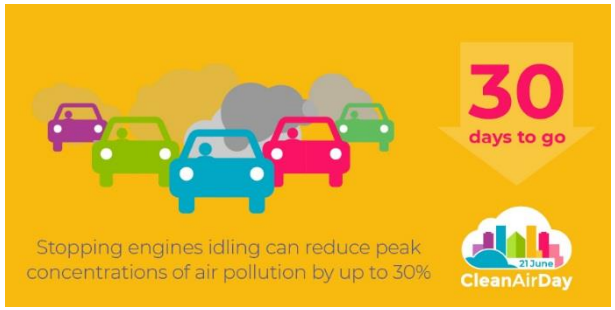
Notable Twitter users rooting for Clean Air Day included London Mayor Sadiq Khan, the Chief Medical Officer Professor Dame Sally Davies, broadcaster Jeremy Vine, and the main accounts of Renault and the New Scientist.

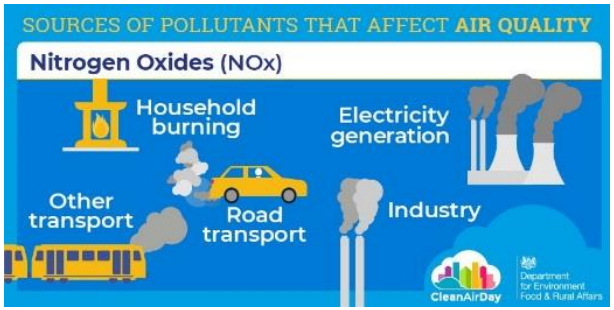
Together, Clean Air Day advocates posted more than 51,000 social media items and generally made a huge noise about the day. On 21 June itself #cleanairday trended on Twitter for eight hours.

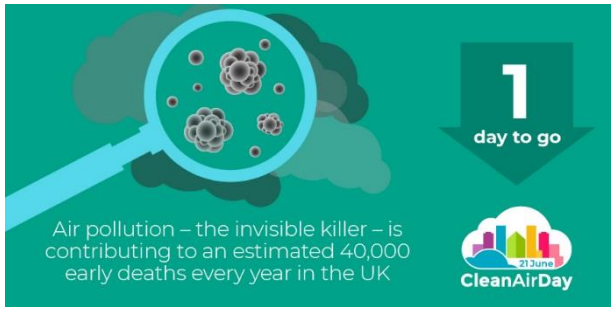
This huge social media presence massively amplified the campaign's pollution-busting messages, as well as providing valuable promotion for local events and activities. Thanks to social media, on the day itself, the Clean Air Day buzz became a roar.

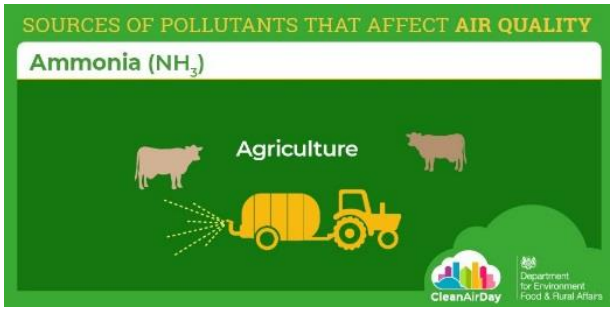
Trending on Twitter for eight hours on Clean Air Day. A total reach of 274 million

