

Help us get clean air in Richmond upon Thames

School pack for primary and secondary
school children and young people



Your pupils/students could win
£100 towards a new bike!



WELCOME



Cllr Alexander Ehmann



Cllr Penny Frost

Dear Headteacher,

Help make Richmond upon Thames an idle free borough

We are writing to encourage you to take part in our campaign to improve air quality in Richmond upon Thames – particularly by reducing car idling.

The first thing to say is we want more of our children to walk or cycle to school. And, whilst the Council is working on plans to make our roads safer, having polluted air is one factor that does prevent more people leaving the car at home. Unfortunately, it is a vicious circle.

Did you know car idling produces up to 150 balloons of exhaust emissions per minute? This has a harmful impact on our environment and the health of people live and working in the borough and across London.

We are particularly concerned about our children being able to live, learn and play in an environment which is clean and healthy. Research by King's College London suggests children growing up in highly polluted areas are at risk of developing smaller lung capacity.

This borough is recognised around the country for its clean, green image and we want to keep it that way. So, soon we will begin fining drivers who idle their cars. We don't do this lightly and hope to encourage people to change their behaviour before we launch on the 1 March 2019.

And we need your help. Getting our children interested in and knowledgeable about air pollution will help spread the word to parents and other adults that idling their car engines is bad for their health and the environment.

In this pack are handy tips, information and suggested lesson plans to help you deliver a dedicated #AirQualityHour to your children. It includes a range of ideas to help you bring the topic to life.

We are also running a competition for schools to get involved and learn more about the importance of air quality. Details of the competition are enclosed.

We are excited to see the creative ideas your pupils come up with and encourage you to share with us via our social media channels and email.

For more information about our campaign, go to:
www.richmond.gov.uk/idle_free

Kind Regards,

Cllr Alexander Ehmann
Cabinet Member for Transport,
Streetscene and Air Quality

Cllr Penny Frost
Cabinet Member for Children's
Services and Schools

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MORE INFORMATION

For more information about our idling campaign,
go to: www.richmond.gov.uk/idle_free
Or contact: carol.lee@richmond.gov.uk



WHY TEACH ABOUT AIR POLLUTION?

Air pollution is a killer. Outdoor air pollution is responsible for 40,000 premature deaths a year in the UK (more than alcohol or obesity), according to a 2016 report by the Royal College of Physicians (RCP) and Royal College of Paediatrics and Child Health. The report also says that high levels of air pollution have been “linked to cancer, asthma, stroke and heart disease, diabetes, obesity, and changes linked to dementia”.

The government says that emissions from road transport are the biggest problem, and diesel the worst of all. Even many of the most recent diesel cars emit more than five times as much nitrogen dioxide (NO₂) as the most recent petrol cars, according to the think-tank Policy Exchange.

In Richmond, despite the fact that levels of NO₂ are coming down they are not reducing fast enough so most main roads and town centres throughout the borough still exceed the EU limit value - the level the UK is legally bound to achieve, whether or not we leave the EU.

How does air pollution impact on children?

It has long been known that asthma symptoms can be worsened by air pollution. Recent academic research supports the view that childhood exposure to air pollution can lead to the development of asthma. The World Health Organisation (WHO) has declared outdoor air

pollution, including fine particles of air pollution (PM), and also diesel exhaust, cancer-causing in humans – in the strongest class (Group 1).

Pollution can damage children’s lung development, and research by King’s College London’s Dr Ian Mudway suggests that children growing up in highly polluted areas are at risk of developing smaller lung capacity. Although air pollution is an important health issue for all people across much of the UK, the reality is that children, older people and those with heart or respiratory conditions are most vulnerable.

In London, the Greater London Authority found that four-fifths of schools in areas breaching EU limits for nitrogen dioxide (NO₂) are in deprived areas. Air pollution is a problem for people across the country, with 37 of 43 of the UK’s Air Quality Zones failing to meet legal limits.

How do we solve air pollution?

The current problem of air pollution has been created by each and everyone of us and the solution is in our own hands – the way we live our lives, the way we move around, the way we heat our homes the way we holiday and even the way we have our goods delivered – such as next day delivery to our homes. There is no single big fix, the problem has been created by lots of little actions and will be solved by lots of little changes.

Tackling UK air pollution will require a range of concerted, joined up action at personal, local, regional and national levels.

The new administration at Richmond Council made Air Quality a key component of its 2018 manifesto and subsequent Council Corporate Plan. A new Air Quality Action Plan is being developed and is due to be published very soon. The Plan will outline the actions the Council will take to tackle air pollution in the borough over the next five years.

