**Resources to celebrate Clean Air Day 2021 launched**

* Global Action Plan, the sustainability charity that co-ordinates Clean Air Day, the UK’s largest campaign on air pollution, launches new resources for the Day on 17 June 2021.
* This year’s theme ‘**protect our children’s health from air pollution**’ highlights the urgency to safeguard our children’s short- and long-term health from the impacts of air pollution and build a clean air future as we recover from the pandemic.
* The campaign is aiming to harness the ‘once in a lifetime opportunity’ to support top-level and grassroots behaviour change to create a healthy and safe environment for our children to return to.
* Children are particularly vulnerable to the impacts of air pollution – starting in the womb, it can harm their health, causing or triggering asthma, damaging lung development, and can even affect their ability to learn.

**15 April 2021** – Sustainability charity [Global Action Plan](https://www.globalactionplan.org.uk/), which co-ordinates Clean Air Day, today launches this year’s resources ahead of the 17 June campaign. The 2021 resources enable all audiences across the UK from individuals, schools, businesses, health organisations, community groups and local authorities to demonstrate support for action on air pollution and have their say about building a healthy future for our children.

The resources support ‘do and say’ actions in line with this year’s Clean Air Day theme: ‘***protect our children’s health from air pollution***’. Such actions include grassroots behaviour asks such as going polluting-vehicle free, to supporting high-level council action.

Specific actions include:

* **Individuals** - are being asked to go polluting-vehicle free by leaving the car at home and refraining from ordering non-essential, polluting deliveries as well as supporting their local authority’s actions to tackle air pollution to protect children’s health.
* **Schools** - are being asked to host assemblies to raise awareness on air pollution, to encourage parents, carers and teachers to leave the car at home and to tell their local council what they want to see happening to tackle air pollution by writing or tweeting them to protect children’s health.
* **Businesses** - are being asked to signal their commitment to cleaning up toxic air by assessing and addressing their business impact on air quality and make a public statement outlining their commitment to protect children’s health.
* **Health sector** - hospitals and health professionals are being encouraged to host events and use the campaign as an opportunity to share information with patients and staff on the impact of air pollution and how to protect their health. They are also being asked to support local council’s clean air activities by writing or tweeting at them about what they want to see happening to tackle air pollution to protect children’s health.
* **Local authorities** - are being asked to communicate the health risks of air pollution and how to tackle it to schools, residents, businesses and health groups with the need for action and say what they are doing to protect children’s health from air pollution.

This year’s theme ‘**protect our children’s health from air pollution**’ was selected to highlight the urgency to safeguard our children’s health from the impacts of air pollution as we recover from the pandemic and look to build a clean air future.

Air pollution impacts us all from our first breath to our last, but children are at higher risk to both the short-and longer-term impacts of air pollution. Poor air quality impacts their health, lung development, and even their ability to learn and for the first time, there is evidence that air pollution caused the death of nine-year-old Ella Kissi-Debrah following the recent landmark ruling.

2020 also further saw children bear the burden of COVID-19, impacting their freedom, education and mental wellbeing. As children return to their lives the charity says cleaner air is imperative for them to walk and cycle to school safely and learn and play in healthy spaces.

**Larissa Lockwood, Director of Clean Air at Global Action Plan**, says: *“Our children have not been exempt from the turmoil and disruption caused by the global pandemic. As we return to our lives, we must take this chance to create a healthier environment for our children to go back to - where they can learn and play safely. By protecting our children from the damage caused by air pollution, we are protecting their future.*

*This Clean Air Day we must all come together - individuals, schools, businesses, local authorities across the UK to collectively take action and seize this moment to support change, for good. We have a once in a lifetime opportunity for change. We must use it.”*

**Nyeleti Brauer-Maxaeia, Founder of Choked Up**, says: *“Choked Up is proud to become a supporter of Clean Air Day. It might be a single moment in time, but it is imperative for raising awareness on the urgent action required to tackle air pollution to the public, business and policy makers to mobilise change. This year’s theme ‘protect our children’s future’ is particularly pertinent for us as it highlights the need to build a healthy future for all children and young adults across the UK. Children are particularly vulnerable to the impacts of toxic air so we must create a healthy environment where they can learn, play and live their lives safely. We look forward to supporting the campaign and building a better future for all on 17 June.”*

**Mat Shaw, CEO at Great Ormond Street Hospital (GOSH)**, says - *“There is an inextricable link between the environment and health which is vital for GOSH given the fact we treat some of the sickest children. It’s now not enough to only treat the child in front of us, we have to treat the environment they are in. We’ll be fully supporting National Clean Air Day and collaborating wherever we can for clean air every day, through our Clean Air Hospital Framework and Climate & Health Emergency actions.”*

**Sarah Hannafin, Senior Policy Advisor at NAHT**, says: *"One thing the COVID-19 crisis has shown us is that we can do things differently. As we now begin to try and return to a more normal way of life it's important we don't just automatically take up old habits but try to use this opportunity to find better options, for ourselves and the planet. The impact of the pandemic on children has been huge; we need to do everything we can to make sure we safeguard their futures. One vital way of doing that is to ensure they return to a safe, clean and healthy environment where they can learn, play and thrive.”*

Last year Clean Air Day saw over 200 events, more than 2,200 individuals, classrooms and organisations tuned into the first ever Clean Air Day Live and more than 270 organisations are now official Clean Air Day Supporters. To find out more, you can read the 2020 Clean Air Day Celebration Report.

To find out more about the campaign head to the [Clean Air Day website](https://www.cleanairday.org.uk/) or to learn more air pollution and how it impacts you, head to the [Clean Air Hub](https://www.cleanairhub.org.uk/).

**Notes to Editors**

**Media contact:**

Bryony Aylmer, Communications Manager, Global Action Plan

Bryony.Aylmer@globalactionplan.org.uk - +447903 812863

**About Global Action Plan:**

[Global Action Plan](https://www.globalactionplan.org.uk/) is a charity that helps people live more sustainable lives by connecting what is good for us and good for the planet. We're the people behind [Clean Air Day](https://www.cleanairday.org.uk/), the UK's largest [air pollution](https://www.globalactionplan.org.uk/clean-air/about-clean-air) campaign. We work with people on bringing about [compassion not consumerism](https://www.globalactionplan.org.uk/compassion-not-consumerism) and increasing wellbeing - what's good for us is often greener too. And we bring business and young people together to work on a sustainable future - helping young people develop the skills and knowledge to tackle environmental issues is good for the planet and for everyone's future too.

**About Clean Air Day:**

[Clean Air Day](https://www.cleanairday.org.uk/) is the UK’s largest air pollution campaign, engaging thousands of people at hundreds of events, and reaching millions more through the media. This year Clean Air Day will be taking place on 17 June 2021. Led by Global Action Plan, Clean Air Day brings together communities, businesses, schools and the health sector to:

* Improve public understanding of air pollution and how air pollution affects our health.
* Explain the easy actions we can all do to tackle air pollution, helping to protect the environment and our health.
* Encourage individuals and organisations to take air pollution reducing actions and make changes to everyday practice.