1. Project overview

• 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

Project Steering group

- Public Health England
- Imperial College London
- University College London
- University of East London
- Sussex University
- Queen Mary University of London
- University of York
- University of Cambridge

Lot 2

Project Steering group

- Public Health England
- Imperial College London
- University College London
- University of East London
- Sussex University

Academic Partner

- Imperial College London

Delivery partner

Creature & Co

Scouts
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
3. Demonstration of materials Jan – Oct 2023

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. Baseline Audience review
- Identify the main audiences
- Establish a baseline on what they currently know/do

2. Knowledge and behaviour goals defined
- Set goals for what we want audiences to know about air quality
- Set goals for what we want audiences to do in response

3. Gaps in materials identified
- Map what materials currently exist & create a directory
- Identify the main gaps

4. Priorities for resources agreed
- Identify what materials will be developed through the Grant

1. Gap Analysis (January – April 2022)

Completed

Where we are
(As of 15 Feb 2022)

Next steps
1. Gap analysis (January – April 2022)

- **27 Jan**: Workshop 1
  - Baseline audience review.
  - Audience insights review completed 4 Feb

- **15 Feb**: Workshop 2
  - Theory of change completed 4 March

- **12 April**: Workshop 3
  - Gap analysis draft completed 31 March
  - Gap analysis review
  - Prioritise audience and resources
  - Met office and additional project partners invited

- **30 April**: Report
  - Summary and recommendations for material development (stage 2) submitted 30 Apr
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)

5. Messaging matrix created
- Identify overarching message
- Identify messaging for key audiences at key "life stages"
- Identify messaging for key intermediaries reaching children
- Detail the evidence base

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

7. Co-design panels recruited
- 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

8. Suite of resources developed
- Develop suite of resources and engagement tools

Blue = Children  
Pink = Adults  
Black = Both
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)

12. Evaluation plan formalised
- Aims
  - Indicators of awareness, attitudes and behavioural change
- Methods

13. Evaluation tools developed
- Integrate evaluation into resources
- Create qualitative tools eg focus groups and interview scripts

14. Evaluation tools deployed
- Baseline and follow up where possible

15. Data collected and analysed
- Multiple sources of qualitative and quantitative data to be collated

16. Evaluation & legacy plan report published
- Report drafted by GAP
- Review by academic partners