

Designing an air quality campaign with young people in North East Lincolnshire

Rationale

- Children and young people are particularly vulnerable to the effects of air pollution (Public Health England, 2019).
- Campaigns can reach a large audience and galvanise support for action (Public Health England, 2019).

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How young people were recruited

- There was an initial struggle to recruit young people to take part in the project.
- Working with a college meant engaging with young people in a familiar setting, at convenient times, as well linking the project to what the young people were studying and their extracurricular activities.
- This also meant that the young people were not required to do additional work outside of college.

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Method

- Between March and May 2021, a member of the Public Health Team, and two members of the Environmental Protection Team met with 6 young people at a local college to discuss air quality in North East Lincolnshire, what actions can be taken to tackle it, and what a local air quality campaign could look like.
- The young people decided on a campaign aim and target audience and provided suggestions of campaign messages and supporting activities, as well as ideas for evaluating the campaign.
- These ideas were then ranked with a wider group of college students (n=40) in June 2021.
- The result will be a campaign launching in March 2022 which aims to encourage young people to cycle to school/college.

Behaviour change in the context of young people's lives

- Discussions with the young people highlighted barriers and facilitators to cycling to school/college.
- Working with the young people, we considered what needs to happen to allow the targeted behaviour to take place.
- Sharing cycle routes was thought to overcome barriers to cycling by highlighting safe routes which other young people were using.

Acknowledgements

This project would not have been possible without:

- The staff and students at Franklin College
- North East Lincolnshire Council:
 - Louisa Hewett and Samantha Martin
 - Communications and Marketing Team
 - The Design and Print Team