Building a buzz: some of our social media graphics







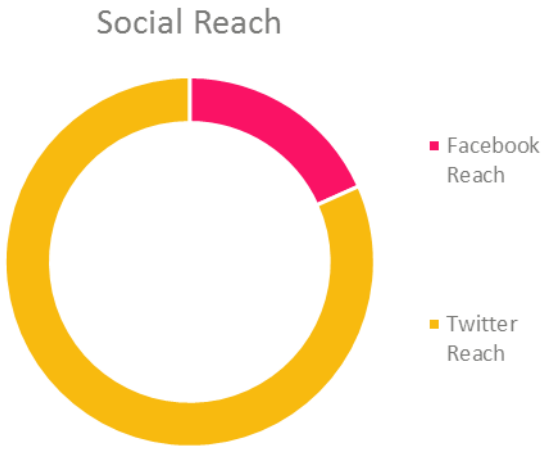


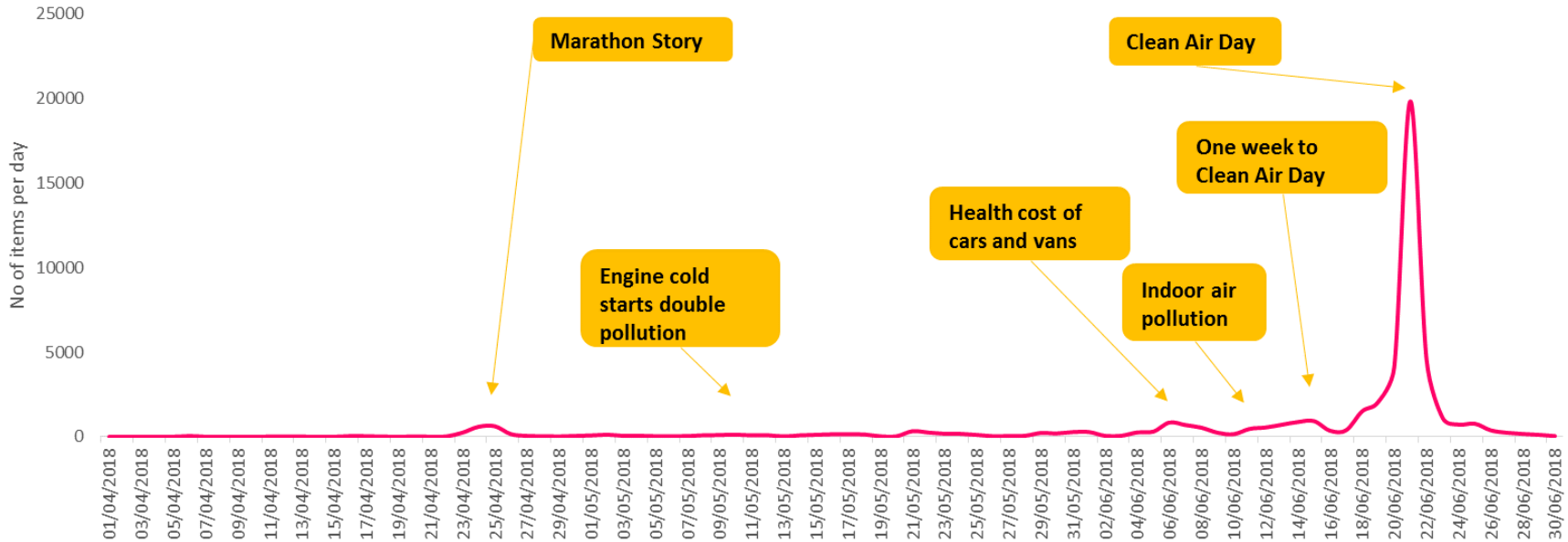
Did you know?

Global Action Plan and ENGIE hosted a Clean Air Day webinar on how to engage senior colleagues in air quality. Businesses such as Henkel Ltd ran lunchtime sessions to share it with their employees

Social media impact

	Total 1 April – 31 July 2018
No. of Facebook posts	1,844
Facebook reach	50,000,000
No. of Twitter posts	49,000
Twitter reach	224,000,000
Total no. of social posts	51,000
Total reach of social posts	274,000,000
Equivalent advertising value	£2,500,000





Tweets with high engagement

Domu @domu_uk — Follow

#FOLLOWFRIDAY - After #CleanAirDay yesterday, we've decided to #giveaway a @VonHaus_uk Air Purifier! To be in with a chance to #win, make sure you're following @domu_uk & #RT to enter!
Winner announced Monday 25th June at 3pm🏡

#comp #competition #FridayFeeling #freebiefriday

9:30 AM - 22 Jun 2018

1,770 Retweets 790 Likes

Caroline Lucas @CarolineLucas — Following

It's #CleanAirDay - and the Government is saying people should consider 'leaving the car at home'. The government is also freeezing fuel duty, ploughing £billions into road building, and overseeing huge cuts to local buses. 🤔

Well done them 👏👏👏

Millions of British children breathing toxic air, Unicef warns
More than 4.5 million affected, says UN group, while tests suggest children's shorter height increases exposure on busy roads
theguardian.com

10:32 AM - 21 Jun 2018

457 Retweets 593 Likes

Clean Air Day @cleanairdayuk — Following

🎉 IT'S #CLEANAIRDAY! 🙌 Walk, cycle or scoot to school or work today! 🚲 🛴

5:30 AM - 21 Jun 2018

573 Retweets 514 Likes

Clean Air Day @cleanairdayuk — Following

Did you know that children are exposed to the highest levels of #pollution when they are driven to school! 🏫 Double the amount inside the car! 🚗🚗 #CleanAirDay cleanairday.org.uk/news/toxic-sch...

