ENGINE OFF EVERY STOP SUPPORTER PACK

Idling Action London

@idlingaction #noidling

www.idlingaction.london

SUPPORTED BY

MAYOR OF LONDON

Idling Action London is a Mayor's Air Quality Funded project led by the London Borough of Camden and the City of London Corporation

The Campaign

About us

Idling Action London is a behaviour change and education project tackling vehicle engine idling as a source of avoidable air pollution across 30 London boroughs and the City of London. We are fully funded to deliver workshops with schools, Idling Action Events (interventions with drivers in a local area, often with support from community members) and business engagement (offering workshops and resources for organisations to commit to no idling). For more information check out our website, Twitter and Facebook.

We have created an advertising campaign targeted towards London's drivers, comprising 'out-of-home' radio, billboard and petrol pump ads, and online and social media engagement. This will run for four weeks during February and March 2021.

Mission statement

We want drivers to know that switching off your engine when pulled over is the easiest way to help protect the health of Londoners by making an immediate improvement to local air quality. We believe that if London's drivers knew about the pollution created by an idling engine and the dangers of that pollution, they would switch off when pulled over.

Our month long "Engine Off Every Stop" advertising campaign is designed to spread the engine off message and empower all London drivers to make a change. The images, videos and messages that make up our campaign have been created to make the invisible threat of air pollution visible.

Why target idling?

Tackling vehicle engine idling is a great way to achieve an immediate improvement in local air quality. Research conducted by TRL on the emissions profile of idling engines demonstrates the surprising amount of harmful nitrogen dioxide (NO_2) pollution emitted by an idling engine, which can contribute to raising pollution levels to above the legal limit. We know that exposure to these emissions damages our vital organs and is linked to serious health conditions.

For more information on the importance of tackling idling click here

Want to support our campaign and spread the #EngineOff message?

This pack provides all the resources you need to get involved and help share the Engine Off message with your friends, family, colleagues and neighbours. As we have suspended face-to-face campaigning (as of March 2020) this pack allows you to get involved whilst staying home and respecting social distancing guidelines.

This is a public awareness campaign so we are inviting you to use and share our free social media resources (images and videos) to help spread the #EngineOff message. It's easy to get involved – just use some of the ready-made text below and our downloadable images or videos to schedule into

your social media posts. Make sure you tag us (@idlingaction) into your posts so we can share your messages too!

We're working mostly with Twitter and Facebook. However, if you love Instagram or you or your organisation are active on LinkedIn, please share the campaign on these platforms as well.

For larger businesses and local authorities wanting to use our campaign images and videos, please get in touch and we can share high-quality artwork in a range of formats.

Campaign dates

The campaign begins on 22nd February and runs until 21st March. We are expecting to repeat this campaign later in 2021.

Spreading the message

Twitter

Please follow, retweet and reply to the @idlingaction Twitter account.

The quickest way to help us spread the message is to retweet our posts. Alternatively, you can post one of the suggested tweets below. Please attach the campaign video or images where possible (JPEGs are included in supporter pack download there are two image formats). And if you see our billboards why not take a picture to share as part of your post!

Remember to use the hashtag #EngineOff in your tweets.

If you are part of an organisation please tell us how you will be supporting the campaign, for example by taking the #EngineOff pledge. Tag us (@idlingaction) and we can show our thanks and give you a shout out.

Suggested tweets:

- Engine idling damages the health of those around you. Engine Off. Every Stop. Visit www.idlingaction.london to join us in tackling this source of air pollution #NoIdling #EngineOff #IdlingAction @idlingaction
- Engine idling produces air pollution which contributes to asthma, lung and heart disease. Engine Off. Every Stop. Find out how to tackle it at www.idlingaction.london #NoIdling #EngineOff #IdlingAction @idlingaction
- Engine idling damages the health of those around you. Want to help tackle this unnecessary source of air pollution? Visit www.idlingaction.london for find out how. #NoIdling #EngineOff #IdlingAction @idlingaction
- Pollution from idling engines is easy to ignore, because it is often invisible. But idling damages the health of those around you. Engine Off. Every Stop. Visit www.idlingaction.london for more info #NoIdling #EngineOff #IdlingAction @idlingaction
- Leaving your engine running for 30s produces almost twice as much pollution as switching off and on again. Engine Off. Every Stop. Visit www.idlingaction.london for more info #NoIdling #EngineOff #IdlingAction @idlingaction@idlingaction
- @IdlingAction are launching a new awareness campaign encouraging drivers to switch off. I attended their Call to Action event and downloaded the Campaign Supporter pack to help share crucial air quality messaging #EngineOff

