



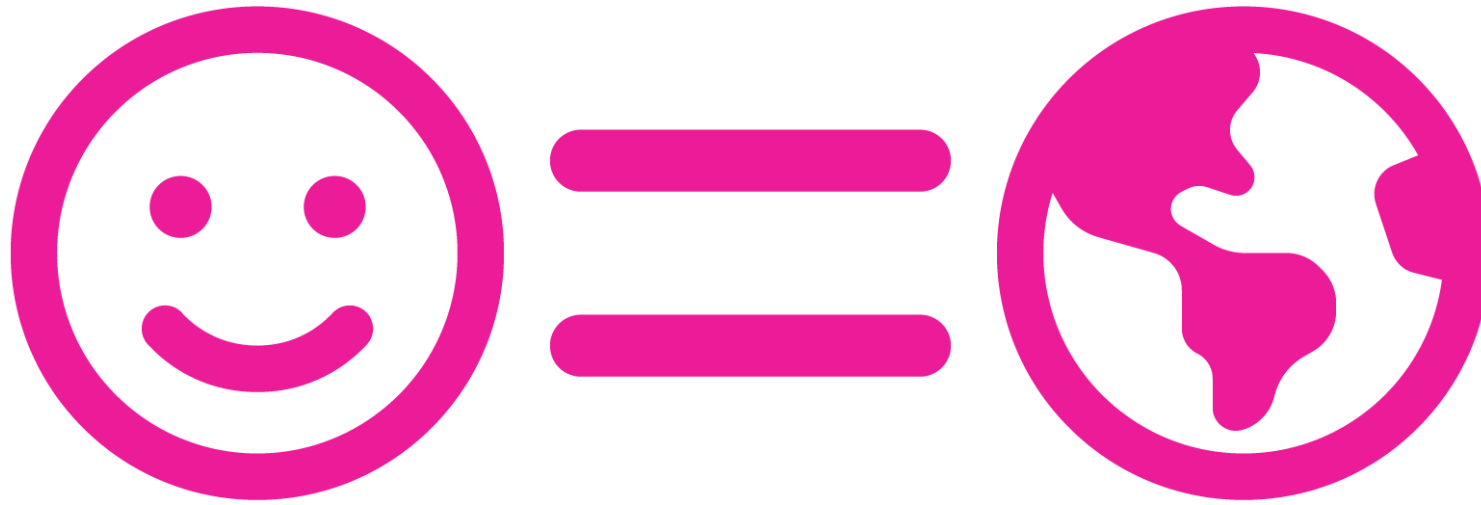
Public engagement campaigns role in delivering cleaner air

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What we will cover

- Intro to Global Action Plan
- What role does a public engagement campaign play in bringing about positive impactful change
- System and behaviour change cycle
- What is Clean Air Day?
- What did we achieve this year and in previous years?
- How people can get involved in future Clean Air Days
- Public insights on air pollution – Clean Air Public Insights Tracker



Global Action Plan mobilises people and organisations to take action on the systems that harm us and our planet.



Our movements for change

Clean Air

GOAL: By 2030 people can breathe clean air in urban areas

11 SUSTAINABLE CITIES AND COMMUNITIES



Post-consumerism

GOAL: By 2030, household consumption is more equal and sustainable

10 REDUCED INEQUALITIES



Generation Action

GOAL: By 2030, every child leaves school prepared to take action collectively for the good of people and planet.

