



Met Office Project(s)

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1. Project overview



Met Office

- Design and demonstrate the use of a suite of up-to-date, impactful (accessible) science-based materials with and for:

Lot 1

- children and young people to help them better understand and act on air pollution

Lot 2

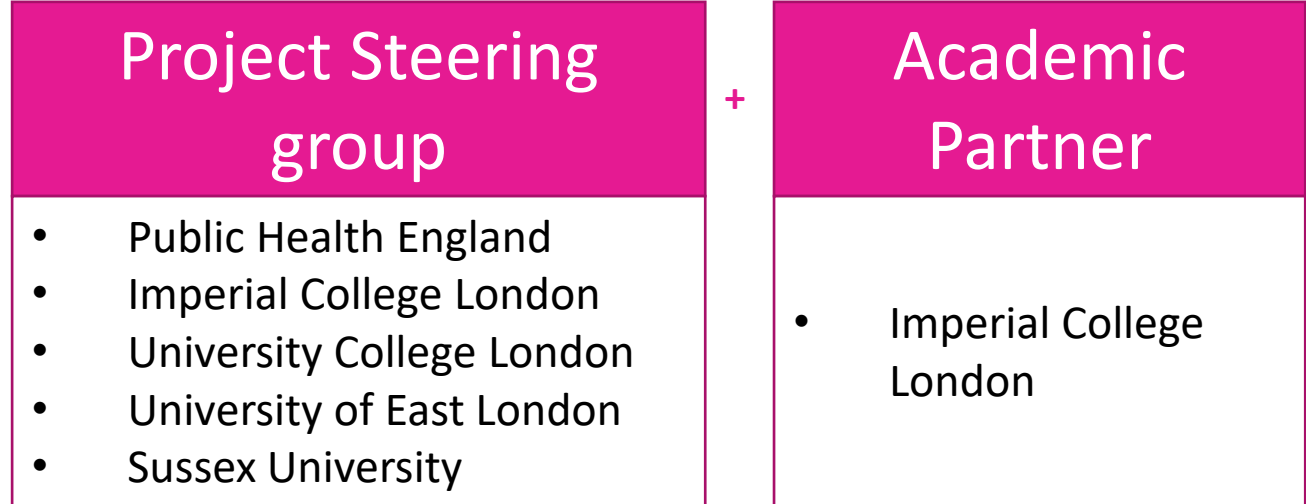
- groups of adults with different needs and circumstances in respect to air pollution knowledge

Project Partners

Lot 1



Lot 2



Delivery partner





Why this project?

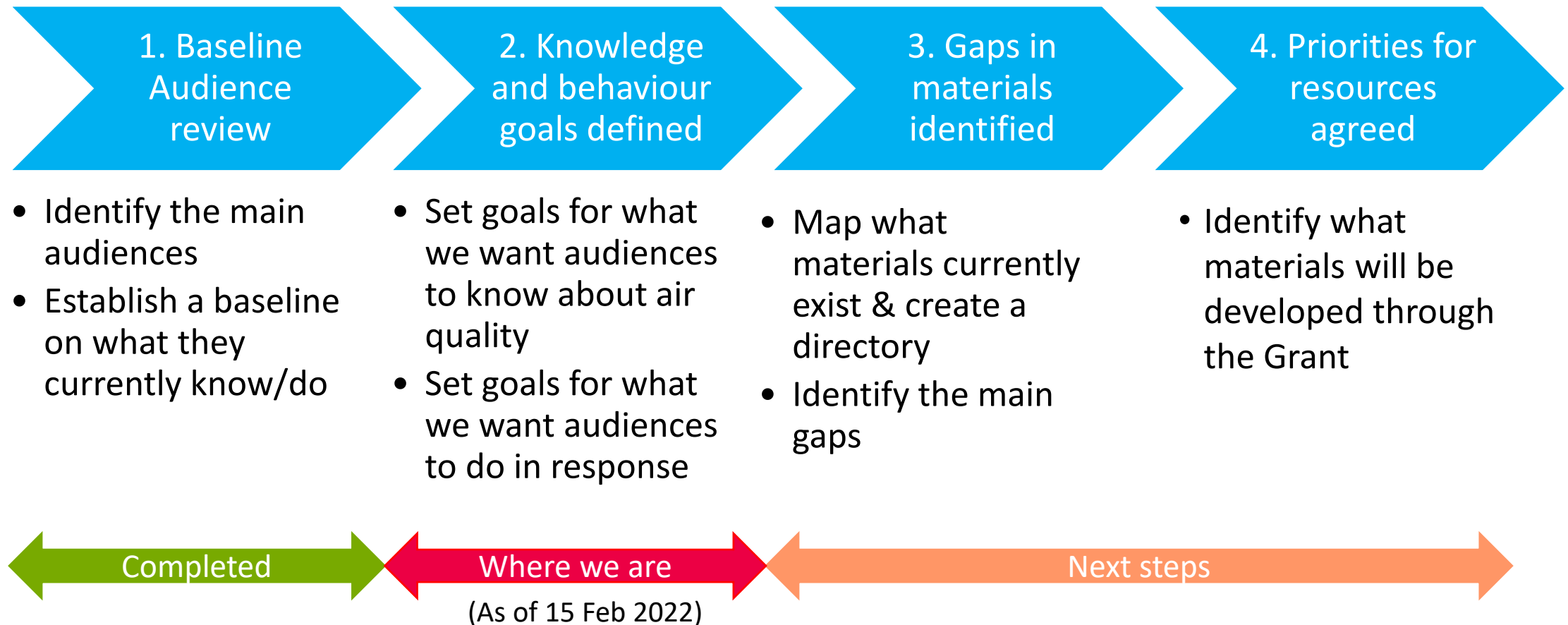
- Shift the narrative
- Create emotional connection to air pollution
- Improve understanding of air pollution
- Provide guidance
- Identify gaps
- Broaden reach

