



No Idling Campaign

Earth Day Network's **No Idling Campaign** is in partnership with The Clean Air Campaign, Inc. to reduce harmful vehicle emissions around children and instill environmental values in the next generation through a targeted focus on reducing vehicle idling at K-12 schools across the country. Entire school communities are motivated to be a part of the solution through action-oriented projects and classroom lessons.

The purpose of the **No Idling Campaign** is to reduce pollution from idling buses and cars that negatively affects a child's healthy lung growth and development. Earth Day Network has partnered with The Clean Air Campaign, Inc. to take their success, impacting at least 220,000 people in the state of Georgia, to a national level. This campaign provides solutions through toolkits for administrators and teachers and/or parents and collateral and educational materials for bus drivers and parent drivers.

The need for action is clear: excessive idling unnecessarily exposes vulnerable populations of children and adults to unhealthy plumes of exhaust filled with particle pollution. Airborne particles can cause nasal, throat, respiratory, and eye problems, and are particularly harmful to those with asthma. ([Climate Change Impacts and Adaptations, Natural Resources Canada, 2007](#)).



Photo: Madame Furie

Children are more vulnerable to the impacts of vehicle pollution than other populations:

- Their lungs are still in the development phase.
- They breathe, on average, 50 percent more air per pound of body weight than adults.
- They are closer to the ground; therefore, closer to tailpipes.

The World Health Organization found that particle pollution and ground level ozone aggravated asthma in children and contributed to an increased risk of respiratory tract infection as well.

For additional information, please contact education@earthday.net, or visit our website at: www.earthday.net/noidling.

Earth Day Network
1616 P Street NW, Suite 340 • Washington, DC 20036
(P) 202-518-0044 • (F) 202-518-8794
www.earthday.net/noidling • education@earthday.net

The No Idling Campaign is made possible through a generous grant from the UPS Foundation.

Getting Started With the No Idling Campaign

1 Awareness

- Introduce the campaign through school faculty/staff and PTA meetings, school newsletter, emails and flyers
- Identify a teacher(s) and/or parent(s) who is willing to become your school's No Idling Champion.

2 Implementation

- Notify parents—include No Idling Campaign materials in your back-to-school parent packets. These may be downloaded from www.earthday.net/noidling. See attached article and email.
 - ◆ Pledge Card—Signature card pledging parents' support
 - ◆ Flyer—Young Lungs at Work (English and Spanish)
 - ◆ Carpool Hanger—Young Lungs at Work Car Tag
- Post No Idling Campaign signage around campus and in the bus, carpool, and delivery service zones. These can be produced by the school or through a printing and production company (see Creative Materials guidelines in this toolkit).
- Publish No Idling Campaign details on your school's website and include in newsletters or emails. Share the No Idling Campaign information and the "Help Our Young Lungs Breathe Easier" article. See the attached article and email template.
- Collect No Idling Campaign pledge cards (from parents and bus drivers) and post prominently in your school.

3 Data Collection

- Determine a timeline for counting idling or non-idling cars in your school's carpool line. Begin with a baseline count prior to posting signage.
- While counting idling and non-idling vehicles, reward bus drivers and parents who are not idling and remind those who are to turn off their engines. These counts are called Prize Patrols. Patrols could be scheduled once in the fall and once in the spring. Use the provided spreadsheet for count collection.
- Submit data to Earth Day Network's No Idling Campaign, at education@earthday.net

NO IDLING CAMPAIGN TIMELINE

Total Time Commitment for the Year: 3 hours

Month	Activity	Time Commitment
1	Kickoff Campaign	30 minutes per school to send home fliers, put up signage, send out e-mail and website information.
2	Collect preliminary idling data	30 minutes per school to collect data during carpool
3	Prize patrols, collect idling data, distribute prizes and fliers	30 minutes per school
4	Newsletter	30 minutes to publish idling article in the school newsletter, send out e-mail reminder for No Idling zone
5	Prize patrols, collect idling data, distribute prizes and fliers	30 minutes per school
6	Collect final idling data, distribute prizes and fliers, submit idling data	30 minutes per school

- ◆ Submit No Idling data to education@earthday.net
- ◆ Data should be sent within one week after completion of survey



Template for No Idling Article and Email

Below you will find a sample newsletter article and sample email for use in promoting your school's no idling efforts. Each has placeholders for your school's name and other information. Please use these in your newsletters, on your website or in other communication vehicles.

Newsletter Article Template

Help Our Young Lungs Breathe Easier

This (FALL/SPRING/YEAR), (INSERT SCHOOL NAME) is launching a No Idling Campaign to protect the health of our students and the health of our environment. In addition to restricting idling on school grounds by school buses, we are also asking parents to adopt a No Idling policy for personal vehicles.