4 QUALITY EDUCATION



GAP's approach on clean air

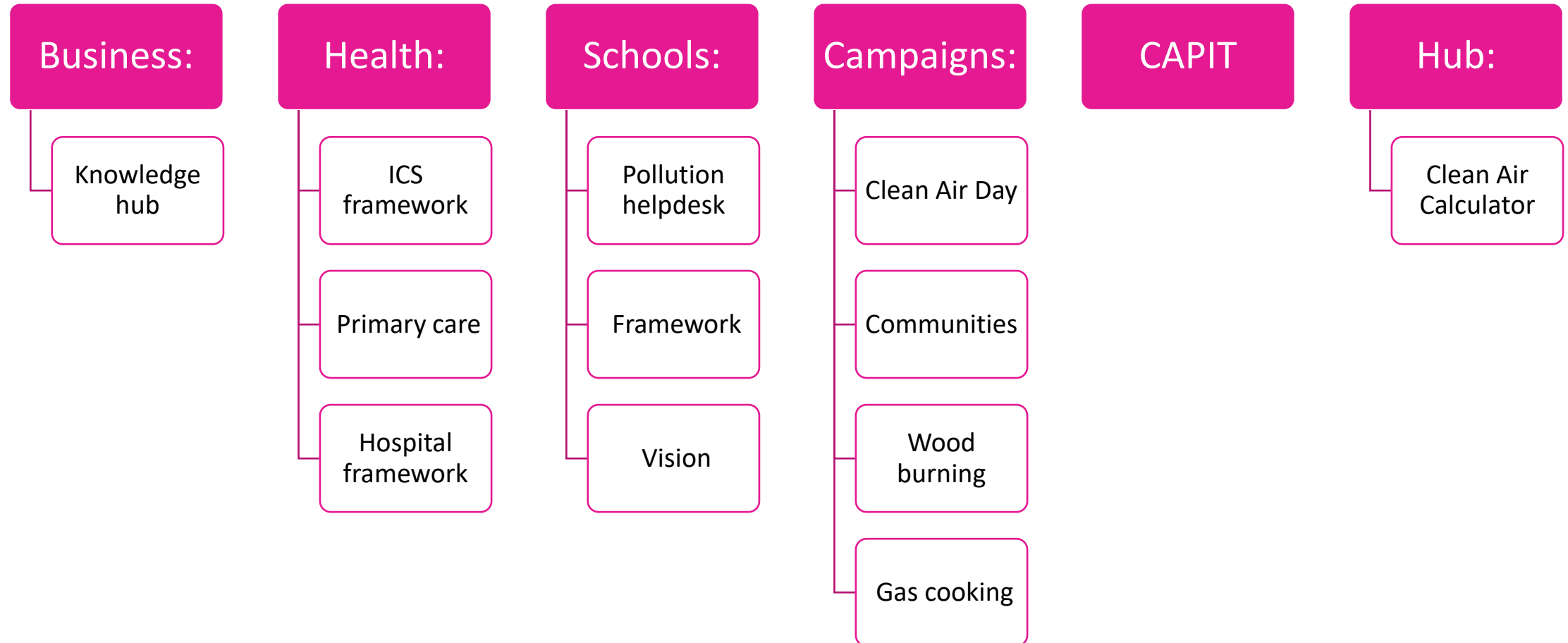
We are working with schools, health organisations, businesses, community groups, local authorities and the general public to:

Reduce air pollution from their own practice

Influence their stakeholders to cut pollution and protect their health

Come together to advocate for legislative and policy changes

Our clean air work



**What role does public engagement
campaigning play in bringing about
lasting change?**

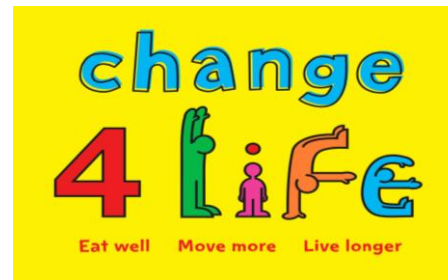


Public engagement campaigns

- Campaigns that speak directly to the public to engage them on a topic
- Objectives usually include:
 - Awareness raising of an issue
 - Attitudinal change
 - Social norming
 - Using power of collective voice to demand system change
 - Individual behaviour change



Examples of “public engagement” campaigns





How do individual behaviour change and system change work together?



We know that individual behaviour change actions alone will not solve the climate crisis

What is Behaviour Change

- Behaviour change uses different techniques to encourage individuals and/or communities to **change their behaviour in a positive way**.
- It uses principles of **behavioural science** which focuses on **removing barriers and using motivators to change peoples behaviours**.