7:30 AM - 21 Jun 2018

180 Retweets 144 Likes

Sadiq Khan @SadiqKhan — Following

ANNOUNCED TODAY: If Parliament votes in favour of a Heathrow third runway, City Hall will join London's local authorities in taking the Government to court on behalf of Londoners affected by poor air quality and noise disruption. #CleanAirDay

Mayor to back Heathrow legal challenge
Sadiq Khan says he will support a judicial review if Parliament approves plans to expand Heathrow.
bbc.co.uk

12:50 PM - 21 Jun 2018

101 Retweets 331 Likes

Sustrans @sustrans — Follow

Today is #CleanAirDay. Air pollution is the leading public health crisis in the UK hitting children, people with lung conditions and the elderly hardest. More people #walking & #cycling can reduce motor pollution and clean up air locally sustrans.org.uk/blog/how-every ...

8:25 AM - 21 Jun 2018

163 Retweets 167 Likes

Matthew Sparkes @Sparkes — Follow

There was an 89% drop in air pollution the day of the London Marathon - just because some roads were shut.

The solution to this issue is right there. It just requires bold action.

London Marathon saw 89 per cent drop in air pollution
A section of the London Marathon route saw an 89 per cent drop in air pollution on race day, according to new figures. The research, published by Global Action Plan,
standard.co.uk

9:38 AM - 24 Apr 2018

729 Retweets 1,260 Likes

Garnering political support

Ministers, mayors, MPs and more banging the drum for Clean Air Day

The extensive range of media, social media and on-the-ground activities showed that millions of people across the UK care about clean air and are helping to reduce air pollution where they live.

This public engagement is essential to the big picture, smoothing the way for ministers, mayors, MPs and local leaders to turn people's concerns into policy and concrete action.

A good example of heavyweight political backing for tackling air quality took place on the eve of Clean Air Day, with the UK100 network of government leaders, the IPPR think tank, the Mayor of London and Global Action Plan organising the UK's first Clean Air Summit.

This brought together UK city mayors and leaders representing some 20 million people, who reiterated their commitment to work together to tackle air pollution. An important result of the summit was a call from the leaders of 17 cities for the government to bring forward the phase-out of sales of new pure diesel and petrol cars and vans by 2030, 10 years sooner than planned.

City mayors and leaders from around the UK, representing 20 million people, called for cleaner air

Meanwhile, on 21 June itself, Environment Secretary Michael Gove took to social media with a short film urging the public to take up the Clean Air Day challenge and learn more about air pollution, its effect on our health and what we can do to tackle it (below).

This is the first time a government minister has acknowledged the role we all play in tackling air pollution – a great example of your campaign getting the issue right to the top of government.

"Air pollution is up there with cancer, diabetes and heart disease as an urgent public health issue"

Environment Secretary Michael Gove

Did you know?

Riverston School in Lee, London, held a Clean Air Day assembly to raise awareness of air pollution issues. Children took part in clean air surveys outside the school and watched films explaining how pollution damages our health.