3. Deliverables (both Lots)

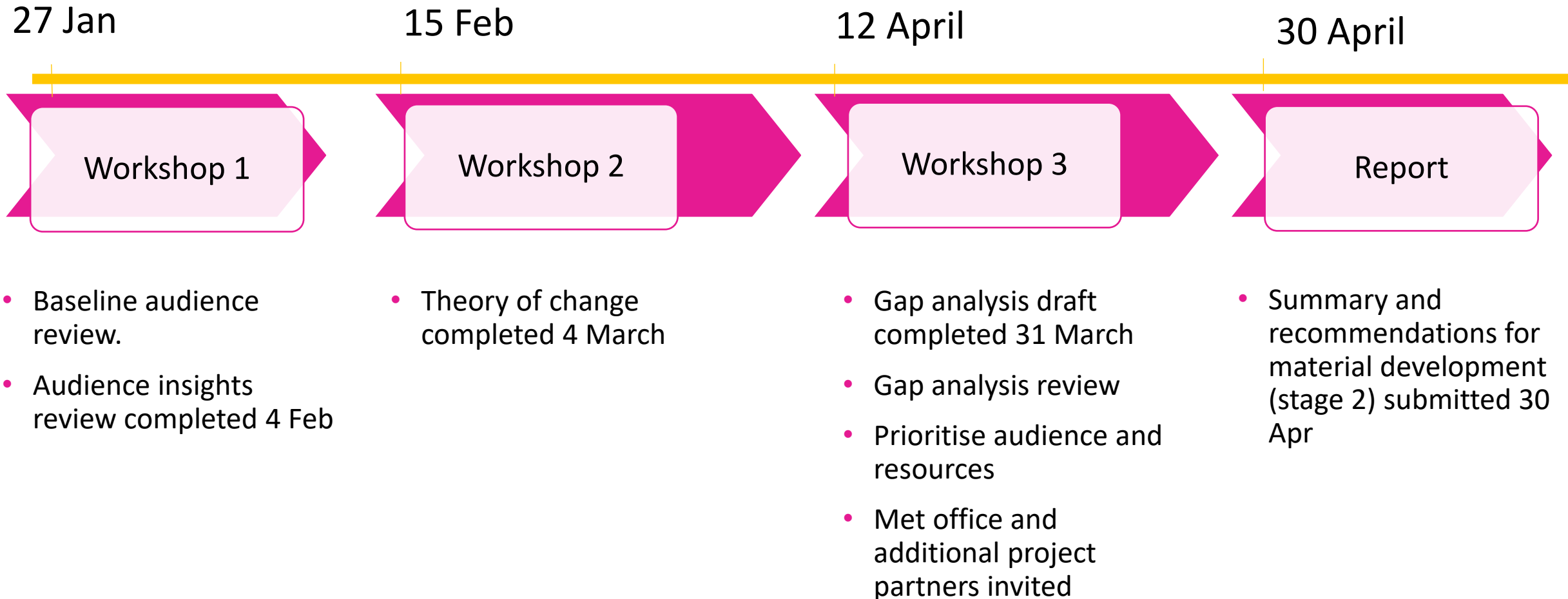
1. Gap analysis January – April 2022
2. Materials development May – Dec 2022
3. Demonstration of materials Jan – Oct 2023
4. Evaluation Oct 2022 – January 2024

Iterative approach: essential to use learnings and insights from (1) gap analysis to inform future stages and thus ensure that the most relevant materials are created. Therefore the approach in this presentation is indicative and subject to change.

1. Gap Analysis (January – April 2022)



1. Gap analysis (January – April 2022)



Adults



Sub-audiences identified

Young adults 18-24

Older adults 65+

Adults with health conditions

Lower socioeconomic groups

Pregnant women

Workers in high-exposure occupations

Children



Sub-audiences identified

Pre-school children (under 5s)

Primary school aged children (5-11)

Secondary school aged children (12-18)

Children with health conditions

Next steps (as of 15 Feb 2022)

1. Continue gap analysis
2. Use insights from gap analysis – take iterative approach based on insights and learnings to inform future stages.
3. Future stages are outlined in the following slides but are indicative only and subject to change.