What is system change

A systems change approach shifts the focus from individual parts to how the parts are organised and interact with each other.

Key ways to change system = through policy and private sector change



Climate change:

- Energy system
- Transport system
- Consumerism system
- Food system



Obesity:

- Food regulations
- Food advertising
- Food pricing
- Physical activity in education
- Transport system



Mental health:

- Education system
- Workplace/businesses
- Community support
- Support for parents
- NHS mental health services

Systems define and are defined by behaviour



- Most policy is aimed at changing behaviour (e.g. congestion charging) and most policy isn't possible without some degree of public consent. Change can't and won't happen from top down only.

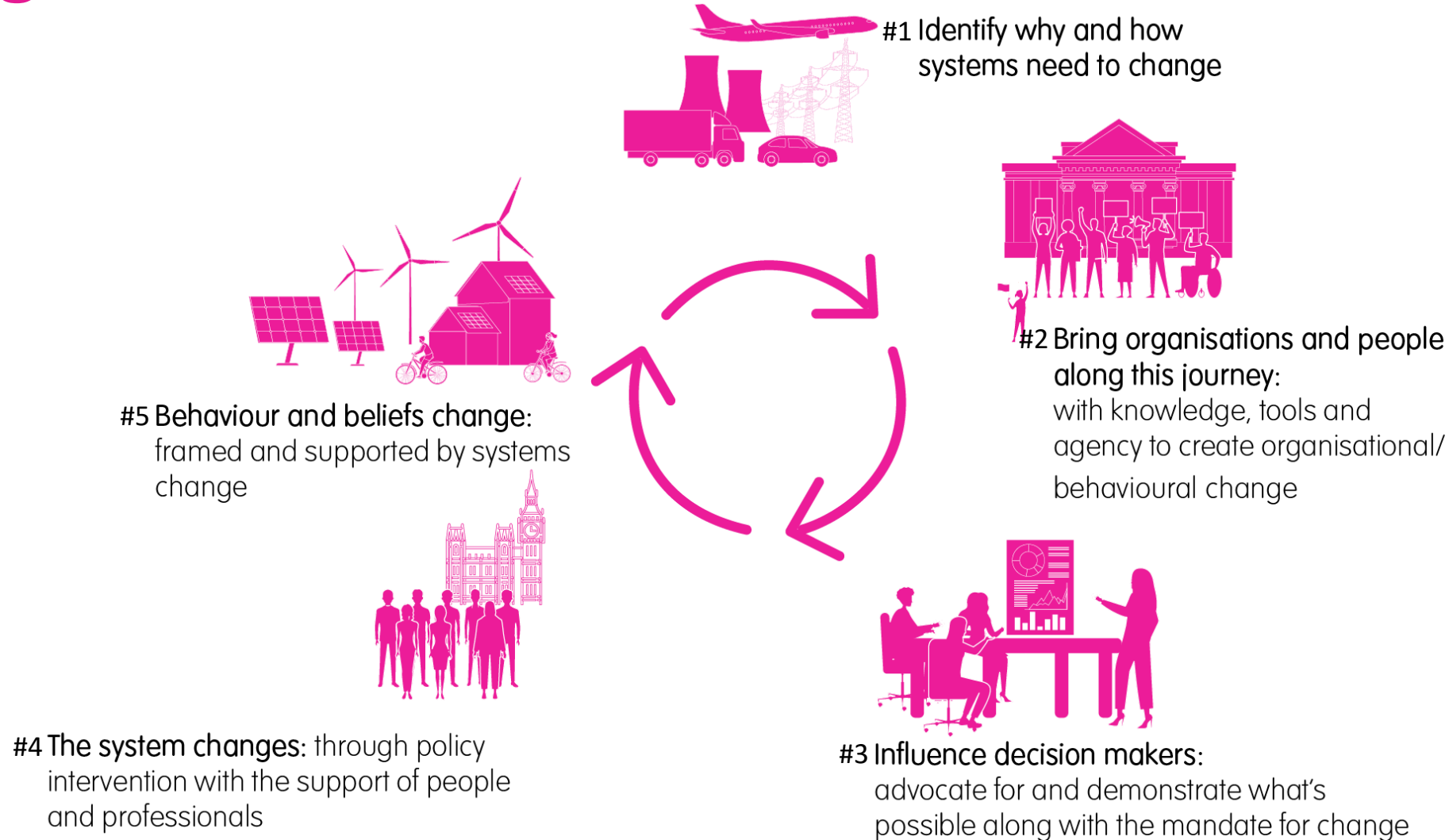


- Policy can also be built on normative change e.g. new regulations on marriage at 18 – catching up with behaviour