The difference we made

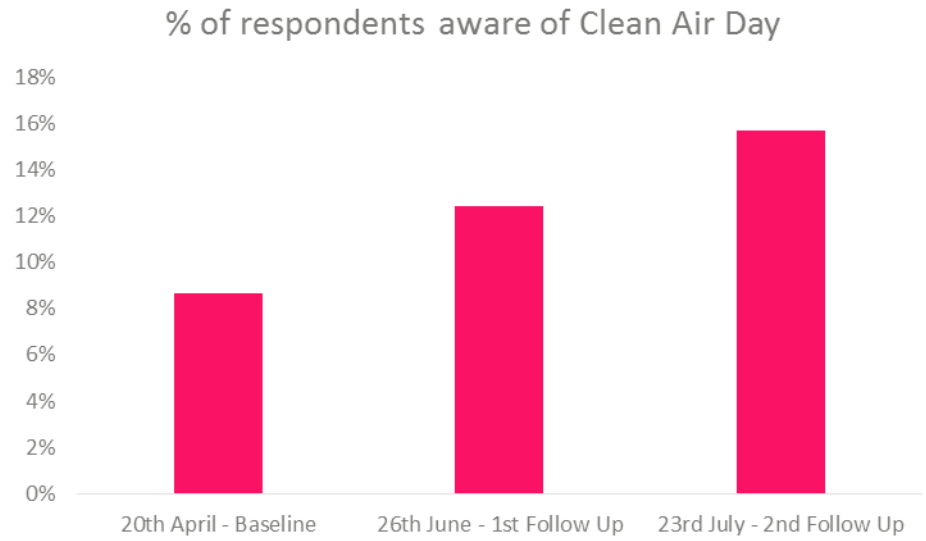
Increasing awareness and changing behaviour

Did the headlines, the noise on social media and the hundreds and hundreds of events on Clean Air Day actually make a difference? The short answer is yes, as revealed on the following pages.

To understand the impact of all our Clean Air Day activities, our Partner Opinium carried out before and after surveys, looking at air pollution related knowledge levels and behaviours before and after the day. The baseline survey was carried out from 20-24 April 2018. Two follow up surveys were carried out, one a week after Clean Air Day (26-28 June 2018), and the other a month after Clean Air Day (23-26 July 2018). The survey was conducted across a group of 2,000 UK nationally representative adults. The results show that between April and July 2018 more people became aware about key air pollution facts and more people started taking actions that will cut air pollution.

Awareness of Clean Air Day

43% more people were aware of Clean Air Day in the one-month follow-up survey than in the baseline survey. This suggests that over 10.5 million people in the UK are now aware of Clean Air Day.



