

## DEFRA AIR QUALITY BID

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Medway have supported a bid with other local authorities in Kent for funding from DEFRA's Air Quality Fund.

*The project is to develop a digital resource for primary schools across Kent which educates children aged 5 to 11 years and their parents about air pollution. The resource will include animated learning with an interactive storybook adventure including gaming elements to earn rewards and unlock further information.*

*The resource will explain to the children and their parents:*

- *What air pollution is, including the different pollutants*
- *Where air pollution comes from*
- *Why air pollution is bad for your health*
- *How to avoid air pollution*
- *How to reduce air pollution*
- *Benefits of air pollution reduction*

*Some of the key messages that we want children to understand and take home to their parents are:*

- *Air pollution is bad for your health*
- *Switch off your engine when stationary*
- *Walk, cycle or scoot instead of taking the car - invite your parents along. It's great exercise.*
- *If you do need a car - organise a carshare to get to and from sports and other activities and events with others.*
- *Stand back from the kerbside to prevent breathing in air pollution*
- *Take a less busy route to avoid air pollution from traffic*
- *Avoid burning garden waste, recycle and compost instead*
- *Only burn clean, dry wood indoors*
- *Use an extractor fan when cooking*
- *Open windows and doors when painting or doing DIY*

*Objective:*

*To raise awareness about the health issues associated with air pollution and promote long term behaviour change which is required to ultimately reduce air pollution levels to acceptable levels. The overarching aim is to change the behaviour of everyone to positively impact on air quality.*

*The digital resource will be launched and used within primary schools but will also be used by the children with their parents at home, to ensure that the messages are transferred and that behaviour change is encouraged.*

The bid was submitted by Tunbridge Wells Borough Council with Canterbury City Council as a lead partner with support from all local authorities including Medway. We are expecting to hear if the bid is successful in March.