

How to: run an event



Running an event allows face-to-face conversation, enabling people to ask the questions that they have about air pollution and get support on exactly what concerns or confuses them. This handy guide aims to make holding such an event easy and effective - be it in a community space, shopping centre or supermarket.

- Make your event eye-catching to draw in crowds
- Get as many people as you can along to help support you on the day
- Pick a time and a location that maximise the number of people who can attend
- Use the Clean Air Day materials to help you shout about your event
- Take photos of people holding up a pledge card on their own phone and ask them to share it straight away on their social media feeds, ask them to tag @cleanairdayuk and use #CleanAirDay

Top tips



Event coordinator

- You'll need to find someone to coordinate the event on the day
- For a super-successful event, the coordinator should be organised, enthusiastic, able to communicate well with people and be positive about the mission to reduce air pollution



Give your car the day off



Find out how to protect yourself and your family

#CleanAirDay
cleanairday.org.uk



Promote your event



- Use our posters and social media posts to promote your event online and in real life
- Read our publicity tips to promote your event before the day
- Advise to let Buckinghamshire Council know so that we can promote the event

Before the day

- Book a space for the stall. Somewhere with a high footfall is ideal
- Decide who will run your stall(s) on the day
- Print your posters, leaflets and pledge cards
- Order marker pens for completing the pledge cards and any other stationery you might need (you don't want to run out of pens!)
- Read our website to brush up on your knowledge about air pollution ready to share on the day





On the day



- Set up your stall and put up/out your posters, leaflets and pledge cards
- Use the pledge cards to engage passers by and invite them to write their commitment to tackle air pollution on the pledge card
- Take photos of people holding up their completed pledge cards and post them on social media. (If doing this on behalf of an organisation, you may need to complete photo permission forms. Check with your Data Protection Officer.)
- Talk to people, the main aim is to improve how much people know about air pollution
- You could explain how pollution is caused, how people can create less pollution themselves, how it affects their health and what they can do about it

Running an event

On Thursday 20 June, Iver Village Junior School celebrated the third national Clean Air Day!

Our wonderful Eco Council presented an assembly to educate and inform us all of the importance of having clean air to breathe and how we can all help by walking, cycling, scooting to school or even just by switching off our engines on the school drop off and pick up.

Later that day, 22 eco-friendly pupils took part in a project organised by our friends at Heathrow to create a dramatic and thought provoking artwork of a pair of lungs to make



sure we always keep in mind why we are working so hard to clean up our atmosphere. Additionally, as part of their Science topic, Year 6 pupils recorded their lung capacity for a scientific investigation into the possible correlation between height and lung capacity. They also wrote pledges as to how they could play their part to improve our environment!