

# No Idling Event Recruiter Pack



CleanAirDay



# No Idling Event Recruiters Toolkit

## Foreword

Thank you for your interest in running a No Idling event. By organising an event in your local area you'll be part of Clean Air Day – and help to make the air cleaner and healthier for everyone.

Air pollution affects you 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. But unlike other public health issues, lots of people don't know what causes air pollution, how it affects our health or how to reduce our exposure to it – which is what **Clean Air Day** is all about. It's a day to raise awareness, share information and take action to improve air quality.

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.

### HEALTH AND SAFETY NOTICE

**Above all please be very careful about running a no idling event and ensure you have a plan to keep all people involved safe. We have included health and safety guidance in this pack. The safety of volunteers, pedestrians and other road users needs to be your paramount consideration, alongside your own safety. Please only run an event if you can be assured that what you are planning will not affect people's safety.**



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# No Idling Event Recruiters Toolkit

## Introduction

This pack contains everything you need to know about running a no-idling event, including:

- Health & Safety Guidance
- Tips for recruiters
- Tools for recruiting people
- Copy for websites and social media.

Alongside this pack, there are additional resources that you can find on [www.cleanairday.org.uk](http://www.cleanairday.org.uk), including:

- Posters to advertise your event
- Flyers to hand out during the event
- A training slide deck for volunteer training
- Webinars for organisers and volunteers
- Examples of how to approach drivers.

## Why a No Idling event?

With your No Idling volunteers, you'll be part of a team going out onto your local streets, chatting to drivers and encouraging them to switch off their engines when they're parked or in stationary traffic (and it's safe!).

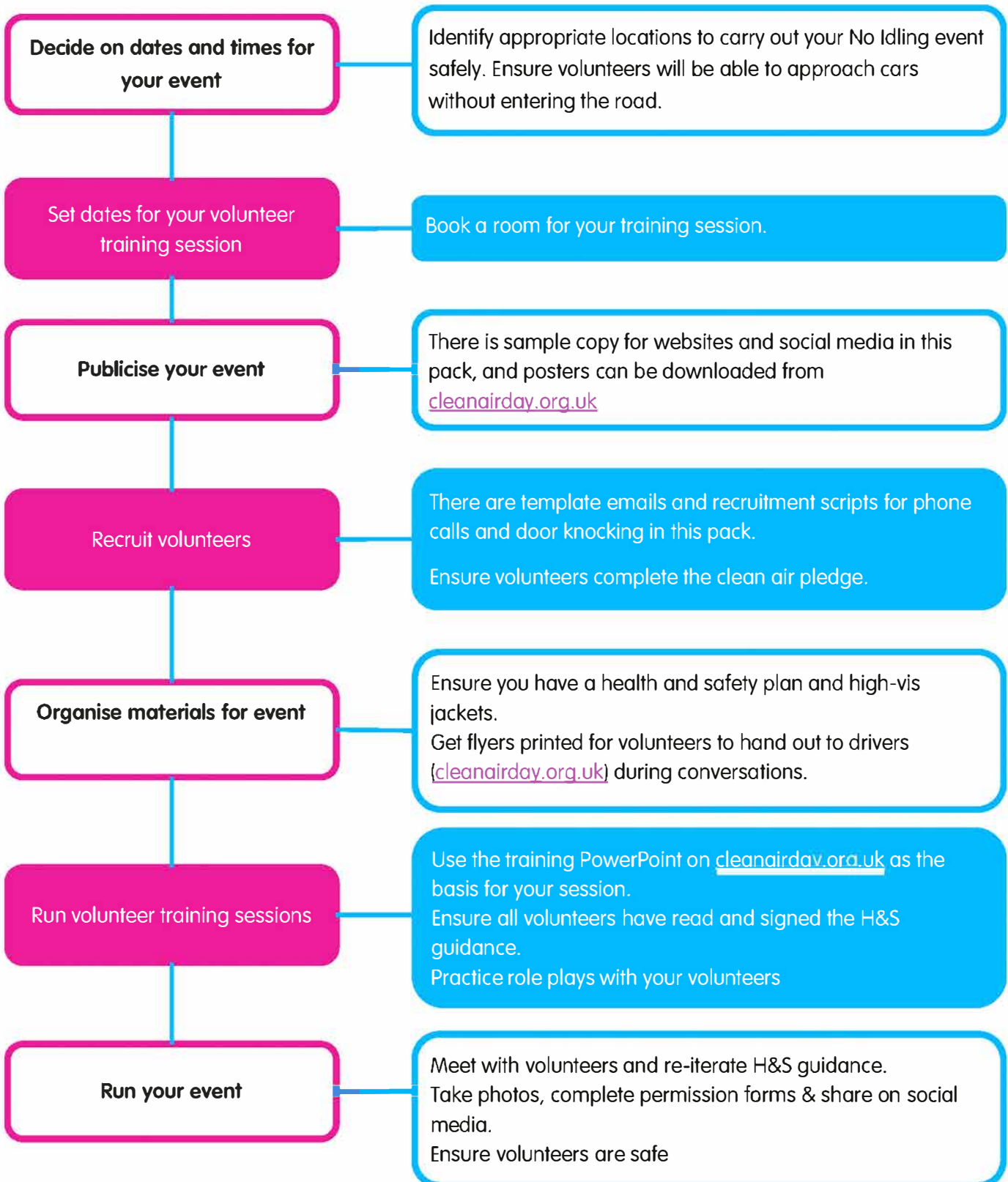
When we carried out a study with King's College London and the Cross River Partnership into the effects of switching off vehicle engines, we found that no idling can reduce peak concentrations in air pollution by as much as 20 to 30%.