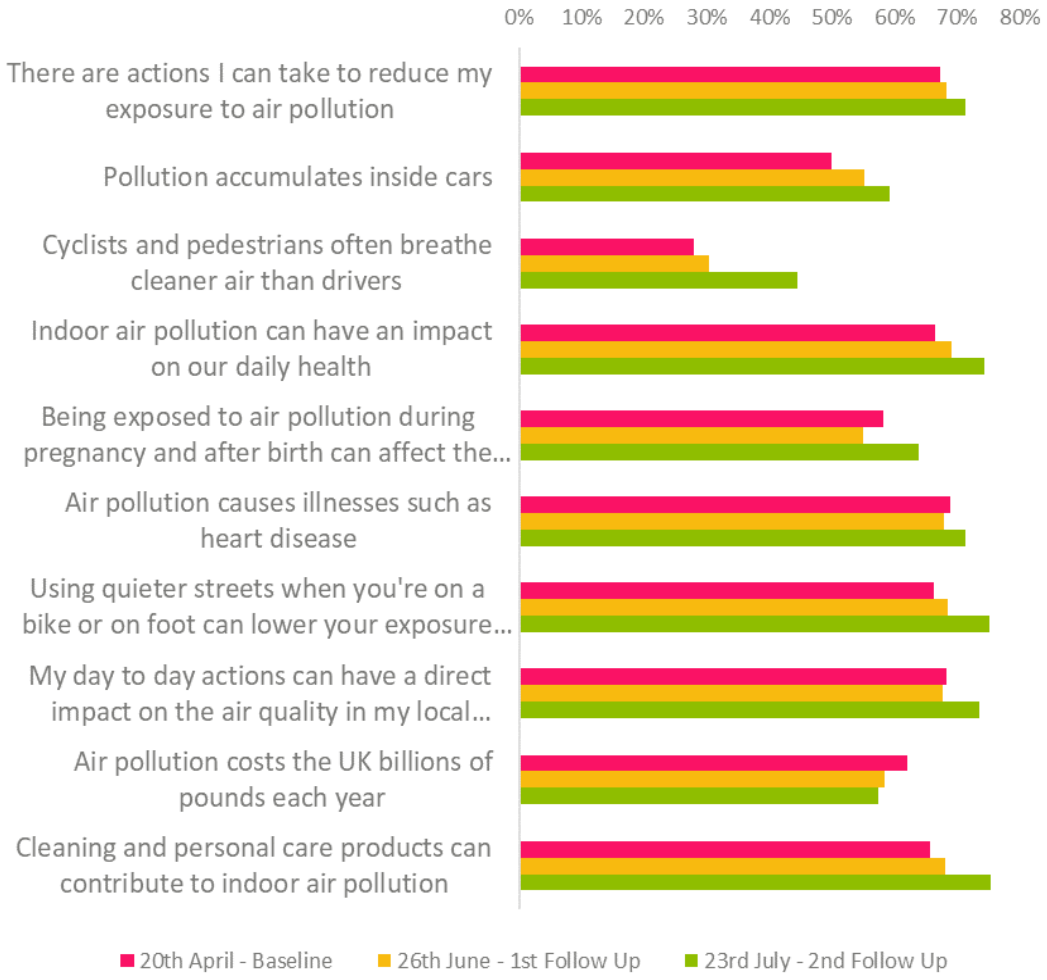
Knowledge of air pollution

Comparing the pre-Clean Air Day results with the one-month follow-up results shows there has been an increase in public understanding of key air pollution information. There was a statistically significant increase in people's grasp of the following facts:

- There are things that individuals can do to reduce their exposure to air pollution (increased from 67% of the population to 71%)
- Pollution accumulates inside cars (increased from 50% to 59%)
- Cyclists and pedestrians often breathe cleaner air than drivers (increased from 28% to 45%)
- Indoor air pollution can have an impact on daily health (increased from 66% to 74%)
- Being exposed to air pollution during pregnancy and after birth can affect the development of a child's lungs (increased from 58% to 64%)
- Using quieter streets when you're on a bike or on foot can lower your exposure to air pollution (increase from 66% to 75%)
- An individual's day-to-day actions can have a direct impact on air quality in their local environment (increase from 68% to 74%)
- Cleaning and personal care products can contribute to indoor air pollution (increase from 66% to 75%).

There was a significant decrease in the number of people who knew that air pollution costs the UK billions of pounds each year.

Although awareness that "air pollution causes illnesses such as heart disease" increased from 69% to 71%, this was not a statistically significant change.