- Have you seen @IdlingAction adverts in your neighbourhood? Exhaust from idling engines damages respiratory health. Engine Off. Every Stop. Visit www.idlingaction.london for more info #NoIdling #EngineOff #IdlingAction @idlingaction

Longer posts for Facebook/ LinkedIn or other sites

Please post on other platforms too. You can use the two example posts below. Please attach the campaign images or video where possible. Tag us if you can and use #EngineOff.

If you have helped us create or share the campaign or if you have volunteered at any of our events, why not share your experiences? It's a great way of celebrating your work and encouraging others to join the campaign.

- www.facebook.com/idlingaction
- www.linkedin.com/company/idling-action-london Please use LinkedIn to share the campaign with your professional network. It is a great way to encourage businesses to sign up to our Engines Off campaign.

Neighbourhood post

Roadside air pollution is a risk to public health and a serious issue in our neighbourhood. Turning off your engine while waiting at the side of the road is a simple way to tackle harmful emissions like nitrogen dioxide and improve local air quality.

Idling Action London have created a new awareness campaign to spread the message about the importance of switching engines off. Please share this post with your neighbourhood so we can work together for cleaner, healthier air.

To get involved visit Idling Action for the campaign supporter pack. You can nominate schools and businesses for free resources, workshops and interventions with Idling Action Officers.

Knowledge is power. If drivers knew that idling causes toxic emissions to build up around and inside their vehicle, they would switch off where possible. So help us spread the message and make a difference in your area.

#IdlingAction #CleanAir #EngineOff #NoIdling

Professional post

I am proud to support Idling Action London's new public awareness campaign.

Air pollution is the biggest environmental threat to health in the UK and road vehicles are responsible for more than half of London's toxic emissions. Turning off your engine while waiting at the side of the road is a simple way to cut harmful air pollutants like nitrogen dioxide and improve local air quality.

Idling Action London are calling on London's businesses to act on air pollution. Organisations big and small can help lead the way to cleaner air by taking the Engines Off pledge. Free resources and workshops are available to help you make a commitment to cleaner air.

Share this message and contact info@idlingaction.london to get involved. Together we can work together for cleaner, healthier air.

https://www.youtube.com/watch?v=BMDFyB5XXJQ&feature=emb_title

#IdlingAction #CleanAir #EngineOff #NoIdling

Getting businesses involved

Nominating a business

Is there a business that you would like to see commit to reduce idling? Get in touch with us at info@idlingaction.london or direct message us on Twitter. Give us details of the organisation and your concerns about idling. We will work with our local authority partners to make contact and offer free resources and driver education.

Encouraging action from your employer

Does your work involve driving? Would you like your employer to take steps for cleaner air? Use the below information and encourage your employer to reach out to us. We would love to work with you.

Contacting business email

Subject: Engine Off Every Stop
To: <email>

Hello <name>,

Air pollution is the biggest environmental threat to health in the UK and road vehicles are responsible for more than half of London's toxic emissions. Addressing roadside engine idling is a simple way to tackle harmful air pollutants like nitrogen dioxide and improve local air quality. <organisation> can commit to reduce engine idling and help Londoners breathe cleaner air.

Idling Action London are providing free support to organisations. They can help you to establish a business case for tackling engine idling and tailor an idling policy specific to your organisation. There are free training resources available for drivers and comms materials for sharing this commitment publicly.

<Organisation> could also support Idling Action's new behaviour change campaign by sharing videos and images online and on premises.

If you are interested, please contact info@idlingaction.london to discuss the next steps.

Kind regards,

Schools and community groups

Idling Action have loads of resources for schools and community groups. For more information see www.idlingaction.london/schools or contact info@idlingaction.london and we can direct you to the tools you need.