Air pollution is the largest environmental health risk we face today. It causes heart and lung diseases, is linked to low birth weight and children's lung development and may even contribute to mental health issues.

By running an event you can have a big impact on the air that others breathe making your area a cleaner, healthier place to be.

**Thanks for getting involved. Your help will really make a difference. Have a great event!**

## How to run a No Idling event



## Health and Safety Guidance

The most important part of your event is keeping your volunteers safe. We've provided a template Health and Safety form to get you started. Make sure you have reviewed this closely to ensure that it meets the needs of your event.

Carry out your own risk assessment of your planned events and make sure you have taken all necessary actions to keep participants safe. Consider whether you need to have trained First Aiders available on the day.

Consider the following key points for the health and safety of your volunteers.

- The location must allow volunteers to talk to stationary drivers from the pavement
- Remind your volunteers to approach vehicles from the kerb side, and not to step into the road at any point
- Traffic lights are **not** a safe place to make a no idling intervention
- Take care when crossing roads – follow the government's THINK! campaign guidance if in any doubt <http://think.direct.gov.uk/index.html>
- Provide emergency contact numbers
- Provide high-vis clothing
- Ensure your volunteers work in pairs
- Train your volunteers in how to approach vehicles in a non-confrontational manner, and what to do if the driver isn't interested in engaging

There is more information in the template health and safety guidance form, the training PowerPoint and the volunteer toolkit.

Once you have customised your health and safety forms, ensure that all volunteers have read, completed and signed this document before taking part in any No Idling events.

*Double check all your volunteers have read and understood your health and safety guidance!*

## Top tips for recruiting

We know you're going to do an incredible job of getting people to sign-up as volunteers at your No Idling event. These tips will help you create enthusiasm among everyone you speak to and recruit a team of motivated volunteers quickly.

### Give advance notice of training

Give as much notice as you can before the training so as many volunteers as possible can make it.

### Don't forget to invite established volunteer groups

Remember to invite voluntary groups from your local community along. Whether it's a parent volunteer group at a local school, a health-based community group from your local hospital, or an environment-based group, like the local Sustrans or Transition, organised groups are likely to want to get involved.

### Involve existing members

Ask people at work or any groups you're part of to sign up, especially anyone who's already involved in a 'green team' or people who are interested in tackling environmental issues. These change makers will already be switched on to air pollution and their enthusiasm will help to get even more people to volunteer.

### Use your contacts

Contact people at businesses and organisations you have a personal relationship with. You could start with people you think will have an interest in Clean Air Day.

### Inject some energy into your language

Share your enthusiasm for the cause! Get people excited about signing up and making a difference by using engaging language. You could talk about how their contribution will directly improve health and the environment in their local community, and use powerful and emotive words to get them fired up, like "Harness your power to create a cleaner, healthier place to live and work". Who's going to be able to resist getting involved?