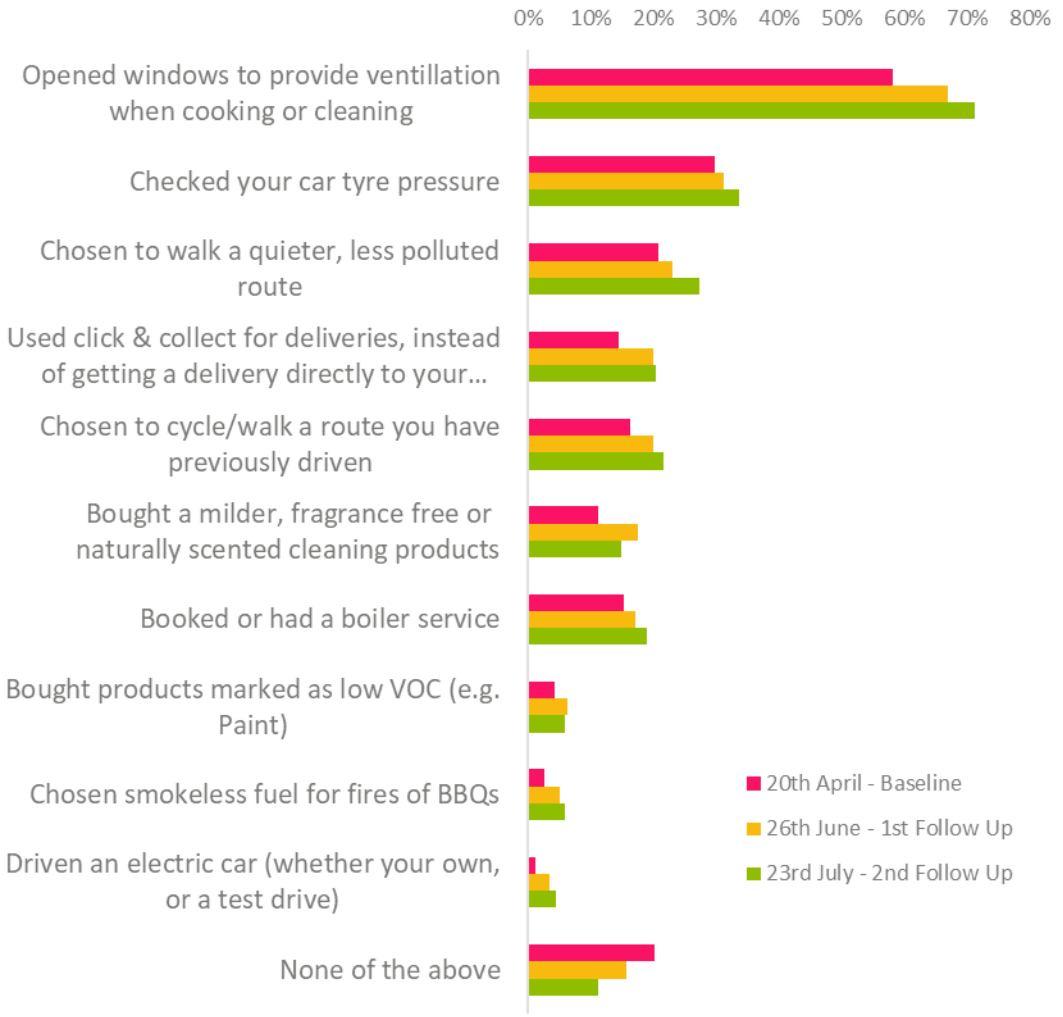


Air pollution behaviours – the results

The survey questions on air pollution behaviours showed increasing numbers of people reporting that they had carried out improved air pollution behaviours:

- Opened windows to provide ventilation when cooking or cleaning (increased from 58% to 71%)
- Chose to walk quieter, less polluted routes (increased from 21% to 27%)
- Used click-and-collect for deliveries, instead of getting a delivery directly to home or office (increased from 14% to 20%)
- Chose to cycle/walk a route previously driven (increased from 16% to 22%)
- Bought a milder, fragrance-free or naturally-scented cleaning product (increased from 11% to 15%)
- Booked or had a boiler service (increased from 15% to 19%)
- Bought products marked as low VOC, eg paint (increased from 4% to 6%)
- Chose smokeless fuel for fires or BBQs (increased from 3% to 6%)
- Drove an electric car (whether your own, or a test drive) (increased from 1% to 4%).

There was also a statistically significant reduction in the number of people who said that they hadn't performed any of these actions (reducing from 20% to 11%).



Environmental impacts explained

These survey results suggest some significant potential UK wide behaviour, health and environmental impacts. Scaling up these results to the population of the UK suggests that:

- The increase in use of click-and-collect is estimated to have rerouted over 3 million deliveries per month, avoiding 3,330 tonnes CO_2e, 16 tonnes of NO_X and half a tonne of PM_{10} (another harmful air pollutant) each year
- The increase in people cycling or walking routes they have previously driven could avoid over 27,000 tonnes CO_2e, 13 tonnes of NO_X and 2 tonnes of PM_{10} each year, if those who have changed their behaviours replace just one two-mile return journey per month
- 840,000 more households are potentially choosing smokeless fuel following Clean Air Day
- 3.4 million more people have chosen to walk quieter, less polluted routes.

These results suggest a willingness for people to change their behaviour to reduce air pollution and protect their health when support, knowledge and encouragement is provided.

However, we do need to be aware that these changes are not necessarily due entirely to Clean Air Day and causality cannot be implied as other factors, including the weather, may have influenced these changing behaviours.

Did you know?

The One Trafford partnership in Manchester trialled an electric vehicle in place of one of its diesel vans for a week. It also used a "car share map" to help employees share their commute.

The future

What we learned from our Partners and Supporters, plus next steps for the campaign

Clean Air Day coordinators Global Action Plan asked for your feedback from the campaign, through an online survey, emails and personal telephone calls.

As a result, here are the things we will keep doing next year:

- Providing free, downloadable toolkits and marketing materials, such as promotional posters, to make it as easy as possible to organise local activities
- Ensuring that the Clean Air Day messaging is signed-off by experts, giving confidence in its accuracy
- Designing campaign materials for specific audiences, such as the "Joe's Story" video that helped children to relate to the health and pollution prevention messages
- Running a national social media and traditional media campaign, to raise public awareness and attract the attention of local papers and TV/radio stations
- Encouraging participating organisations to use Clean Air Day to promote related plans, such as Air Quality Action Plans, Clean Air Zones, Clean Air Charters and Environment Strategies
- Promoting Clean Air Day as an opportunity for collaboration between organisations, such as councils, community groups and businesses.

