

# Anti-Idling Campaign

Mobilize the school community to reduce air pollution from vehicles in the school zone

Theme: **Education, Encouragement** • Audience: **Parents, Principals, School Board, Students, Teachers** • School Grade: **1-3, 4-8, 9-12** • Mode: **Car, School Bus** • Issues: **Traffic Problems**

## Purpose:

To educate drivers about the health and environmental hazards of air pollution caused by idling, and encourage them to stop idling in the school zone.

## Description:

Campaign aims to change that behaviour through a combination of education and encouragement that can take many forms, depending on a school's interests and capacity. Examples of campaign activities include:

- Whole-school assembly and announcements;
- Newsletter article(s);
- Posters for display around school;
- 'Traffic counts' to measure how many vehicles are idling;
- Air quality monitoring to measure pollution levels;
- Letters to parents and school bus drivers asking them not to idle; and
- Permanent idle-free zone signage.

Student groups are encouraged to take the lead to develop a campaign message and materials, with support from teachers. Data should be collected before and after the campaign activities to measure the impact on idling behaviour.

## What you will need:

Campaign templates (see Resources below), arts & crafts materials for posters, computer to write/submit content for school newsletter.

## Help:

Student leaders/group, teachers, public health nurses, principals, school council.

## Resources:

[Idle-Free Campaign Kit](#) by Clean Air Partnership

[Idle-Free Toolkit for a Healthy School Environment](#) by U.S. Environmental Protection Agency