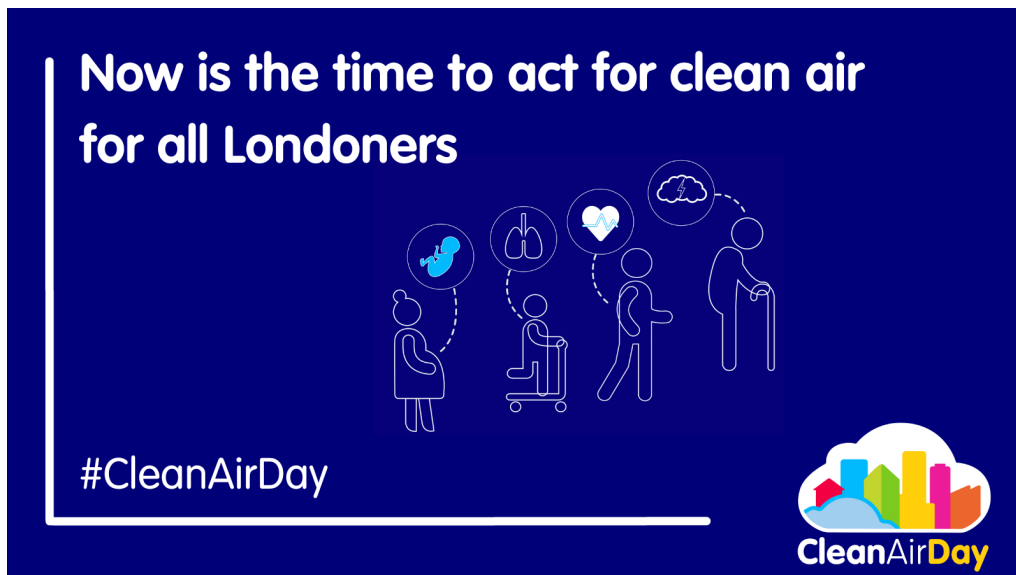


How Londoners can support Clean Air Day 2023



Thursday 15 June is [Clean Air Day](#), coordinated by environmental charity [Global Action Plan](#).

This communications pack is for individuals, groups and organisations to use to show their support for cleaner air for all Londoners in the run up to Clean Air Day and on the day – 15 June.

Please help secure London's clean air future by using the posts and graphics in this pack on your social media channels and newsletters and sharing the pack with your networks. The wider we share these facts about air pollution and information about the solutions to bring cleaner air to all Londoners, the better!



Why it's important

Now is the time to act for clean air for all Londoners.

Everyone in London deserves clean air. From Barnet to Bromley, Harrow to Havering, across the city and in between, all Londoners are still breathing toxic air which is damaging their health.

Air pollution impacts every organ in the body and is the biggest environmental threat to health. All Londoners are affected, young and old, everywhere. Air pollution is an urgent problem, but it is solvable.

Right now, London leaders are proposing solutions that are proven to clean up London's air.

Leaders need to know that their clean air plans and policies have your support – whether that's reducing the most polluting vehicles (such as the expansion of the Ultra Low Emission Zone) or enabling more people to walk, cycle or use public transport. It's this public support that's the key to securing and creating change.

Help secure London's clean air future by sending our leaders messages of support for clean air measures. Let's use our collective voice to speak up and take this chance for change.

On Clean Air Day, Global Action Plan will be asking London leaders how they are responding to the call for clean air across the capital.

Let's not miss this chance for change.

#CleanAirDay

How you can support Clean Air Day

Let's use our collective voice to speak up and take this chance for change.

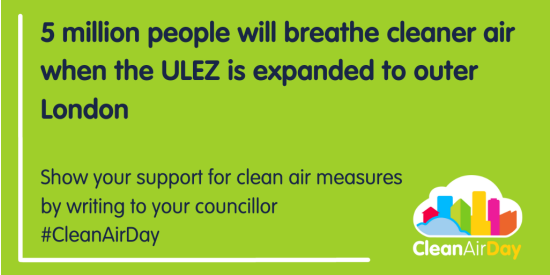
This Clean Air Day (**15 June**), let's tell our leaders that we want clean air for all Londoners by:

	ASKING your local councillor to support clean air solutions, including the ULEZ expansion, that make it easier for you to breathe clean air (using our quick and easy digital template and link on the Clean Air Hub: https://www.cleanairhub.org.uk/take-action)
	SHARING your support for clean air for all Londoners by: 1) sharing this councillor letter link with your family, friends, neighbours and community to get more people speaking up, and 2) sharing your story about why you want clean air for all of London using #cleanairday on 15 June

