

# ActNow: The Pure Air Pledge

a TAPAS Network Project

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<https://thepureairpledge.com/for-schools>

*Link from monitoring air pollution to action for  
schools*

# Context for Act Now

- Often poor air quality indoors and outdoors
  - Leading to health and educational impacts
- Schools have very limited resources
  - Money
  - Time
  - Knowledge of how to improve air quality
- Objectives:
  - ActNow (not in x years time) because bad air in schools affects health and performance now
  - Understand what affects air quality in your school so that action can be targeted
  - Recognise cheap and effective options available for making a start
  - See this is as the first part of a longer journey, moving on to e.g. the Clean Air For Schools Framework



# Examples of low-input actions

- Motivate by highlighting impacts
- Understanding what the monitors tell you
- Providing window openers
- Don't tolerate mould
- No idling of vehicles outside school
- Walk to school days
- Specify good vehicles, no idling, in procurement
- Know what you are bringing into school in furniture, furnishings, cleaning products etc.
- Signpost other available resources
- ...

# 7 Steps

**Assess – Engage – Clean – Protect – Reduce – Maintain – Commit**

**Step 1: Assess your school's air pollution level**

**Step 2: Engage your children**

**Step 3: Clean up your school environment**

**Step 4: Protect your classrooms and school halls**

**Step 5: Reduce cars and other traffic**

**Step 6: Maintain your premises**

**Step 7: Commit to change**

Each step includes detailed instructions and resources designed to make measures easy to implement



**Pure Air Pledge**  
**Seven steps to**  
**cleaner school air**

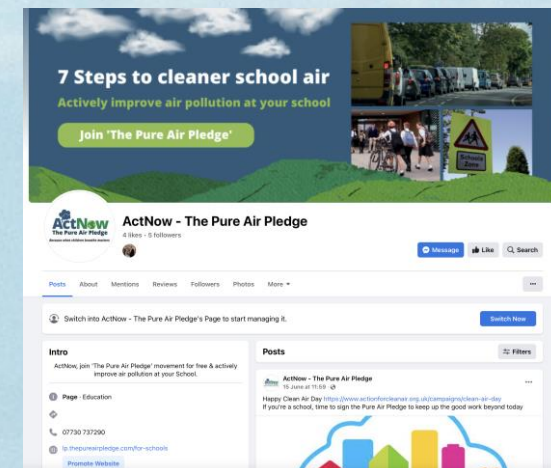
TEACHER ASSESSMENT & IMPLEMENTATION PACK

**ActNow**  
**The Pure Air Pledge**

Because what children breathe matters

# Products and dissemination

- Appointed BeeDigital, educational comms company to assist in design and dissemination
- Designed information pack
  - Graphics, readability
- Designing dissemination campaign
  - Emails to schools to raise awareness
    - Understanding how to get emails read!
  - ‘Pure Air Pledge’ designed to maintain activity
  - Facebook campaign
  - Reminder emails
- Timescales: ‘prelaunch’ phase at the moment
- Full launch towards end of the summer



# FAQs

- Who is behind it?
  - ActNow/The Pure Air Pledge is funded by the TAPAS Network <https://tapasnetwork.co.uk>.
- What does signing up to the Pure Air Pledge mean?
  - It simply means that you want to improve air quality at your school and are willing to do something about it. We provide the tool in the form of the ActNow information pack and it is up to users how far they want to take it.
- What does it cost?
  - There is no charge for signing up to the Pure Air Pledge or for using the ActNow resources which are made freely available via funding from the TAPAS (Tackling Air Pollution At School) Network. More details on TAPAS are available at <https://tapasnetwork.co.uk>.
- Why do you ask for information on our school?
  - When you sign up to the Pure Air Pledge the only information that we ask for is the name of your school and where it is. This helps us understand if we are getting through to people. We will not pass your information on to anyone else.
- Will TAPAS/ActNow monitor how we are doing?
  - We hope that the resource pack is easy to follow, so you should not need assistance in implementing it. We will keep this monitored via feedback to the Facebook page (the Pure Air Pledge)
- Should one person do it all or is better done as a team?
  - We recommend doing it as a team to spread out the workload and increase learning potential, involving not just staff but also students and governors.