



TEMPLATE TEXT FOR NEWSLETTERS & WEBSITES

SWITCH OFF TO TAKE CARE OF YOUR AIR **Campaign supports Colchester residents' concerns about air quality**

Mini version I – 50 words

CAREless Pollution is a campaign urging drivers in Colchester to switch off their engines when stationary to improve air quality. Air pollution inside a vehicle with the engine running is up to seven times higher than the air pollution outside the vehicle, increasing your risk of respiratory diseases.

Mini version II – 50 words

87% of local people are concerned about air quality in Colchester and 41% think the town is highly polluted. Show your support for the CAREless Pollution campaign by switching off your engine while waiting to reduce the risk of breathing bad air inside your vehicle and help improve local air quality.

Short version – 100 words

CAREless Pollution is a Colchester-wide campaign encouraging drivers to switch off their engines while they wait at traffic lights, level crossings or outside schools to reduce air pollution.

Scientific research shows that air pollution inside a vehicle with the engine running is up to seven times higher than the air pollution outside the vehicle. There is strong evidence that links air pollution to heart disease, stroke, respiratory disease and lung cancer.

Switching off your vehicle engine is a simple action that brings health benefits to everyone inside the car. For more information and to get involved: www.colchester.gov.uk/cleanair.

Long version – 340 words

CAREless Pollution is a Colchester-wide campaign encouraging drivers to switch off their engines while they wait at traffic lights, level crossings or outside schools to improve their own health and help reduce air pollution in the town.

The campaign, CAREless Pollution, comes as research (1) shows 87% of local people are concerned about air quality in Colchester and 41% think the town is highly polluted.

CAREless POLLUTION, is urging drivers to adopt better driving habits and switch off their vehicle engines while waiting, in order to reduce the risks associated with breathing in polluted air. Research carried out by the University of Surrey has found that pollution inside

a stationary vehicle with the engine running is **seven times higher** than the air pollution outside the vehicle (2).

Switching off your vehicle engine reduces emissions which brings an important health benefit to everyone inside the vehicle and could save you money on fuel.

Leaving the engine running while sitting at the traffic lights or queuing in traffic is often an unconscious, careless action taken without any thought or attention to the potential harm it may cause to your own health or to the health of loved ones. The campaign explains the link between exhaust fumes and poor health, to demonstrate that small actions like switching off your engine can make a difference to your own health and those around you. Air pollution causes the development of heart disease, stroke, respiratory disease and lung cancer, all of which lead to reduced life expectancy.

Funded by the Department for Environment Food and Rural Affairs, the CAREless Pollution campaign is working closely with local schools and businesses to change people's car driving behaviour and attending local events in and around Colchester.

There are a range of campaign materials available to help local people spread the campaign message among the people they know, including a Toolkit for Schools, a Volunteer pack, posters, postcards, car stickers and all-weather outdoor signs.

To access campaign materials, read further information or to get involved in the campaign please visit: www.colchester.gov.uk/cleanair.

References:

- (1) Clean Air Survey, Colchester Borough Council, October 2019 – January 2020
- (2) Concentration dynamics of coarse and fine particulate matter at and around signalised traffic intersections, Kumar P. & Goel A., University of Surrey, 2016