One of the main focuses of this plan is the issue of vehicle idling – which is a significant contributor to poor air quality in the borough and is easily avoidable. Part of the new administration's pre-election commitment was to begin an enforcement regime on idling engines.

An idling engine can produce up to twice as many exhaust emissions as an engine in motion. Exhaust emissions contain a range of air pollutants such as carbon monoxide, nitrogen dioxide, and particulate matter. These can affect the quality of the air in the surrounding environment and so the air we breathe. By turning off car engines we can improve the quality of air both inside and outside the car, reducing pollution, helping to cut heart disease, reduce lung cancer and decrease asthma attacks.

What are we doing now?

From the 1 March 2019 the Council will begin a phased introduction of fining drivers for idling. Leading up to this, we will be launching an information campaign, this will include an online pledge for residents and businesses.

Schools have an important role in this campaign. As teachers, you have a critical role in educating a generation about air pollution, raising awareness in the school community and supporting real action to reduce air pollution emissions.



Richmond Council is asking all schools in the borough to sign up and deliver a dedicated #AirQualityHour. This is one lesson/assembly to focus on local air quality, in addition to the existing education already covered within the National Curriculum.

There is a lot of information already available to help schools raise awareness and take action on air pollution. This tool kit aims to bring all this information together and help sign post you to the best activities available – providing you with creative ideas and suggestions for your #AirQualityHour. It:

- Gives you some ideas on how you can engage with staff, pupils and parents/carers in your school and improve air quality.
- Will help you work to actively reduce children's exposure to air pollutants, within the school and through their travel.
- Encourages your school to participate in our competition so pupils can win £100 towards a new bike.

TEACHING TOOLS:

What is air quality?

Air quality is about how healthy the air that we breathe is. Air is made up of “good” gases like oxygen that we need to breathe, “bad” gases like nitrogen dioxide that affect our health, and tiny particles like “dust”. London, like many other European cities, has not yet reduced air pollution to healthy levels. However, London’s air quality is much better than it used to be. In 1952, 8,000 people died in London during “the great smog” because there were no laws about air quality to protect people’s health. The London Mayor has a legal responsibility to improve air quality and make it healthier for Londoners to breathe. Most air pollution in London comes from the combustion of fuel – so from cars, vans and trucks, and heating our homes and buildings. This means that the way we travel and heat our buildings affects the quality of air we breathe. Some pollution in London is also blown in from outside the city (estimated at around 40%). Unlike the smogs of the 1950’s we

can not see or smell air pollution today so we may not know it is there.

We would like all schools to start their #AirQualityHour with a short assembly on air pollution. There are many ideas here: www.london.gov.uk/sites/default/files/ca4s_toolkit.pdf

In addition, other suggested resources regarding Air Quality www.londonair.org.uk/LondonAir/Default.aspx www.friendsoftheearth.uk/clean-air/clean-air-schools-educating-generation-about-air-pollution

Alternatively, the following pages have been prepared by Friends of the Earth.

www.friendsoftheearth.uk/sites/default/files/downloads/clean-air-schools-pack-103300.pdf

What is air pollution?

What makes the air dirty?

There are many activities in our day to day lives which contribute to air pollution. Air pollution can be caused when we burn fossil fuels, such as coal, natural gas, petrol or diesel. We use these energy supplies for all sorts of things, from cooking and washing, to lighting and heating our homes and schools, and travelling by car.

The most concerning pollutants in the air are nitrogen dioxide (NO₂) and particulate matter (PM), or particulates. Other pollutants can include ozone (O₃) and sulphur dioxide (SO₂).

Nitrogen dioxide (NO₂): Breathing this in can irritate and damage the lining of the lungs. You can't see or smell NO₂ in the air, except in very warm weather when it sometimes combines with other chemicals in the air and makes the sky look hazy and brown.

Particulate matter (PM): Particulates are tiny particles of dust, soot or liquid which are too small to see. When you breathe these in they can sometimes go deep in to your lungs and the smallest can even pass into the bloodstream.

Air pollution and cars

One of the biggest causes of air pollution today is transport, especially cars. Today there are about 25 million cars on the road, and most of these use petrol or diesel as fuel. These cause gases and particles to be ejected from the exhaust, which contribute to air pollution. This pollution can be particularly dangerous for children.

