



Press release

[name of your organisation] - playing our part to tackle air pollution on Clean Air Day, 8 October

On 8 October, Clean Air Day will see schools, hospitals, workplaces and communities across the UK run activities and take action to inspire people to take simple steps to protect their health, and their families' health, from air pollution.

[Insert the name of your organisation] is supporting Clean Air Day through [insert details of your actions or activities here]. We all have a part to play in keeping our air clean - together let's make Oct 8 the cleanest Clean Air Day yet. During the COVID-19 lockdown we experienced cleaner air and saw massive shifts to low pollution behaviours. Let's keep up the momentum and keep our air clean.

Our story of improving air quality includes [insert details of action to address pollution already taken] and shows that it is possible to address pollution. Everybody can have a positive impact on air quality and [Insert the name of your organisation] would like to inspire staff/residents/employees/customers to understand what they can do to reduce air pollution and limit its impact on their health and that of others.

Air pollution affects your health from your first breath to your last, as the damage to our health can start when we're a baby and carry on through into old age.

The good news is that our air pollution crisis is solvable and there are simple steps we can all take to help our family avoid toxic air and cut down on the pollution we emit – it's good for us and good for the planet too.

[Insert a quote from your organisation here]

8 October is a day of practical action and awareness-raising, so we can all breathe cleaner air. Clean Air Day gives every school, hospital, workplace and housing estate free access to cutting-edge advice on avoiding and tackling urban air pollution, approved by health experts and academics.

All the information on how to get involved in Clean Air Day is available from the Clean Air Day website www.cleanairday.org.uk

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Notes to Editors

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About Clean Air Day, 8 October 2020

Air pollution affects us from our first breath to our last and harms the health of millions. But there are lots of simple things we can do to improve air quality and look after our own and other people's health.

Clean Air Day is the UK's biggest air pollution campaign. It's a chance to find out more about air pollution, share information, and make the air cleaner and healthier for everyone.

Find out more at cleanairday.org.uk

Air pollution causes illnesses such as heart and lung diseases, is linked to low birth weight, can affect children's lung development and may even contribute to mental health issues. As well as damaging our health when we are out and about, there is also air pollution in our homes that can be harmful too.

Clean Air Day is coordinated by environmental change charity Global Action Plan and supported by over 200 health institutions, councils and universities, including the Royal College of Physicians, the British Lung Foundation and various NHS Trusts.

Collaboration with Environmental Protection Scotland/Scottish Government and the Welsh Government is bringing the campaign to life in Scotland and Wales.

About Global Action Plan

Global Action Plan is a charity that helps people live more sustainable lives by connecting what is good for us and good for the planet. We deliver national and global programmes through a network of local delivery teams in over 24 countries, from The United States and UK, to Hungary.

Global Action Plan works with many kinds of organisations, from leading FTSE100 multinational companies and the NHS, to local schools and community bodies.

We see people as part of the solution, not part of the problem, when it comes to creating an environmentally sustainable world.

To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family's health, visit cleanairday.org.uk or search #CleanAirDay. Due to Covid-19, please ensure that any activities you undertake meet with your government's guidelines.

Clean Air Day is coordinated by © Global Action Plan on behalf of over 250 Supporter organisations.