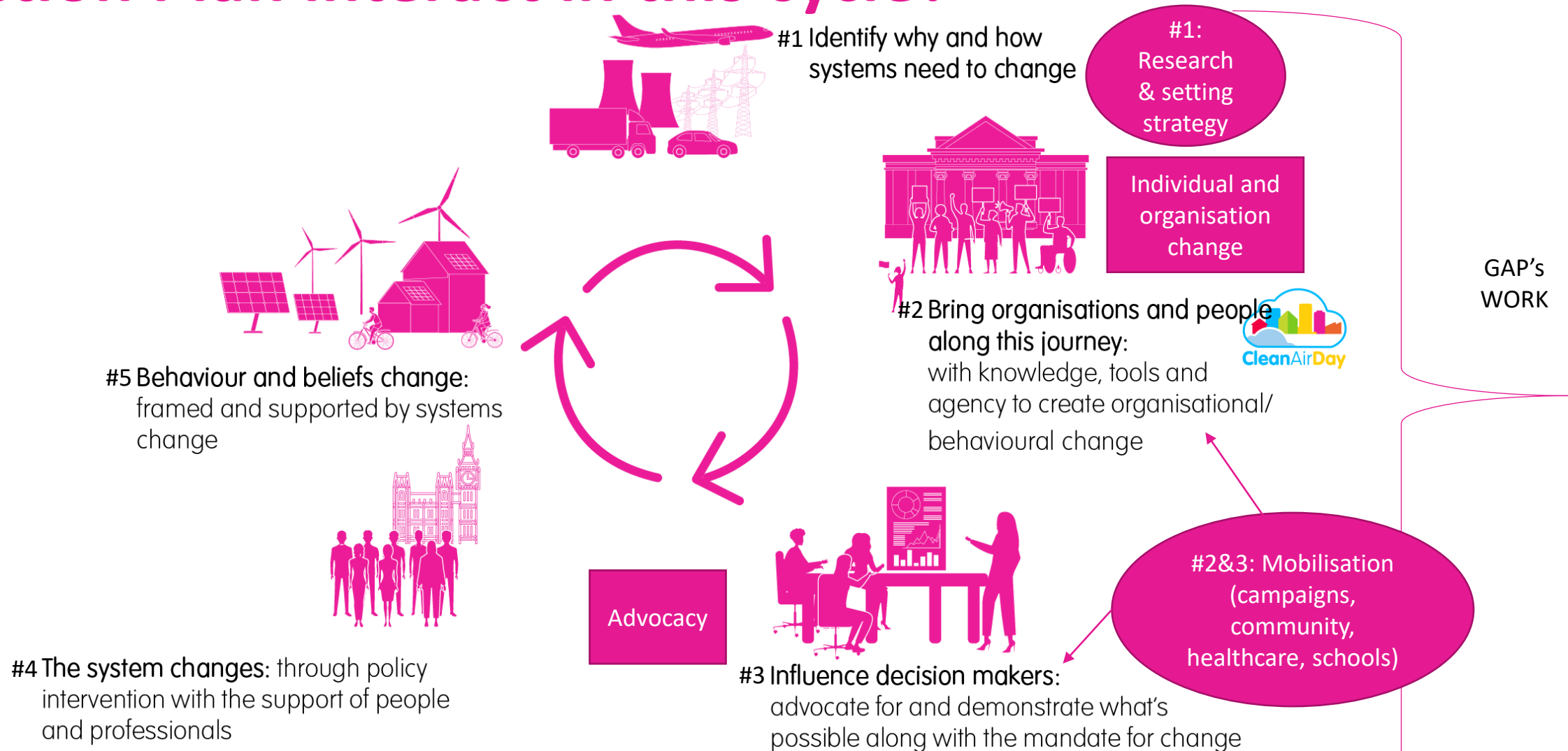


- But changing policy doesn't fix everything (e.g. values system) – if policy is not aligned with public values then it is fragile and can easily fail