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## Pledge for Cleaner Air

When recruiting volunteers, ask them to complete the pledge for cleaner air. By making an active commitment to participating, volunteers are more likely to actually attend the event, and are less likely to drop out.

## Create simple and attractive communications

Feel free to use any of the Clean Air Day materials and send out a clear message in your recruitment emails, use simple and attractive designs and avoid complicated language. The Clean Air Day leaflet can be downloaded from the website.





## Recruitment phone script

We've written this script for callers with little or no experience. If you've done this before or once you feel confident, feel free to tailor it.

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Hi, my name's [...], I'm calling from [...]. How are you today? I'm calling because you're:

- A local resident who's been involved in volunteering projects before
- Working locally and have expressed an interest in volunteering opportunities

We're currently recruiting for a really exciting new event that's happening in the next few weeks.

We're looking for people to get involved in events around **Clean Air Day** on 8 October. We're looking for help to target pollution hotspots and ask drivers to turn off their engines when they're parked. Is that something you could be interested in?

It's called idling and it's a major and totally unnecessary contributor to air pollution. So this is a great chance to have a positive impact on your community and make it a better and healthier place to live, work and do business.

*How does this sound to you?*

Before the No Idling events, there'll be a training workshop – including tips on engaging drivers, a role-play to prepare you for the day and equip you with everything you need to know to spread the No Idling message far and wide.

After the training, you and the rest of your team of volunteers will take part in a No Idling event in your local area. The session will be on [insert date/time] and all we ask for is two hours or more of your time.

*Do you have any questions?*

To sign up, I just need your name, mobile number and an email address so we can send you some details about the training workshop, are you able to give me those?

*If you or your recruits have any questions have a look at the FAQs on page 12 of the toolkit.*

*Please note: volunteers must be over 18.*



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## Door-knocking recruitment script

Firstly, while door knocking your safety must always come first. But it is a highly effective way of engaging people and signing up new volunteers because you're able to speak to them face to face. These tips should help too.

Send an introductory letter to the houses you're going to visit so that when someone opens their door you can say, "Hi, I'm \_\_\_\_\_. I'm working with [Organisation] and you should have received this letter (have example letter with you) to explain why we're calling." It'll make it much easier to chat to people and get your foot in the door.

You'll probably have most success if you go out between 3pm-8pm to catch people who don't work in the afternoon and then speak to people when they get in from work later on. From experience, each person should aim to knock on about 70 doors.

And finally, door-knockers should wear a hi-visibility vest and carry a letter of authorisation with them – a laminated letter with their organisation's logo, a photo of themselves and their signature for ID.

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Hi I'm \_\_\_\_\_. I'm working with [Organisation] and you should have received this letter (have example letter with you) from us explaining today's visit. Have you received it?

Are you aware of [Organisation] and what we do? - Brief explanation if not.

We're looking for people to get involved in events around Clean Air Day on 16 June. It's a really big new initiative happening throughout the UK and it'll involve hundreds of volunteers. We're looking for help to target pollution hotspots and ask drivers to turn off their engines when they're parked.

It's called idling and it's a major and totally unnecessary contributor to air pollution. So this is a great chance to have a positive impact on your community and make it a better and healthier place to live, work and do business.

*How does this sound to you?*

Before the No Idling events, there'll be a training workshop – including tips on engaging drivers, a role-play to prepare you for the day and equip you with everything you need to know to spread the No Idling message far and wide.

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After the training, you and the rest of your team of volunteers will take part in No Idling events in your local area. The first session will be on [insert date/time] and all we ask for is two hours or more of your time.

*Do you have any questions?*

To sign up, I just need your name, mobile number and an email address so we can send you some details about the training workshop, are you able to give me those?

*If you or your recruits have any questions have a look at the FAQs on page 12 of the toolkit.*

*Please note: volunteers must be over 18.*



# No Idling Event Recruiters Toolkit

## Recruitment emails

If you're recruiting volunteers by email, it's always a good idea to tailor the language and message slightly depending on who you're writing to. Below are a few suggestions:

### Community email

Dear [insert individuals name, organisation/group name],

**Clean Air Day** is happening on **16 June** to tackle the urgent issue of air pollution. Air pollution has serious effects on our health, and transport is the biggest contributor.

We're targeting pollution hotspots in our area through **No Idling** events.