Soon, cars that are in the carpool lanes for morning drop-off or afternoon pick-up will be greeted with our new No Idling signage. The *No Idling Zone* is part of (INSERT SCHOOL NAME)'s No Idling Campaign, in partnership with Earth Day Network.

Why should you support the no-idling effort?

Idling harms our health

Vehicle exhaust is harmful to everyone's health, but it especially affects children who breathe more and at a faster rate than adults. By turning off your car, our students, teachers and parents won't breathe in unhealthy fumes as they enter school.

Idling pollutes the air we breathe

Vehicle idling creates unnecessary pollution. By not idling, you reduce car exhaust and prevent up to 3 pounds of pollution per month from going into the air.

Idling costs you money

A popular misconception is that idling your car uses less gas than turning it off and restarting. The truth is, if you are going to be sitting more than 30 seconds, it is more fuel efficient to turn your engine off. Idling also causes more wear and tear on engine parts.

Air Pollution Hits Home

Asthma is the most common chronic illness in children and the cause of most school absences. Children's asthma symptoms increase from exposure to car exhaust. Children breathe, on average, 50% more air per pound of body weight than adults. Children are closer to the ground and therefore, closer to the tailpipes.

Please support (INSERT SCHOOL NAME)'s No Idling Campaign and turn your car off while waiting to pick up your child(ren). Then we can all breathe easier. To learn more about air pollution, its effects and what you can do, visit www.earthday.net/noidling.



Email Template

TO: (NAME or "Parents and Teachers at SCHOOL NAME")

SUBJECT: No Idling Zone Takes Effect at (SCHOOL NAME)

Starting (DATE), parents dropping off or picking up their children will see No Idling signs posted in the car-pool lanes. The No Idling Zone is part of our involvement with the No Idling Campaign, in partnership with Earth Day Network. Through this campaign, we are working to protect the health of our students and the health of our environment, and we ask you to show your support by turning off your engine. (SCHOOL NAME/SCHOOL DISTRICT) has also adopted a No Idling policy for our school buses, greatly restricting the idling time on school grounds.

The emissions that come from our tailpipes harm all of us, especially children who breathe more and at a faster rate than adults. Air pollution also poses particular risks for our children with asthma, and even low levels of pollution can trigger an asthma attack or respiratory symptoms. (IF SCHOOL RATE OF CHILDREN WITH ASTHMA IS HIGH, INSERT INFO HERE)

So, if you're going to be sitting still for more than 30 seconds, please remember to turn your car's engine off. You'll not only improve our air, you'll also save money in fuel and vehicle wear and tear costs!

To learn more about air pollution, its effects and how we can all breathe easier, visit www.earthday.net/noidling.



No Idling Campaign

Registration Form

Please register on our website: www.earthday.net/noidling

Or, complete the following form and return to us at:

Earth Day Network
1616 P Street NW, Suite 340
Washington, DC 20036
Fax: 202.518.8794
Email: education@earthday.net

Contact:

School Principal: _____ Date: _____

School Name: _____

School Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

School Email: _____

Contact Name: _____

Contact Email: _____

Game Plan:

We plan to implement at least one or both of the following components:

No Idling Campaign

Air Quality Lesson Plans (available for grades 1-8)

Grades 1-2

Grades 3-5

Grades 6-8

By successfully employing at least one or both of these programs, we will be recognized by the [No Idling Campaign](#) and Earth Day Network.

We, the students, teachers, and staff at: _____
believe that implementing the No Idling Campaign is a desirable goal that will help us create and maintain a healthier environment for successful teaching and learning. We want to use our school campus to enhance our curriculum and increase community awareness and involvement.



No Idling Campaign Creative Materials

There are five creative pieces in Earth Day Network's **No Idling Campaign**. The first four of these materials may be downloaded and printed from www.earthday.net/noidling. Below is information on how to produce the materials either by working with a professional printer or by printing them at your school. The following pages contain the images to share with printers.

1. Half-Page Fliers (English/Spanish)

Description: 3.5" by 10" card - recommend printing on 100# cover, 2 sided, 1 color

Note: You could also print these on cardstock in a regular color laser printer and trim them with a paper cutter.

2. Parent Pledge Cards

Description: 4" by 5.25" card - recommend printing on 80# cover, 2 sided, 1 color

Note: You could also print these on cardstock in a regular color laser printer and trim them with a paper cutter.

3. Bus Driver Pledge Cards

Description: 4. by 5.25" card - recommend printing on 80#cover, 2 sided, 1 color

Note: You could also print these on cardstock in a regular color laser printer and trim them with a paper cutter.