2. Materials development (May – December 2022)



- Identify overarching message
- Identify messaging for key audiences at key "life stages"
- Identify messaging for key intermediaries reaching children
- Detail the evidence base

- Develop proposition for "clean air moments" interactive resources
- Develop tone, look and feel for messaging

- Recruit co-design panels for each of 5 key life stages in relation to clean air
- Recruit co-design panels:
 - schools
 - out of school clubs
 - independent learners

- Develop suite of resources and engagement tools

Black = Both
Pink = Adults
Blue = Children

Suite of resources developed

8a) Develop “clean air moment” Life Appraisal tools for each of 5 key life stages

8b) Augmentation of the Clean Air Hub

8c) Resources for people with health conditions

8a) Resources for the classroom

8b) Resources for clubs and groups

8c) Resources for personal use by children independently

3. Demonstration of materials (January 2023 – October 2023) Lot 2

9. Demonstrate "clean air day moments" resources

- Identify key communications channels and partners
- Demonstrate resources with 50-100 people for each of the 5 key life stages

10. Demonstrate use of new features of the Clean Air Hub

- Small group user testing with our design panel

11. Demonstrate materials for health professionals and people with conditions that make them vulnerable

- GP's pilot projects in partnership with Defra and Islington Council working with around 60 GPs nationally
- Pilot project with health professionals working with pregnant women

3. Demonstration of materials (January 2023 – October 2023) Lot 1

9. Demonstrate resources for schools

- Recruit school partners
- Demonstrate resources with 10 schools, estimated 600 pupils
- Capture feedback through surveys and focus groups
- Evaluate

10. Demonstrate resources for out of school clubs

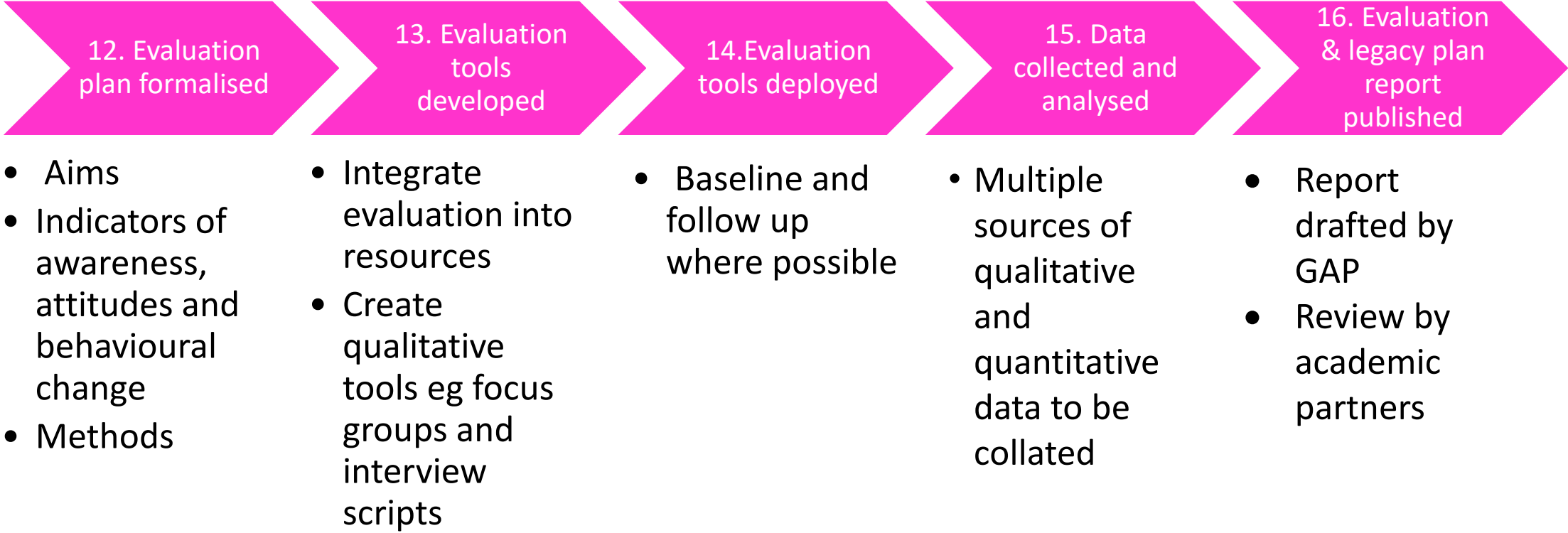
- Demonstrate resources with 120 under 11's
- Capture feedback through surveys and focus groups
- Evaluate

11. Demonstrate resources for independent use

- Demonstrate resources with 150 12-18 year olds
- Capture feedback through focus groups and social media engagement analysis
- Evaluate



4. Evaluation (October 2022 – January 2024)





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