Would you like to show your support for [area name] by becoming a volunteer? You'd be part of a team working locally and part of a national event.

You'd help by speaking to drivers and explaining the damaging effects leaving their engines on when they're parked has on air quality and encouraging them to turn their engines off. Just by doing we can protect thousands of the most vulnerable people and make [area name] a nicer place to live.

If you'd like to get involved you can join us by [insert information on how your organisation wants people to join your team, your contact details and any other relevant details]

There's a training session on [insert date of training] at [insert location of training] where we'll make sure you have all the information you need to engage drivers and make the event a big success.

Together we can make a real difference and with your help we can make [area name] a healthier, cleaner place for everyone.

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## Environment Group email

Dear [insert individuals name, organisation/group name]

Clean Air Day on 16 June is an exciting initiative to tackle the urgent problem of air pollution. Air pollution not only creates an unpleasant environment, no one likes smelly car fumes, but it affects everyone's health and well-being.

We're targeting pollution hotspots in your area.

Together we have a real chance to improve [area name], and create a more pleasant and enjoyable environment for everyone to live in.

Why is this important for [area name]?

Transport is the largest contributor to poor air quality. By becoming a No Idling volunteer, you can help drivers understand the effect leaving their engines on has and encourage them to turn them off. This simple action will reduce pollution and carbon emissions and improve the environment in [area name] for thousands in our community.

What can you do to help?

As a volunteer you'll be part of a team and take part in a No Idling event. Training will be provided before the event by experienced staff at [where/when].

You can join a training session near you by [insert information on how your organisation wants people to join your team, your contact details and any other relevant details].



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## Confirmation email

Once someone has signed up to volunteer make sure you send them a confirmation email with the relevant details:

Dear [insert individuals name, organisation/group name]

Thank you so much for signing up as a Volunteer and helping at our No Idling events as part of Clean Air Day.

You'll be joining [total number of volunteers] other committed local people to tackle the greatest contributor to air pollution: transport. With your help we can make our community a healthier, cleaner and happier place to be.

Your training will take place on [insert agreed date] at [insert agreed location] from [insert start time] to [insert finish time]. The session will cover everything you need to know, including communication tips, a role play to prepare you for the real thing and equip you with all you need to spread the #noIDLing message far and wide.

Thank you again for getting involved. We're really looking forward to meeting you.

*Send further reminders out a few days before the training. Include directions to the training venue.*

## FAQs

We've put together a list of FAQs to help you answer any questions potential volunteers may have.

### **What is the purpose of the event?**

As a No Idling volunteer, and one of the hundreds of Clean Air Day volunteers, you'll ask drivers to switch off their car engines when they're stationary. It's one of the aims of Clean Air Day – to show people 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 - good for us and good for the planet too.

### **Why focus on asking drivers to switch off their engines?**

Transport is a massive source of air pollution in cities. By asking drivers to switch off their engines we can avoid a localised build-up of pollution. A recent study showed that it can reduce peak concentrations in air pollution by as much as 20-30%. Drivers will be saving fuel and maintenance costs too.

### **What is the impact of air pollution?**

Toxic gases (such as nitrogen dioxide) and particulate matter emitted by vehicle engines can cause a whole range of health problems, ranging from coughing and itchy eyes to an increased risk of heart disease, stroke, cancer and even premature death. Children are particularly at risk with air pollution linked to low birth weight and poor lung development.

### **I don't live locally. Can I still help?**

You don't have to be a resident to be a volunteer, anyone can get involved whether they work nearby, are enforcement officers or anyone else. Please spread the message to anyone you know who might be interested and put them in touch with your No Idling day organiser.

### **When do I have to be available?**

You'll need to be available for our 2-hour training session on [insert date and location of session] and commit to engaging drivers at one of the No Idling events.



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## What will the training cover?

The training will cover everything you need to know: understanding air quality and air pollution, how to approach and engage drivers (including practice role plays of certain situations), how to record engagement, and a health and safety briefing. You don't need to bring anything with you on the day, all materials will be provided.

## What will happen at the No Idling event?

Volunteers will go to pre-designated air pollution hotspots. Then, in pairs, you'll engage with drivers in the area – either thanking them for having their engines switched off or asking idlers to switch off – and provide them with information flyers and incentives.