4. Carpool Hangtag

Description: 3.5" by 10" hangtag - recommend printing on 100# gloss cover, 2 sided, 1 color with aqueous coating, die cut to hang on a rearview mirror.

Note: You could also print these on a regular color laser printer and laminate them before trimming.

5. No Idling Sign

Suggested Description: 12" by 18" heavy gauge aluminum sign, 2 colors. Use the included template and work with a local company to create the sign. Consider contacting a local business to sponsor the campaign and help offset the costs.

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No Idling Young Lungs at Work

Though our involvement with the No Idling Campaign, our school is establishing a No Idling Zone to improve air quality and create a healthier environment for our students.

How It Works

- Sign a No Idling pledge card available from your child's school.
- Turn off your engine while waiting at school for your child.

Why We Care

- Children are more vulnerable to the health impacts of vehicle emissions than other populations.
- Children breathe 50% more air per pound than adults.
- Children are closer to the ground; therefore closer to vehicle tailpipes.
- Asthma symptoms in children increase as a result of exposure to car exhaust.
- Asthma is the most common chronic illness in children and the cause of most school absences.

Benefits to You, Your Children and Your School

- By not idling, you keep 3 pounds of pollution per month from going into the air.
- You save money! One hour of idling burns up to a gallon of fuel.
- Not idling reduces car exhaust and decreases your child's exposure to unhealthy vehicle emissions.

**Thanks for Turning Off
Your Engine!**

www.earthday.net/noidling

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No deje su vehículo en punto muerto

Proteja los pulmones de los niños

Con nuestra participación en the No Idling Campaign, nuestra escuela está estableciendo una zona de “no dejar su vehículo en punto muerto” para mejorar la calidad del aire y para crear un ambiente más sano para nuestros estudiantes.

¿Cómo Funciona?

- Firma la tarjeta prometiendo que usted no dejará su vehículo en punto muerto, disponible en la escuela de su hijo/a.
- Apague su carro cuando espere a su hijo/a.

¿Por qué nos importa?

- Los niños son más vulnerables a los impactos en su salud de las emisiones de vehículos que otras poblaciones.
- Los niños respiran 50 por ciento más aire por libra de peso que los adultos.
- Los niños andan más cerca del piso, y entonces quedan más cerca de los tubos de escape de los vehículos.
- Los síntomas del asma en los niños incrementan como resultado de la exposición a las emisiones de los vehículos.
- El asma es la enfermedad crónica más común en los niños y causa la mayoría de las ausencias de la escuela.

¿Cuáles son los beneficios para usted, sus niños y su escuela?

- No dejando su vehículo en punto muerto, usted ahorra tres libras de contaminación aérea por mes.
- ¡Ahorra dinero! Una hora de dejar un automóvil en punto muerto quema casi un galón de gasolina.
- Cuando no deja su vehículo en punto muerto, usted reduce la exposición de su hijo/a a las emisiones de vehículos.

¡Gracias por apagar su moto!

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¡Gracias por apagar su moto!

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I'm Helping Young Lungs Breathe Easier

- I turn off my engine on school grounds.
- I turn off my engine to reduce idling.

Parent/Driver Signature _____

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Be a Clean Air Driver: Don't Idle

Breathe Easier

Not idling reduces car exhaust and decreases your child's exposure to unhealthy vehicle emissions.

Save Money

Turning off the engine and restarting it uses less gas than letting it idle for more than 30 Seconds.

Do Your Share for the Air

Remembering to turn off your engine while waiting for your child is the right thing to do.

www.earthday.net/noidling

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Bus Driver Signature

www.earthday.net/noidling

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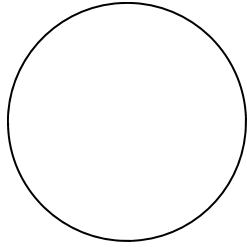
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No Idling

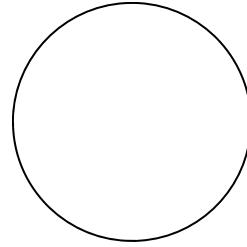
Young Lungs at Work

Remembering to turn off your engine while waiting for your child is the right thing to do.

- ◆ Protect your child's health by reducing car emissions, which can cause breathing problems in children.
- ◆ Turning off your idling engine saves money on fuel costs.
- ◆ Reduce wear and tear on your car by not idling.

**Turn Off Your Engine.
Kids Breathe Here.**

www.earthday.net/noidling



Carpool

School Name

**No
Idling
Young Lungs
At Work**