Fact sheet

Air pollution in the past – the Great Smog in London

Even before there were so many cars on the roads, London suffered from the effects of air pollution. Since the Industrial Revolution, in the 18th century, factories sprang up, producing pollution in the form of smoke. When smoke and fog mixed together, they made 'smog', which made the air hard to breathe, and also makes it difficult to see. Smog was very bad in 1952, a period of time which became known as the Great Smog. During the Great Smog in London, around 8,000 to 12,000 people died from causes related to the levels of pollution in the air.

How does air pollution affect your health?

Air pollution can contribute to breathing problems, the development of asthma, and lung and heart diseases. The risks are greater for children, as your bodies are less resilient and still developing. Because of your height, you are also closer to the exhaust fumes from cars. Studies have also shown that living in very polluted areas can stop your lungs developing properly, which could cause health problems later in life.

Things you should know!

According to Asthma UK:

- Children and young adults with asthma are more at risk from the effects of pollution because they have faster breathing rates and their lungs are still developing.
- Children living in areas with high pollution are more likely to have reduced lung function as adults.
- Long-term exposure to high concentrations of air pollution may cause asthma in children
- Breathing in outdoor air pollution and diesel exhaust are linked to causing lung cancer
- It is estimated that exposure to air pollution contributes to 40,000 premature deaths every year in the UK.

Fact sheet



Classroom exercises for #AirQualityHour

The below outlines suggested activities for schools to deliver during #AirQualityHour.

AIR QUALITY HOUR IDEA 1

AIR QUALITY BINGO

Decide who is going to be the caller. The caller reads out the below words with their definitions. Using the Bingo grid in the Appendix, everyone else (the players) will need to write down the below terms in random squares. The caller then calls out each word at random. The first person to complete a line is the winner.

- **Petrol** – an example of a fossil fuel which, when burned, causes air pollution
- **The great smog** – happened in 1952 and caused the early deaths of around 8,000 to 12,000 people
- **Nitrogen dioxide (NO₂)** – a harmful pollutant of air in the UK
- **Asthma** – a condition which affects some people, making it harder for them to breathe
- **Immune system** – helps your body fight off infections, and can be affected by air pollution
- **Cars** – there are about 25 million of these on the roads in Britain
- **Lungs** – a part of your body which helps you to breathe
- **Particulates** – tiny particles of dust, soot, and liquid in the air, which are too small to see
- **Pollutants** – particulates and nitrogen oxides are both examples of these
- **Atmosphere** – another name for the air around you
- **Air quality** – a measure of how clean or dirty the air in a particular area is
- **Exhaust** – the part of a car which ejects dirty waste
- **Acid rain** – damages trees and plants; nitrogen oxides contribute to this
- **Contaminated** – how air which contains pollutants could be described
- **Diesel** – these cars are some of the most polluting
- **Idling** – cars leaving their engines running when stationary.

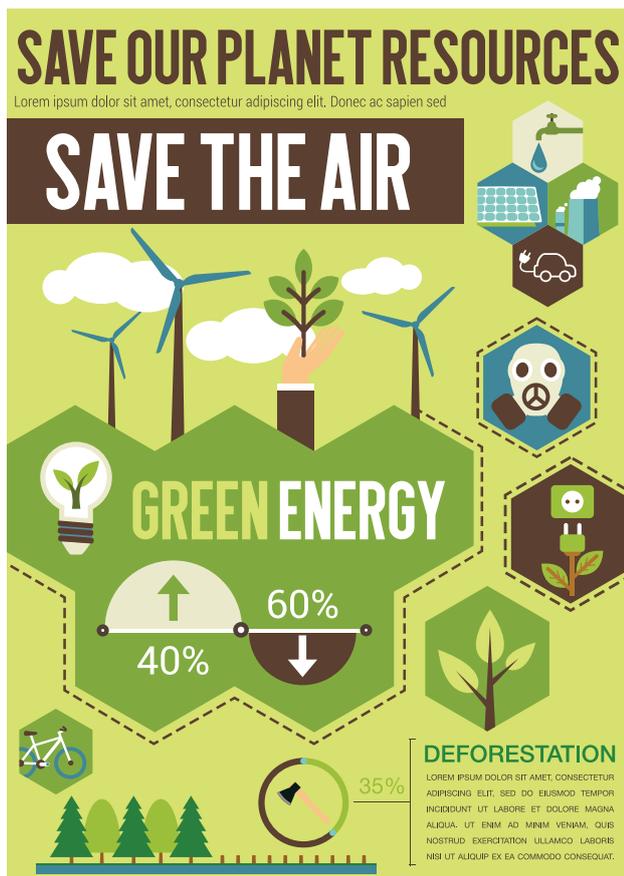
See Appendix for template

AIR QUALITY HOUR IDEA 2

WRITE A LETTER

Children are encouraged to write a letter to their parents/carers regarding air quality and car idling. The letters are to ask them not to leave their cars idling if they drop them off / pick them up, or preferably leave their cars at home and walk, scooter, cycle or take public transport to school. Letters are then displayed in classrooms / receptions, available for parents / carers to see.