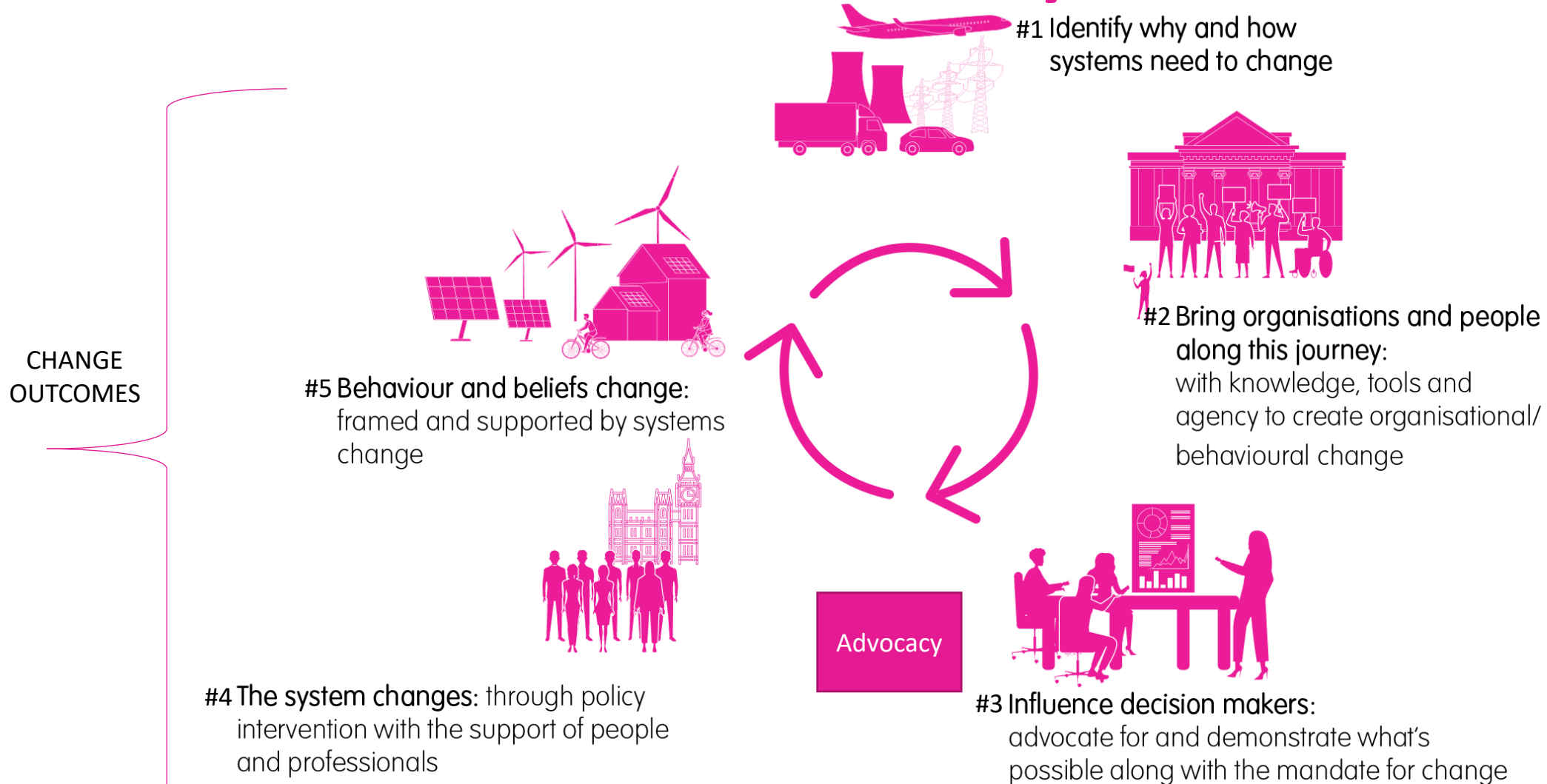
Cycle of system and behaviour change working together



How does a campaigning organisation like Global Action Plan interact in this cycle?



