

WHY WE NEED A NATIONAL CLEAN AIR DAY

LESSONS FROM THREE YEARS OF:

PROTECTING PEOPLE
&
PREVENTING POLLUTION

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Barts Health NHS Trust Cleaner Air Project

5 key things to help Barts Health community breathe cleaner air



1

Physicians helping patients to understand how they can improve the quality of the air they breathe

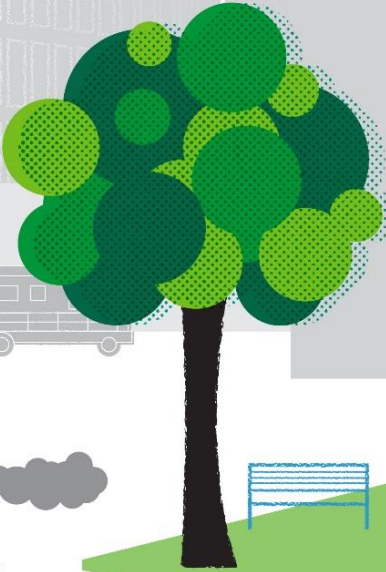
2

health professionals advising patients during home visits on ways to keep warm



3

Breathing spaces create healthy green havens



4

Staff and patients switch to walking or cycling on low pollution routes



OFF PLEASE

5

Helping our partners to adopt low pollution behaviours

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SUPPORTED BY
MAYOR OF LONDON



