

How to: run an event



Running an event allows face-to-face conversation, enabling people to ask the questions that they have about air pollution and get support on exactly what concerns or confuses them. This handy guide aims to make holding such an event easy and effective - be it in a community space, shopping centre or supermarket.

- Make your event eye-catching to draw in crowds
- Get as many people as you can along to help support you on the day
- Pick a time and a location that maximise the number of people who can attend.
- Use the Clean Air Day materials to help you shout about your event
- Take photos of people holding up a pledge card on their own phone and ask them to share it straight away on their social media feeds, ask them to tag @cleanairdayuk and use #CleanAirDay

Top tips



Event coordinator

- You'll need to find someone to coordinate the event on the day.
- For a super-successful event, the coordinator should be organised, enthusiastic, able to communicate well with people and be positive about the mission to reduce air pollution.



Give your car the day off



Find out how to protect yourself and your family

#CleanAirDay
cleanairday.org.uk



Promote your event



- Use our posters and social media posts to promote your event online and in real life.
- Read our publicity tips to promote your event before the day
- Tell the Clean Air Day team what you have planned by adding your event to our Clean Air Day events map and we'll help promote it on social media.

Before the day

- Book a space for the stall. Somewhere with a high footfall is ideal.
- Decide who will run your stall(s) on the day.
- Print your posters, leaflets and pledge cards.
- Order marker pens for completing the pledge cards and any other stationery you might need (you don't want to run out of pens!).
- Read [our website](#) to brush up on your knowledge about air pollution ready to share on the day.





On the day



- Set up your stall and put up/out your posters, leaflets and pledge cards.
- Use the pledge cards to engage passers-by and invite them to write their commitment to tackle air pollution on the pledge card.
- Take photos of people holding up their completed pledge cards and post them on social media. (If doing this on behalf of an organisation, you may need to complete photo permission forms. Check with your Data Protection Officer.)
- Talk to people, the main aim is to improve how much people know about air pollution. You could explain how pollution is caused, how people can create less pollution themselves, how it affects their health and what they can do about it.



Get inspired: Manchester University NHS Foundation Trust

“ Having the lung health check dome at our central site (Oxford Road Campus) was by and far the biggest success out of the events that we held. It was a point of interest for people walking past and it was easy to advertise through our Trust's communication pathways. People could find out how healthy their lungs were and take away information about how to protect their health from air pollution. ”

After the day



Let us know how it went. Fill in the Clean Air Day event feedback form with a short description of what you did, how many people came along and any photos you have taken.

To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family's health, visit cleanairday.org.uk or search #CleanAirDay.