# alobal OUR LIVES. OUR PLANET.

## Met Office Project(s)

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Charity registered in England and Wales No. 1026148, in Scotland No. SC041260, Registered company in England and Wales No. 2838296, VAT No. 625 994 009

#### 1. Project overview



 Design and demonstrate the use of a suite of up-todate, 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

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
- 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. 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

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

Completed

Where we are

Next steps

(As of 15 Feb 2022)

#### 1. Gap analysis (January – April 2022)



Prioritise audience and

resources

Met office and

additional project

partners invited

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

6. Voice, look and feel created

7. Co-design panels recruited

8. Suite of resources developed

- 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

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

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

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

 Small group user testing with our design panel

- 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

10. Demonstrate resources for out of school clubs

11. Demonstrate resources for independent use

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

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

- 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

13. Evaluation tools developed

14.Evaluation tools deployed

15. Data collected and analysed

16. Evaluation& legacy planreportpublished

- Aims
- Indicators of awareness, attitudes and behavioural change
- Methods

- Integrate evaluation into resources
- Create
   qualitative
   tools eg focus
   groups and
   interview
   scripts
- Baseline and follow up where possible
- Multiple sources of qualitative and quantitative data to be collated
- Report drafted by GAP
- Review by academic partners





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