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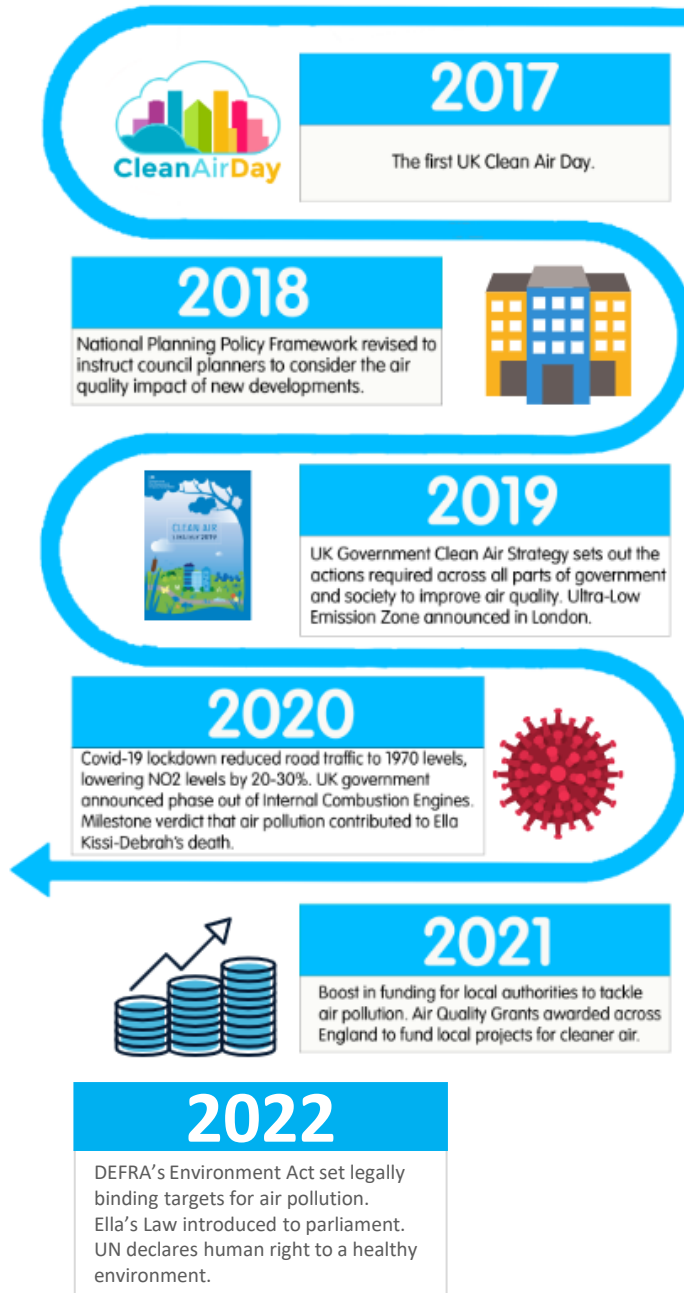
What is Clean Air Day?



- June 15th, 2023: the UK's biggest air pollution campaign
- Helps to drive a positive shift in public knowledge and action.
- Mobilises action to reduce air pollution – trigger moment to trial behaviours
- Increases public backing for air pollution measures

#cleanairday

cleanairday.org.uk



7 years of Clean Air Day

Clean Air Day has played an important role in helping to bring air pollution up the public and political agenda in the UK

2023

- First CAD to focus on pushing general public audience to write letters to their councillors demanding change (more of an advocacy approach)
- Backdrop of ULEZ in London dominating the conversation – clean air seems to be at the cusp of a breakthrough but also political controversy
- CMO report launched end of last year – establishes air pollution as biggest environmental threat to our health

Clean Air Day 2023 national theme

**Clean up our air to look
after your mind this
#CleanAirDay**

People who breathe polluted air
are more likely to develop mental
health and brain conditions.





