



SOCIAL MEDIA POSTS

A new Colchester-wide campaign has launched today, Clean Air Day, to encourage drivers to switch off their car engines while they wait at traffic lights, level crossings or outside schools. Find out more at www.colchester.gov.uk/cleanair

#takecareofyourair #carelesspollution

87% of local people are concerned about air quality in Colchester. Careless Pollution is a new campaign urging drivers to switch off their engines while waiting to reduce the risk of breathing bad air inside their cars and improve local air quality. Find out more at www.colchester.gov.uk/cleanair

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Air pollution inside a car with the engine running is up to seven times higher than the air pollution outside the car, increasing your risk of heart disease and lung cancer. Find out more at

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Switching off your car engine is a simple action that brings health benefits to all car drivers and everyone inside the car. Find out more at www.colchester.gov.uk/cleanair

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Currently only 15% of drivers regularly switch off their engine when their car is not moving.

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

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Modern cars can be switched on and off repeatedly without unnecessary wear on the engine, loss of performance or damage to the battery. Find out more at www.colchester.gov.uk/cleanair

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An idling engine is a significant contributor to local air pollution and can produce up to twice as many exhaust emissions as an engine in motion. Switching off your engine can cut pollution by up to 30% and the effects are immediate. Find out more at www.colchester.gov.uk/cleanair

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Sitting with the engine running for 10 seconds uses more fuel than switching off and on. Switch off every time you wait. Find out more at www.colchester.gov.uk/cleanair

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Turning off the engine but keeping the ignition on with the fan blowing will provide warm air for up to 30 minutes. Switch off every time you wait. Find out more at www.colchester.gov.uk/cleanair

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