*This letter is a template for different audiences to get their community/school/business/local authority to participate in Clean Air Day this year.*

*How to use this newsletter:*

1. *There are two versions of the newsletter: short and long – choose accordingly*
2. *Identify which type of sector you will be sending this to and choose the actions tailored to it accordingly*
3. *Feel free to edit the letter with specific information*

**Newsletter (short version)**

Clean Air Day, the UK’s largest campaign on air pollution is on **Thursday 16 June 2022.**

Air pollution is the biggest environmental threat to our health, no matter who you are or where you live. It can harm every organ in your body and can shorten our lives, contribute towards chronic illness and put us more at risk from COVID-19.

This Clean Air Day there are simple steps we can all take to cut down on the pollution we cause and use our voices to fight for a cleaner air future. This year we’re focusing on walking, which has positive benefits for your health and the planet. We are encouraging people to do three key things around this theme:

* **Talk** to someone about the harms of air pollution.
* **Walk, cycle or scoot** for those short distance trips and leave the car at home, where you can.
* **Ask** local and national decision makers for a change in your local community that would make it easier for you to walk more, leave the car at home and breathe clean air.

**To learn more about air pollution** - visit and share the [CleanAirHub.org.uk](https://www.cleanairhub.org.uk/) with everything you need to know about air pollution in one place.

**To share your experiences –** let others know what you are doing to tackle air pollution and help inspire others at @CleanAirDayUK and use #cleanairday in any social media posts.

**Newsletter long version**

**Air pollution dirties every organ in your body.**

Clean Air Day, the UK’s largest campaign on air pollution is on **Thursday 16 June.** Air pollution is the biggest environmental threat to our health, no matter who you are or where you live. It can harm every organ in your body and can shorten our lives, contribute towards chronic illness and put us more at risk from COVID-19. When we breathe polluted air, it can inflame the lining of our lungs and move into our bloodstream ending up in the heart and brain, causing lung disease, heart disease, dementia and strokes.

This Clean Air Day there are simple steps we can all take to help us cut down on the pollution we cause. Any reductions in air pollution that we make will lead to health improvements for us and in our local community. But we can't do it alone - the government and industry need to be making decisions to create system-wide changes. We can use our voices claim this cleaner air future.

There are many things we can do to cut air pollution. This Clean Air Day we are focusing on walking, which has positive benefits for your health and the planet. We are encouraging people to do three key things around this theme:

This Clean Air Day:

*[Select section/actions relevant for your audience/sector]*

*[General - NGO or individual]*

* **Talk** to someone about the harms of air pollution.
* **Walk, cycle or scoot** for those short distance trips and leave the car at home, where you can.
* **Ask** local and national decision makers for a change in your local community that would make it easier for you to walk more, leave the car at home and breathe clean air.

*[Schools – newsletter for school to send out to teachers and staff]*

This Clean Air Day, there are many ways we can encourage our students and staff to all take action for cleaner air:

* **Talk** to your students about harms of air pollution, specifically how it impacts their health. (See resources on the [Clean Air Day](https://www.actionforcleanair.org.uk/campaigns/clean-air-day/school-resources) website).
* **Walk** cycle or scoot: encourage all staff and children to walk cycle or scoot to and from school.
* **Ask** your students to write to local and national decision makers to describe what would make their walk to school and local shops easier and have clean air in your community.

*[Schools – newsletter for school to send out to parents]*

This Clean Air Day, there are many ways you as parents can encourage your child(ren) to all take action for cleaner air:

* **Talk** to your child/ren about harms of air pollution, specifically how it impacts their health (see resources on the [Clean Air Hub](https://www.cleanairhub.org.uk/))
* **Walk, cycle or scoot** to school (or part of the journey from a nearby location) on Clean Air Day with your child(ren).
* **Ask** your child(ren) to write to local and national decision makers to describe what would make their walk to school and local shops easier and have clean air in your community.

*[Local authorities – letter from LAs to send to their residents]*

This Clean Air Day take steps towards cleaner air and support our local community:

* **Talk** about the harms of air pollution with people in the community (more information found in the [Clean Air Hub](https://www.cleanairhub.org.uk/)) .
* **Walk or cycle** those short distance trips and leave the car at home, where you can.
* **Ask** national government for the support you need to do more to make your streets safer.

*[Businesses – sending newsletter to their staff]*

This Clean Air Day, we can all take steps to cleaner air:

* **Talk** with colleagues about harms of air pollution (more information found in the [Clean Air Hub](https://www.cleanairhub.org.uk/))
* **Walk or cycle:** encourage and provide incentives for your customers and staff to walk those short distance trips and leave the car at home, where they can.
* **Ask** local and national decision makers for what would make it easier for your customers, staff and/or stakeholders to walk more and have clean air in your community.

*[Health sector – from hospital or GP practice to their staff on how to talk to patients about air pollution]*

This Clean Air Day take steps towards cleaner air by informing your patients:

* **Talk** to your patients about the health harms of air pollution (more information found in the [Clean Air Hub](https://www.cleanairhub.org.uk/)).
* **Walk or cycle:** encourage staff, visitors and patients to walk those short distance trips and leave the car at home, where they can.
* **Ask** local and national decision makers for what would make it easier for you and your patients to walk more and have clean air in your community.

**To learn more about air pollution** - visit and share the [CleanAirHub.org.uk](https://www.cleanairhub.org.uk/) with everything you need to know about air pollution in one place.

**To share your experiences –** let others know what you are doing to tackle air pollution and help inspire others at @CleanAirDayUK and use #cleanairday in any social media posts.