

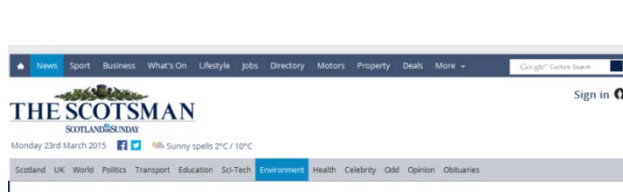
# **CAFS communication plan...**

## **Young Scots tackling air pollution**

**Scottish Air Quality Seminar**  
**24 January 2015**

**Colin Gillespie**

# Air quality continues to hit the news...



## Calls for free buses after Scots air pollution rise



 **2,094**  
Deaths in  
Scotland  
each year

 **306**  
Glasgow

 **205**  
Edinburgh



## Glasgow air pollution among UK's worst

29 April 2015 Last updated at 14:50 BST







The Supreme Court has ruled that the UK government must take immediate measures to reduce air pollution under European law.

The ruling represents a victory for campaigners who began legal action after the UK breached EU limits for nitrogen dioxide.



- AQ continues to rise up the public and political agenda
- Public link still to be made between source and solutions

# Communicating the issues in CAFS

<b>Transport:</b> A Scotland that reduces transport emissions by supporting the uptake of low and zero emission fuels and technologies, promoting a modal shift away from the car, through active travel (walking and cycling) and reducing the need to travel.		<b>Health:</b> A Scotland which protects its citizens from the harmful effects of air pollution, reducing health inequalities.	
<b>Legislation and Policy:</b> A Scotland where all European and Scottish legal requirements relating to air quality are as a minimum complied with.		<b>Placemaking:</b> A Scotland where air quality is not compromised by new or existing development and where places are designed to minimise air pollution and its effects.	
<b>Communication:</b> A Scotland where all citizens are well informed, engaged, and empowered to improve our air quality.		<b>Climate Change:</b> A Scotland that reduces greenhouse gas emissions and achieves its renewable energy targets whilst delivering co-benefits for air quality.	

## Communications Working Group

- Sets out communication plan
- Different ways to communicate to the public and wider audience
- Maintain a consistent message
- Match style and message with audience





# Working in partnership...



- Helps to deliver the same message
- Utilising existing and shared resources
- Delivering multiple benefits
- Communicating message to key groups
- Linking with wider duties

# Working with young adults...



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## Work programme for 2016:

- Pre-Jam Taster Event – 18 June
- Whispering Dishes – VentureJam Kick Off event – 5 August
- VentureJam Weekend Workshop – 6 and 7 August
- Developing the pitch for Venturefest Scotland – 27 August
- Promotions and Building Projections – 30 August
- The final Pitch at Venturefest – 1 September



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# Presenting information at the Pre-Jam Taster event...

## Pre-Jam Taster:

- Event aimed at wide age group
- Present information at different levels
- Provide hands-on material
- Mix information with practical/interesting facts
- Developing knowledge and confidence





# Young people thinking about the issues at VentureJam...

## VentureJam Weekend:

- Workshop aimed at older age group
- Present information at different levels
  - factsheets
  - exhibits
  - mentors
- Allow participants to develop
- Nurture ideas – we can all contribute to solutions
- Developing concept towards business plan



# Scotland's own DRAGONS' DEN at Venturefest...



## Venturefest Scotland:

- 3 teams went up against it...
- Ideas can turn in to reality
- No single solution
- Builds confidence
- Information and solution is in their hands
- Winning team can now develop their prototype



**Builds confidence, raises awareness to the problems without lecturing about the issue**



# Grabbing the publics attention...

Getting the message out there...