Help us spread the word by sharing this suggested Clean Air Day content with your networks (Graphics are saved here , you can also right click each graphic to download)	
 Where: In your newsletter When: From now up to 15 June	 Graphics saved here
	Support Clean Air Day in London – Thursday 15 June Clean Air Day is returning on 15 June and is the UK's largest air pollution campaign. Everyone in London deserves clean air. From Barnet to Bromley, Harrow to Havering, all Londoners are still breathing toxic air which is damaging their health, wherever they live. Air pollution is an urgent problem, but it is solvable. Right now, London leaders are proposing solutions proven to clean up London's air – whether that's the Ultra Low Emission Zone, or measures that enable more people to walk, cycle or take public transport. Help secure London's clean air future this Clean Air Day (15 June) by letting leaders know they have your support: • ASK your local councillor to support solutions – like the Ultra Low Emission Zone – that make it easier for you to breathe clean air (using this template.) • SHARE your support by: 1) sharing this councillor letter link to encourage your family, friends and community to also speak up, and 2) using #cleanairday to share why you want clean air for all Londoners. Now is the time to act for clean air for all Londoners. Let's not miss this chance for change. #CleanAirDay cleanairday.org.uk

 Where: On WhatsApp When: From now up to 15 June	Let's not miss this chance for change  Show your support for clean air measures by writing to your councillor  Graphics saved here	Help secure London's clean air future this Clean Air Day (15 June) by letting leaders know they have your support for clean air measures. 📠 Write to your councillor using this letter template and share with your contacts to ask them to do the same. https://bit.ly/3O9gA08 ➡️📧 Now is the time to act for clean air for all Londoners. Let's not miss this chance for change. ⌚
 Where: NextDoor App	Let's not miss this chance for change  Show your support for clean air measures by writing to your councillor  Graphics saved here	Help secure London's clean air future this Clean Air Day (15 June) by letting leaders know they have your support for clean air measures. 📠 Write to your councillor using this letter template and share with your contacts to ask them to do the same. https://bit.ly/3O9gA08 ➡️📧 Now is the time to act for clean air for all Londoners. Let's not miss this chance for change. ⌚
 	Write to your councillor and ask them to support clean air measures  Let's not miss this chance for change  Graphics saved here	Now is the time to act for clean air for all Londoners ⌚ Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
 Where: On Twitter, Facebook and/or LinkedIn	Every single London Borough has air pollution levels that are dangerous to human health Show your support for clean air measures by writing to your councillor #CleanAirDay 	Every single London borough has air pollution levels that are dangerous for human health. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay

When: From now up to and on 15 June    Where: On Twitter, Facebook and/or LinkedIn When: From now up to and on 15 June	Graphics saved here  Graphics saved here	Everyone in London deserves clean air. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	 Graphics saved here	Help secure London's clean air future by sending our leaders messages of support. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	 Graphics saved here	Levels of air pollution in London are still too high. Let's not miss this chance for change. Ask your local councillor to support clean air measures. https://bit.ly/3O9gA08 #CleanAirDay
	 Graphics saved here	Write to your councillor to ask them what they are doing to deliver cleaner air for Londoners in your borough Use the letter template: https://bit.ly/3O9gA08 #CleanAirDay
		Let's use our collective voice to speak up and take this chance for change to improve London's air quality. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay

   Where: On Twitter, Facebook and/or LinkedIn When: From now up to and on 15 June	Graphics saved here	
		Air pollution is an urgent problem, but it is solvable. Let's not miss this chance for change to improve London's air quality. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	Graphics saved here	
		Everyone in London deserves cleaner air, and expanding the ULEZ means more people will breathe it. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	Graphics saved here	
		Since the ULEZ was introduced in central and inner London, roadside pollution has dropped. We believe everyone in London deserves clean air - let's not miss this chance for change. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	Graphics saved here	
		Expanding the ULEZ to the outer boroughs of London will help protect the Londoners with asthma and lung disease who live there. Everyone in London deserves clean air. Ask your local councillor to support clean air measures https://bit.ly/3O9gA08 #CleanAirDay
	Graphics saved here	

	There are 30% fewer hospital admissions for asthma across all age groups since the ULEZ was introduced Show your support for clean air measures by writing to your councillor #CleanAirDay  Graphics saved here	Since the introduction of the ULEZ in central and inner London, there's been a drop in hospital admissions for asthma. Help secure London's clean air future by asking your local councillor to support clean air measures. Letter template here: https://bit.ly/3O9gA08 #CleanAirDay
 Where: On Instagram When: From now up to and on 15 June	More than 600,000 people in Greater London have asthma and lung disease and nearly 60% of them live in outer London Show your support for clean air measures by writing to your councillor #CleanAirDay  Let's not miss this chance for change  Show your support for clean air measures by writing to your councillor  Roadside pollution has reduced by nearly half in central London and over 20% in inner London, since the ULEZ was introduced Show your support for clean air measures by writing to your councillor #CleanAirDay  All the graphics are available sized for Instagram	Suggested post copy as above, with graphics sized for instagram.

QR code to go to the council letter link	 Graphics saved here	In the event that a QR code to the councillor letter is useful to you in your comms or Clean Air Day activity, you can click to download it with our other graphics.
Additional information		
		For more facts about air pollution , visit the Clean Air Hub .
		For more facts about the Ultra Low Emission Zone , explore this PDF from the Clean Air Wins campaign .
		If you'd like to access Clean Air Day resources , including advice on how to set up your own Clean Air Day event , visit the website .

#CleanAirDay cleanairday.org.uk