

# Brent Community Air Quality Champions

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## Overview

The 'Community Air Quality Champions' is a volunteer programme organised by Brent Council to encourage anyone who lives, studies or works in Brent to get involved in local air quality action.

The programme will run for an initial 12 month period from April 2018.

As a starting point, Air Quality Champions will play a crucial role in the success of our plans to tackle local vehicle idling which will also form part of a larger anti-idling project involving 17 London Boroughs and the Greater London Authority.

Community Air Quality Champions will also take part in major air quality promotional events in the borough – such as Clean Air Day, June 21<sup>st</sup> 2018.

Ideally Community Air Quality Champions will be able to commit a minimum of one hour per week to the programme.

## Objectives

- To recruit at least 15 volunteers from 5 major town centres in Brent to assist the council to prevent and or cut local air pollution;
- Train and support the Community Air Quality Champions to raise awareness of local air quality issues within their communities.
- To promote the Vehicle Idling Action campaign through the work of the air quality champions.
- To assist the council in raising public awareness of local air quality issues by engaging the community.

## Air Quality Champions will:

- Take part in air quality promotional activities and events
- Raise awareness of air pollution risk and health impacts via advocacy and promotion.
- Support mitigation by leading on initiatives around sustainable travel alternatives.
- Organise and lead local air quality initiatives with the support of Brent Council.
- Be able to commit one hour a week to this program
- Promotion of the Air Text service
- Taking part in local Action Days and events
- Promote awareness of Car Clubs, electric vehicle charging points and smoke control.

## Recruitment

Volunteers will be recruited mainly through the well-established neighbourhood groups; however this role is open to the community in general. An invitation for expressions of interest will be emailed to these groups and also posted on the council's website.

## Community Engagement

Air Quality Champions will aim to engage with 10 members of the local community in their weekly hour of voluntary work, in addition to the engagement of the general public at major events in the borough.

## Media Promotion

The program and volunteers' progress will be promoted via a twitter feed, the council's website, periodic council publications, and also via the neighbourhood interest groups' websites. Local media will also be invited to cover the major events.

## Outcomes

- Assist/Encourage the community to take positive steps towards minimising/mitigating poor air quality and relating issues.
- Raising awareness of local and regional air quality issues within the community by direct engagement and also by social media.
- Reaching a much larger audience via social media with the message of air pollution prevention, mitigation and sustainable travel alternatives.