- There are many ways to get the information out
- Something bold can capture the attention and imagination
- Develop new ways to communicate
- Social media gets people talking



# Capturing the younger audience...

Changing the communication method:

- National education package for schools
- Taking good ideas, presenting information in a different format – to educate and engage
- Provide hands-on interactive material
- Inform and promote
- 300,000 annual visitors
- 76,000 Educational in-reach participants



This site is developed by:



**Vision – A brighter future for Scotland through science**

# Interactive Clean Air for Scotland exhibit



Pollutants

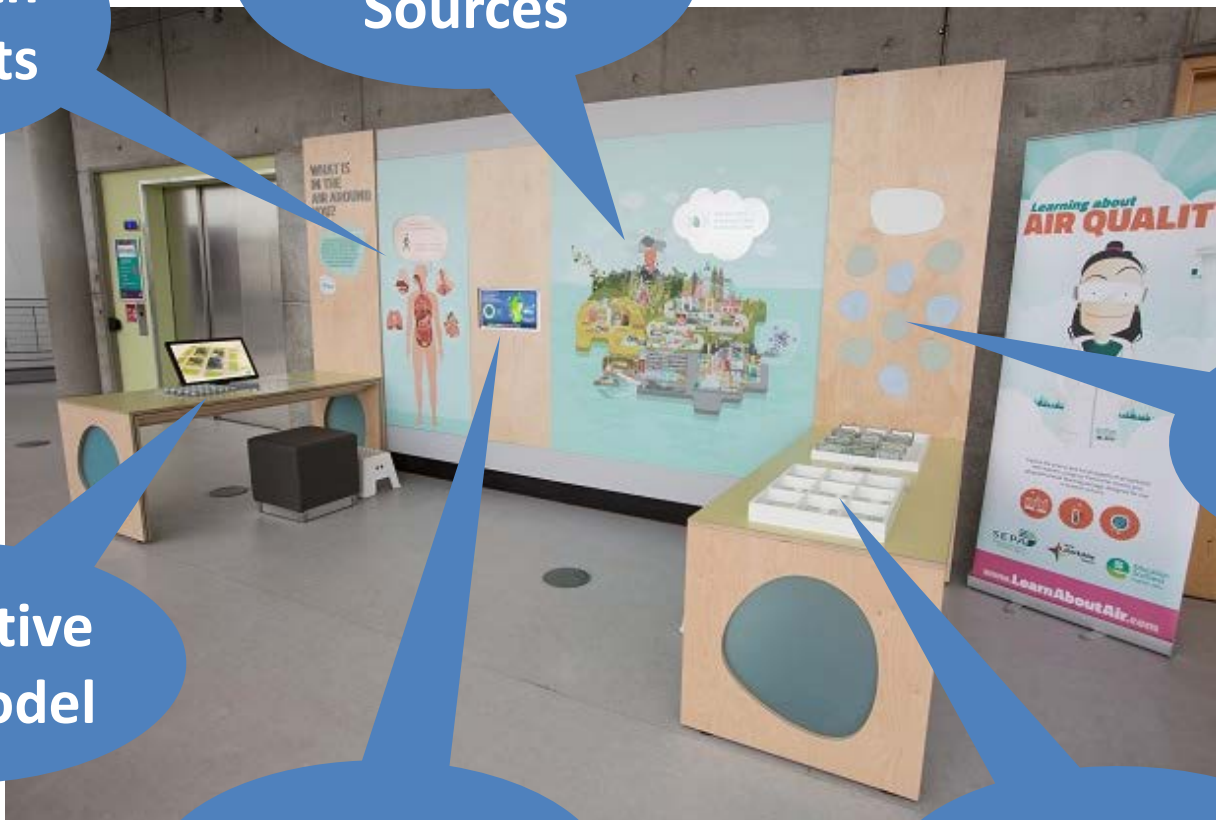
Build your Monitor

Interactive Screen

Interactive City Model

Health Effects

Identifying Sources





# Amazing young audience...

**Exhibit Launched 18 January:**

- Kids from St Ninians, Hamilton
- Providing their thoughts and experiences
- Jumping right in... hands on with the exhibit
- Fun and informative
- Links with other exhibits... Body Works, Power the Future, Open Air Laboratories...
- Educational Outreach



There are sources of  
air pollution all  
around us in our  
everyday lives...

The air we breathe is  
something that we  
all take for granted,  
as we cannot actually  
see it...

## **Key message's from the kids...**

Air pollution has an  
impact on our health  
and wellbeing...

In our local area  
unnecessary short  
car journeys is  
something we could  
stop...

# Concluding on communication strategy...

- Partnership working is key – you can't deliver everything
- Deliver the right message – different formats for the different audiences
- Air quality can be the hidden theme
- Drive towards improvements as everything helps

**We all contribute to poor Air Quality...  
and for delivering improvements**