Barts Health **NHS**
NHS Trust





**INSIGHTS FROM
ENGAGING WITH:**

- THE PUBLIC**
- HEALTH WORKERS**
- DRIVERS**
- CONSTRUCTION**

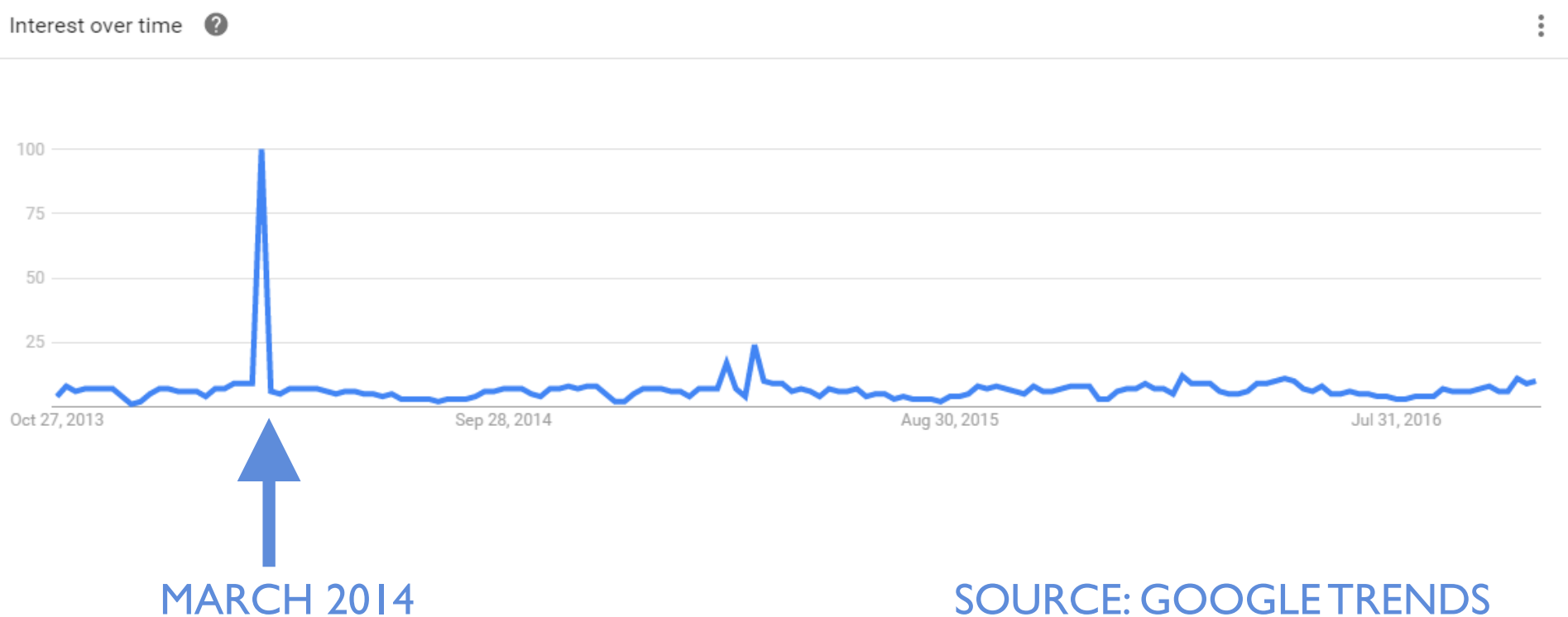


I. PUBLIC INTEREST IN AIR POLLUTION APPEARS TO BE STATIC AND LOW

SEARCH TERM: AIR POLLUTION

PERIOD: 3 YEARS

LOCATION: UK

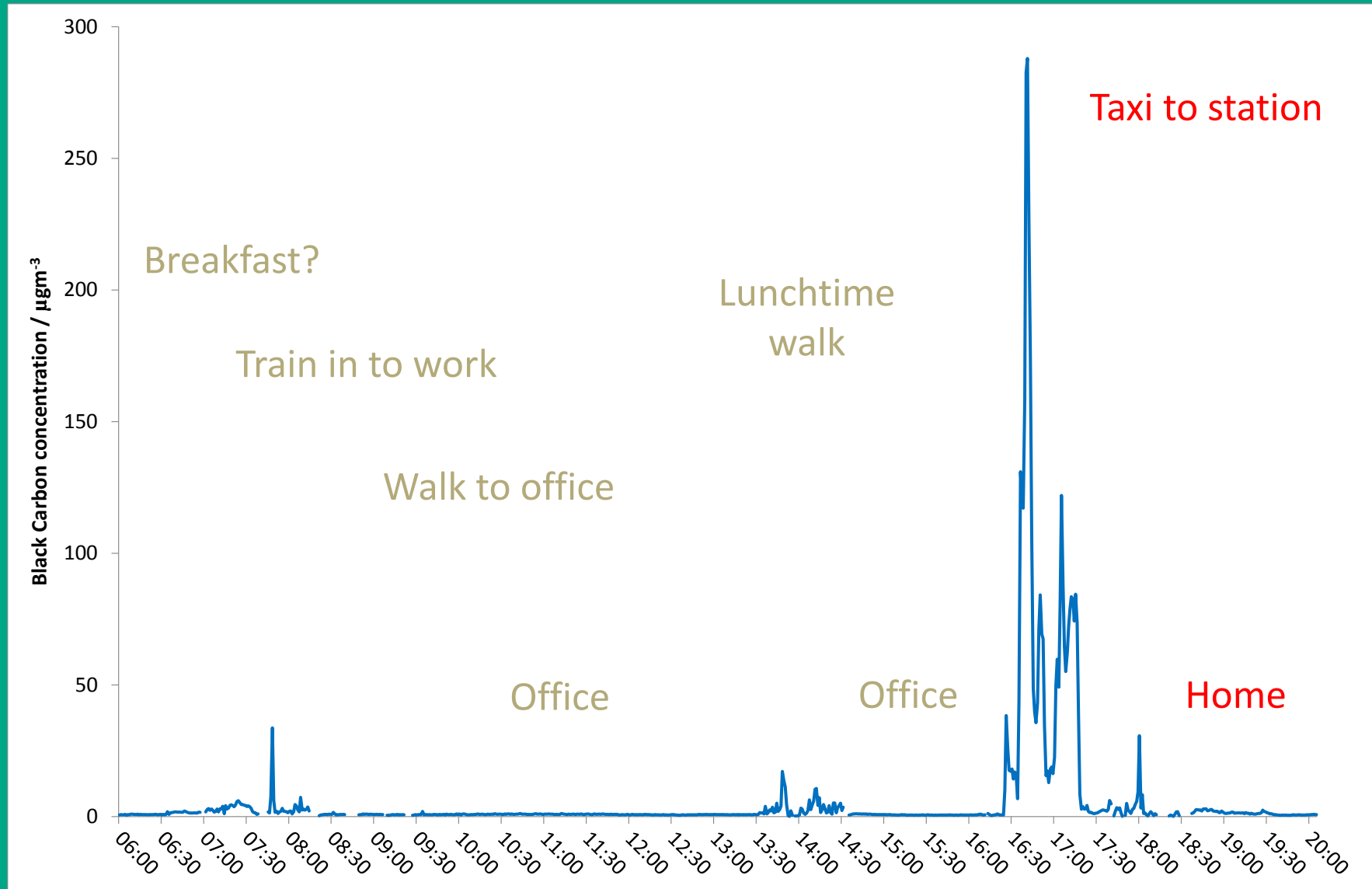


2.THE PUBLIC OFTEN GET IT WRONG WHEN TRYING TO AVOID POLLUTION



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CITY WORKER PERSONAL EXPOSURE GRAPH



Source: Ben Barratt, Kings College London

3. GREAT MESSENGERS ARE NOT TRAINED OR ASKED TO COMMUNICATE ON THE TOPIC



4. A PERSON'S OWN HEALTH, OR THEIR FAMILY'S HEALTH, HAS BEEN THE STRONGEST MOTIVATOR FOR PERSONAL ACTION ON AIR POLLUTION



THE IMPLICATIONS OF OUR INSIGHT

1. Low public interest

- Mandate for councillors to approve clean air measures could be stronger

2. Poor avoidance knowledge

- Adults and children potentially damaging their health unknowingly

3. Under-utilised health workers

- Missed opportunity to engage public most in need of best advice

4. Personal health connects strongly

- The aim to create cleaner air for our, and our children's health, is powerful

NATIONAL CLEAN AIR DAY

15TH JUNE 2017



NATIONAL CLEAN AIR DAY

HEALTH SECTOR SUPPORTERS



Central
Manchester
University
Hospitals **NHS**
NHS Foundation Trust

Great Ormond Street **NHS**
Hospital for Children
NHS Foundation Trust

Barts Health **NHS**
NHS Trust



Public Health
England



Royal College
of Physicians







Date: June 2012

Pay: St Mark's CE Primary School

The sum of one thousand pounds

only

Signature: Lucy Carter

£1,000.00

sky



HOW YOU CAN GET INVOLVED

- Make use of media attention – run an event
- Use the freely available materials
- Create a noise with your success stories





STEP ONE: DROP US A LINE

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