**CAReless Pollution campaign**

**Short text for regular comms bulletins & social media posts**

If your organisation has a regular newsletter which is sent to parents/staff/members/ volunteers or others who engage with your operations, then perhaps you could include reminders in every edition about switching off your car engine every time you wait. It could be framed as ‘Did you know?’ or ‘Fact of the week’.

We know from our campaign research that engine idling is an inadvertent habit and that reminders are effective in increasing engine switch offs.

Visit [www.cleanaircolchester.org](http://www.cleanaircolchester.org) to find out more about the CAReless Pollution no idling campaign and to download or request our free materials.

Health

Vehicle drivers and their passengers breath in poor quality air when sitting in a vehicle that is stationary with the engine running. In fact, the air pollution inside is up to seven times higher than the air pollution outside the car, increasing the risk of developing heart disease and lung cancer.

When walking to school, children are exposed to 30% more air pollution than adults, because their shorter height means they are in closer proximity to vehicle exhaust fumes. This is especially worrying because air pollution affects every organ in the body, stunts young lung growth and worsens conditions like asthma.

Every minute, an idling engine produces enough exhaust emissions to fill 150 balloons with toxic fumes containing chemicals like carbon monoxide, cyanide and nitrogen oxides.

Regulations/the law

Double yellow lines on the road, as are usually shown outside schools, indicate that there should be no parking at any time and you could be issued with a fine. Sitting in the car with the engine running is classified as waiting and is equally not allowed.

Rule 123 of the Highway Code states that you must not leave your engine running unnecessarily when stationary – if you are likely to be stationary for more than a couple of minutes you should switch off your engine. Failure to do so could result in a fixed penalty notice.

Financial

Leaving a car idling is an expensive way of going nowhere as sitting with the engine running for 10 seconds uses more fuel than switching your engine off and then on again. Switch off every time you wait to save money on fuel.

General

An idling engine produces up to twice as many exhaust emissions as when an engine is moving. That’s why switching off your engine every time you wait can immediately cut your vehicle’s pollution by up to 30%.

Modern cars with stop/start technology can be switched on and off repeatedly without unnecessary wear on the engine, loss of performance or damage to the battery.

In cold weather, turning off the engine but keeping the ignition on with the fan blowing will provide warm air for up to 30 minutes. You can also avoid idling to defrost the windows by instead putting a screen cover or some cardboard over your windscreen.

If you regularly drive on the same route to work or school, take notice of how long a traffic light remains red and how long you are waiting. If it’s longer than 30 seconds, you could switch off your engine and reduce 100% of the toxic emissions your vehicle is generating during this time. It will improve the air you breath as well as saving you money on fuel.

Every vehicle engine that is switched off when stationary helps make a difference to the air that everyone breathes in Colchester.

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