And these are some of things we'll try and do differently next year:

- Provide the campaign materials earlier so you can more easily incorporate them into plans and activities
- Create editable marketing materials (such as posters and leaflets) so they can be made more personal/local
- Explore how to provide air quality testing equipment to enable more local pollution monitoring
- Encourage people to rethink habits for the everyday, not just for one day a year
- Encourage everyone who took part in 2018 to step up for 2019 and make their participation even bigger.

Clean Air Day 2019

What next? A note from coordinators
Global Action Plan

Clean Air Day 2019 is on Thursday 20 June, so save the date. We have ambitious plans for the day. We want to increase Supporter organisations and encourage even more events than 2018, to help bring about long-term changes in people's behaviour when it comes to air pollution.

The campaign for cleaner air, however, is not just for one day every summer, but 365 days a year. Our aim is to ensure everyone has the information they need about air quality so they can lead their lives in the most non-polluting and health-enhancing way. So we'll keep campaigning to help people:

- Minimise car travel and switch to walking/cycling
- Make the transition to electric vehicles
- Manage air pollution in the home.

So please stay with us, follow us and share your news on social media, join the mailing list on our website (if you're not part of it already), and help campaign for clean air every day.

www.cleanairday.org.uk #cleanairday

Clean Air Day Supporters

A huge thank you

Clean Air Day just wouldn't be the same without our Partners and more than 200 Supporters who care about protecting the health of the public. Here is a list of the Supporters that breathe life into Clean Air Day - putting on events, promoting the day, encouraging pollution-busting behaviour and sharing information about the causes of air pollution and what we can all do to tackle it. Thank you.

City of London
University of Birmingham
East Herts Council
Uttlesford District Council
environmental protection uk
LowCVP
South Northamptonshire Council
Cherwell District Council North Oxfordshire
Bassetlaw District Council
REHIS
North Ayrshire Council
Shape Our City
Oldham Council
Royal borough of Greenwich
Barnsley Metropolitan Borough Council
Hackney
Waltham Forest
Waltham Forest cares for clean air
tec the Environment Centre
Transport Scotland
Spelthorne Means Business
Southern Housing Group
AllergyUK
The Highland Council
Reading Borough Council
Clackmannanshire Council
Gloucester City Council
Hampshire County Council
Aberdeen City Council
Tower Hamlets
East Dunbartonshire Council
Wandsworth
Crawley Borough Council
City of York Council
Welwyn Hatfield
Wigan Council
Trafford Council
Carlisle City Council
www.carlisle.gov.uk
Switch Off
Vehicle Emissions Partnership
Maldon District Council
thurrock.gov.uk
sustrans
Lewisham
eic
One Planet York
HARCA
Inverclyde Council
iosh Institute of Occupational Safety and Health
NHS Tayside
www.oxford.gov.uk
Oxford City Council
Colchester
National Centre for Atmospheric Science
NHDC
Ministry of Defence
Victoria
Tameside Metropolitan Borough
NHS University Hospitals Bristol
NHS North Bristol NHS Trust
Clean Air Bishopston
Stockport Metropolitan Borough Council
Rochdale Borough Council
Manchester City Council
Portsmouth Music Hub
Tinto Primary School
Brent
Liverpool City Region Combined Authority
Cycling Scotland
Portsmouth City Council
Bolton Council
Open Harrogate
Falkirk Council
Wycombe District Council
Salford City Council
North Yorkshire County Council
Fife Council
Basildon Council
Perth & Kinross Council
bcs Green IT Specialist Group
Slough Borough Council
Bath & North East Somerset Council
Calderdale Council
Harrogate Borough Council
curious earth
Sciennes
Nafferton Primary School
Say "No" to pollution
London Borough of Richmond upon Thames
ClairCity
IPPR
Living Streets
UK: 100
Colchester Travel Plan Club
bike for good
NHS The Christie NHS Foundation Trust
North East Lincolnshire Council www.nelincs.gov.uk
The Royal Borough of
NHS Grampian
NHS Stockport NHS Foundation Trust
SWERC
SUSSEX-air
University of Essex
UWE Bristol University of the West of England
The University Of Sheffield.