See Appendix for template



AIR QUALITY HOUR IDEA 3

DESIGN A POSTER

Create a poster or series of posters to convey key air quality messages, e.g. a poster warning of the dangers of idling engines, to display in the school car park.

Share your posters with us on social media, by tagging @LBRUT on Facebook or Twitter, using the hashtag #dontbeidle, or by email to campaigns@richmond.gov.uk. We will share them on our web pages and through the Council social media. The best three A4 portrait posters submitted by 28 March may be displayed on the Council's Air Quality Monitoring stations together with your pupil's name and age.

PRIMARY SCHOOL AGED CHILDREN COMPETITION

We would like children from every primary school to help design maps describing a 'breathe easy' route to school. These routes could include the best cycle routes / parks and open spaces / public transport / walking, in their community.

Entry Requirements:

1. On one page of A4 / A3 (can be digital or hand-drawn)
2. Include drawings / images and words
3. The maps should be submitted as PNG image files or PDFs
4. Entries must include the school name, name and age of each pupil
5. Entries must be submitted by 5pm on Thursday 28 February to campaigns@richmond.gov.uk

The Council will review all the proposed maps and create a website show casing the best from each local area – helping other children and families plan their route to school.

Entries will be judged by Council officers and the Cabinet Member for Transport, Streetscene and Air Quality and the Cabinet Member for Schools. . There will be three categories: Year 1&2, Year 3&4, Year 5&6.

Judges will shortlist the top five from each category and invite them to a Prize Giving event. All shortlisted will receive a certificate. The winner of each age group will win a £100 voucher for a local bike shop.





SECONDARY SCHOOL AGED CHILDREN COMPETITION

We would like secondary school students to create a 30 second video or animation that the Council and local groups / organisations and schools can use on social media regarding car idling – encouraging drivers to turn off their cars. We will share shortlisted entries on our social channels and add them to the Council website.

Entry requirements:

- Videos should be no more than 30 seconds long
- Videos must include these two facts (either as a caption / theme or voice over)
 1. Attention drivers! Don't be idle – switch your engine off
 2. Leaving cars idling is bad for the environment and our health
- Videos should be in mp4 format and sent in via WeTransfer to campaigns@richmond.gov.uk or shared on social media (ensuring you tag the Council using @LBRUT on Facebook or Twitter and use the hashtag #dontbeidle) If schools would like to submit their submissions in other formats, please call 0208 487 5162 to discuss this.
- Entries must include the name and age of the pupil
- Entries must be submitted by 5pm on 28 March.

Please note that any submissions that feature a young person under 18, must be accompanied by a consent form, from parents/carers agreeing that the young person consented to being filmed and agrees to the video being shared on social media. Consent forms are available in the Appendix for printing. Any video featuring a young person and no consent form, will not be eligible.

Entries will be judged by Council officers, along with the Cabinet Member for Transport, Streetscene and Air Quality, and the Cabinet Member for Schools, in three age groups: Year 7,8 & 9, Year 10 & 11, Year 12 & 13.

Judges will shortlist the top five from each category and invite them to a Prize Giving / screening event. All shortlisted will receive a certificate. The winner of each age group will win a £100 voucher for a local bike shop.

To see the terms and conditions for this competitions, please go to:

www.richmond.gov.uk/idle_free

For more information, please contact:

**campaigns@richmond.gov.uk
or 0208 487 5162**

SCHOOL TRAVEL PLANS

Will you be in our Green Travel league table?

A School Travel Plan (STP) sets out how a school intends to increase levels of walking, cycling and use of public transport for the journey to and from school.

It is developed through a partnership involving the school, the Council (in particular Transport and Education), the health authority and the community.

It is based on consultation and engagement with teachers, parents, pupils, governors/boards and other local people.

Not all primary and secondary schools in the borough have a school travel plan. We want even more schools to sign up. In June we will be releasing a list of those schools who have travel plans and are going above and beyond to be a 'Green School'. Make sure you are on this list.