We saw over 350 events take place all over the country – raising awareness, inspiring and empowering people to take action and ask for change



Initial review of CAD 23 impact

- We **trended on Twitter** – brought air pollution conversation to the forefront
- Some key **events**:
 - A hospital play street at Alder Hey Children's Hospital in Liverpool
 - The Zemo 20th Anniversary Conference 2023 on ensuring a sustainable zero emission transport future for all.
- **Report** and toolkit launches, including:
 - The 1st Annual Black Child Clean Air Conference which will explore the link between air pollution and inequality.
 - Businesses like Ricardo holding an event to launch their Air Pollution Footprint Partnership Toolkit
- Children's air pollution **poster challenge** run by the Mayor of London
- **Over 600 letters written to councillors** calling for cleaner air in their community



How can you get involved in CAD

- If you are a not-for-profit organisation, you can become an **official CAD Supporter** (email to get in touch!)
- If you are a business, healthcare professional, school, community group, individual you can **participate** by using our free resources to host an event or spread the word about air pollution and how we can all demand change
- Become a **funder**! This is a project funded campaign and only happens when we have funding to make it come to life



(scan this QR code to join our newsletter)



cleanerair@globalactionplan.org.uk
www.actionforcleanair.org.uk/campaigns/clean-air-day

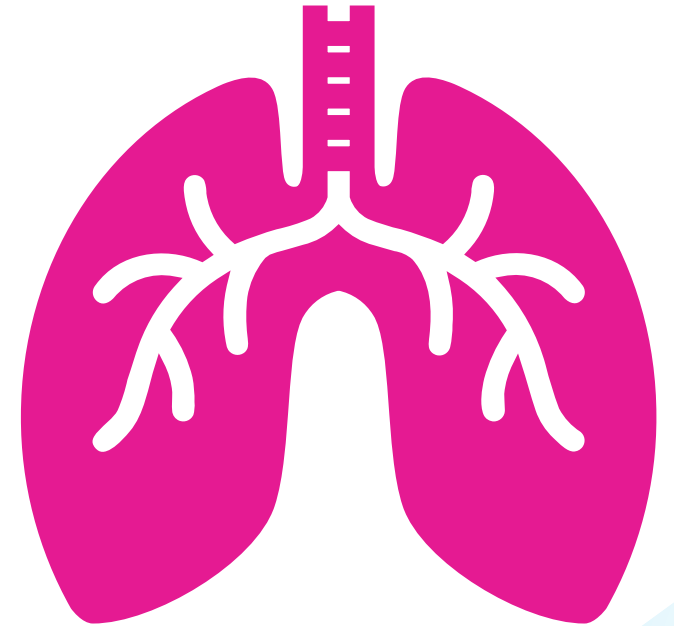


- CAPIT is a nationally representative quarterly survey that looks at UK-wide:
 - Knowledge and attitudes on air pollution
 - Air quality related behaviours
 - Support for clean air policies

Publically available data and analysis at www.actionforcleanair.org.uk/capit

UK public know air pollution is harmful, but majority do not know they are living in it

- **Most people know it is a problem**
 - Know that high awareness that outdoor air pollution harms their health - 51% nationally, and 67% of Londoners
- **But majority are unaware that they are living in areas of high air pollution**
 - Only 36% of Londoners and 15% nationally think they live in an area of high air pollution
- **There is a public mandate for change and solutions that would deliver cleaner air**
 - The public want different clean air solutions to be implemented in their local area – **we need to demand change from our local leaders**



Learn more about air pollution



In partnership with 
CleanAirDay

Clean Air Hub

**We've collected everything you need to know
about air pollution in one place**

www.cleanairhub.org.uk

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