## Can I bring my children with me for the No Idling event?

Yes, although you will need to accompany them at all times, they remain your full responsibility and we expressly request that they don't engage with drivers or the general public. Volunteers will not have been through the Disclosure and Barring System.

Please note that for health and safety reasons, trained volunteers have to be aged 18 or over.

## What if people I speak to on the day react badly?

This and other possible scenarios will be covered in the training session. You'll be advised to be completely non-confrontational and not to engage with drivers who are aggressive in any way. If you have a problem on the day please raise it with your on-the-day coordinator immediately. Most importantly, always put your safety first.

## Isn't this putting us at risk from high air pollution?

Your exposure to air pollution may increase slightly during the No Idling event but you'll be helping to decrease future air pollution. We don't recommend anyone in a 'vulnerable category' gets involved, which includes people with respiratory and cardiac conditions, and pregnant women. Please take care of yourself at the event. If you use an inhaler make sure you have it with you and if you start to feel unwell at any point please stop.



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## What do I get out of it?

Lots! You'll be helping to make your local environment a cleaner, healthier place to live, work and breathe. As a result, you'll help thousands of people in your community, particularly people who are vulnerable to air pollution. You'll also help to raise awareness and change drivers' behaviour far into the future. So, you can feel pretty pleased with your contribution. Volunteering is also an opportunity to develop your teamwork and communication skills, and a chance to explore your local area.

## Will I get paid?

This is a volunteering opportunity so there's no payment, but we will provide refreshments at the training sessions and we'll do our best to provide free hot drinks on the day too.

## How will we know if the event has been a success?

You'll be asked to record the outcomes of your conversations with drivers, then we'll combine the results from around the country and work out the overall impact on air pollution on the no idling days and the impact for the whole year.

## Where can I find out more about air quality?

Visit the Clean Air Day website [www.cleanairday.org.uk](http://www.cleanairday.org.uk) or follow us on Twitter at [@cleanairdayUK](https://twitter.com/cleanairdayUK) and use the [#NoIdling](https://twitter.com/hashtag/NoIdling) and [#CleanAirDay](https://twitter.com/hashtag/CleanAirDay) hashtags.



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## Social Media

Social media is a great way to spread the word and attract people to any events you are organising. Getting people to post on social media from your events is another way to reach people.

We're working mostly with Twitter and Facebook. However, if you love Instagram or Snapchat, or you or your organisation are active on LinkedIn, then please go for it on these platforms as well.

### Your website

Use the following text on your website to recruit volunteers for your No Idling event.

We're getting involved in an exciting project to drive down air pollution in local communities across the country and we're looking for a team of volunteers to help.

The events are taking place on [enter dates here] and will focus on #Noldling throughout the local area – asking drivers in local pollution hotspots to turn their engines off to reduce dirty air emissions from their exhausts. A free training session and materials will be provided.

As a volunteer, you'll be helping to tackle a major public health issue, as well as making your local environment a cleaner, healthier place to live, work and breathe. The No Idling events are part of Clean Air Day, a day to raise awareness about air pollution, the serious effects it has on our health and how we can reduce the amount of pollution we create.

If you're interested in getting involved call or email us today on [give contact details here].

### Twitter

Follow Clean Air Day's Twitter @cleanairdayUK and tag #CleanAirDay in your tweets.

Here are some example tweets to share to help promote your No Idling event, make sure to add links to details about where and when your specific events are taking place.

- 🐦 Help make [area name] a better place to live, work & breathe cleaner air by becoming a #Noldling volunteer [URL]
- 🐦 Protect the most vulnerable in your community against #airpollution by becoming a volunteer for #CleanAirDay [URL]
- 🐦 We're taking action against #airpollution and looking for volunteers to help us! Check out [URL]
- 🐦 You can make a difference to Air Quality in your local community, join us at our #Noldling events [URL]



## Thank You

Thank you for getting involved in the UK's Clean Air Day. Do tweet or email us to tell us about your experiences. Air pollution is seriously affecting our nation's health and we can only get the message out with the help of committed people like you. On behalf of everyone who your messages have reached: THANK YOU.



# CleanAirDay

Clean Air Day is a collaboration of 200+ health institutions, charities, local government bodies and universities.

It is co-ordinated by environmental change charity, Global Action Plan.

To find out more, visit  
[www.cleanairday.org.uk](http://www.cleanairday.org.uk)