For more information on how you can have a School Travel Plan, go to:

www.richmond.gov.uk/school_travel_planning



Idling cars are harmful. We are an idle free school please turn off your engines.

Pledge your support at
www.richmond.gov.uk/idle_free



SIGN OUR PLEDGE

We would like all schools to sign our anti-idling pledge, to demonstrate that they are actively encouraging parents / staff / visitors and contractors not to idle outside their school.

Please sign our pledge if you are doing at least two of the below:

- Hosting an #AirQualityHour
- Have / working on a school travel plan
- Sharing air quality facts and guidance with parents
- Monitoring idling outside your school, during pick-up and drop off times
- Actively encouraging active travel for pupils

All schools who sign the pledge will be sent a banner to be displayed on their school gates, and a digital logo to include on their website / e-communications.

To sign the pledge, go to:

www.richmond.gov.uk/stop_idling

Appendix One:

AIR QUALITY BINGO

Write each air quality word/phrase in the boxes below. Write them in random boxes, not in order. When the caller reads out each word, cross them off.

The first to cross off a whole row wins!



Appendix Two:

Example parent letter

The below is an example letter that children can complete / amend to send to parents or carers

Dear

At school we have been learning about the air that we breathe. We have learnt that clean air is better because

One of the things that makes our air dirty is when people leave their car engines running. Some people do this when they are stopping to and

This is called car idling. This is bad because

We would like our school to be kind to the environment. So, I am writing to you to ask you to make sure you do not leave your car engine running, but also

If the air around us is clean it means I can

Thank you

From

.....

Here is a picture about car idling:

Official Photographic Consent Form (under 18s)

Project: Car Idling School Competition

Project manager: Lyle Skipsey

Contact: lyle.skipsey@richmondandwandsworth.gov.uk

At the London Borough of Richmond upon Thames and Wandsworth Councils we take the issue of child safety very seriously, and this includes the use of images of pupils of borough schools and local residents under the age of 18 years old. Including images of minors in Councils' publications, Council websites (www.richmond.gov.uk and www.wandsworth.gov.uk) or social media can be motivating for the minors involved, and provide a good opportunity to promote the work of the Councils. However, Councils have a duty of care towards minors, which means that minors must remain unidentifiable, reducing the risk of inappropriate contact, if images are used in this way.

We ask that parents/legal guardians consent to the Councils taking and using photographs and images of their children. We will not ordinarily include the full name of the minor alongside an image but may seek individual permission from the parent/guardian to do so on occasion.

Please complete, sign and return this form to named Project manager at the London Borough of Richmond upon Thames or Wandsworth Councils.

I consent to photographs and digital images of the child named below, appearing in London Borough of Richmond upon Thames or Wandsworth Councils printed publications, websites (mentioned above) or social media (Twitter, Facebook, Instagram, Youtube). I understand that the images will be used only for Council purposes and that the identity of my child will be protected unless I have agreed to the publication of my child's full name.

Name of child:

Name of parent/guardian:

Address:

Telephone:

Email:

Signature:

Date:

Queries regarding this form should be addressed to the [contact name and address].

Photographic/video consent form

Project: Car Idling School Competition

Project manager: Lyle Skipsey

Contact: lyle.skipsey@richmondandwandsworth.gov.uk

Dear Sir/Madam

Re: Photographs and videos taken of me ("The Photographs") for the use of the Communications Department of the London Borough of Richmond upon Thames and London Borough of Wandsworth ("The Councils")

I hereby assign full copyright of The Photographs and Video footage to the Councils together with the right of reproduction either wholly or in part on social media, online or printed materials.

I agree that the Councils or its licensees or assignees can use The Photographs and Video either separately or together, either wholly or in part, in any way and in any medium.

The Councils and its licensees or assignees may have unrestricted use of The Photographs and Video for whatever purpose, including advertising, with any reasonable retouching or alteration. I agree that the Councils or any person authorised by or acting on its behalf may use The Photographs and Video or any reproductions of them for any advertising purposes or for the purpose of illustrating any wording, and agree that no such wording shall be considered to be attributed to me personally unless my name is used.

Provided my name is not mentioned in connection with any other statement or wording which may be attributed to me personally, I undertake not to prosecute or to institute proceedings, claims or demands against either The Council or its agents in respect of any usage of The Photographs. I have read this model release form carefully and fully understand its meanings and implications.

Name:

Short description of hair colour and clothing on the day of filming (this is to help us identify which photo is yours)

Signed:

Date:

