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Centre for Environment & Health

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Imperial College  
London



# Working with communities

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# Working with communities

- Why bother?
- Challenges
- Examples of engagement

# Why should we engage? (1)

- Diminishing returns of technical measures
- A shift to behavioural/social measures is now needed



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# Why should we engage? (2)

- Local authority responsibilities
  - LAQM does
  - Actions, m

health

fer

Enter Local Authority Name Here

**Insert LA Logo Here**

2015 Updating and Screening Assessment for  
<LA Name>

In fulfillment of Part IV of the Environment Act 1995  
Local Air Quality Management

Date (Month, Year)

You can insert your own cover page design of your choice.  
May include title, subtitle, picture, Local Authority's own logo and consultant logo (if applicable)

Each box is a single-cell table, so to delete them, simply highlight the box from the left margin, then Right Click >Delete Table or 'Ctrl'+X'.

**DELETE THIS INSTRUCTION BOX BEFORE SUBMITTING THE REPORT.**

LAQM USA 2015 1

# Why should we engage? (3)

- Social justice
  - Raised public awareness and concern
  - Low level of understanding in comparison with other public health risks

# Water quality...

- a) Visible risk? – not always
- b) Choice? - 100% accessibility to clean water
- c) Education? – from birth
- d) Legislation? – well established



# Obesity...

- a) Visible risk? – sort of (looks tasty)
- b) Choice? – usually
- c) Education? – major resource drive (but still some myths)
- d) Legislation? – debateable



# Road safety...

- a) Visible risk? - visible risk and harm
- b) Choice? – with education
- c) Education? – from childhood
- d) Legislation? – wide ranging and strictly enforced





# Air quality...

- a) Visible risk? – invisible risk and harm
- b) Choice – little
- c) Education – little
- d) Legislation – emissions limits and devolved



# Benefits of engagement

- Behavioural change to improve air quality and public health
- Behavioural change to improve personal health (active travel and reduced exposure)
- greater acceptability of policies that affect the population
- Empowerment and social justice

# Barriers to engagement

*“I’ve never met anyone who has been killed by air pollution” (disbelief)*

*“There’s nothing I can do to avoid air pollution, so I prefer not to think about it” (its not my problem)”*

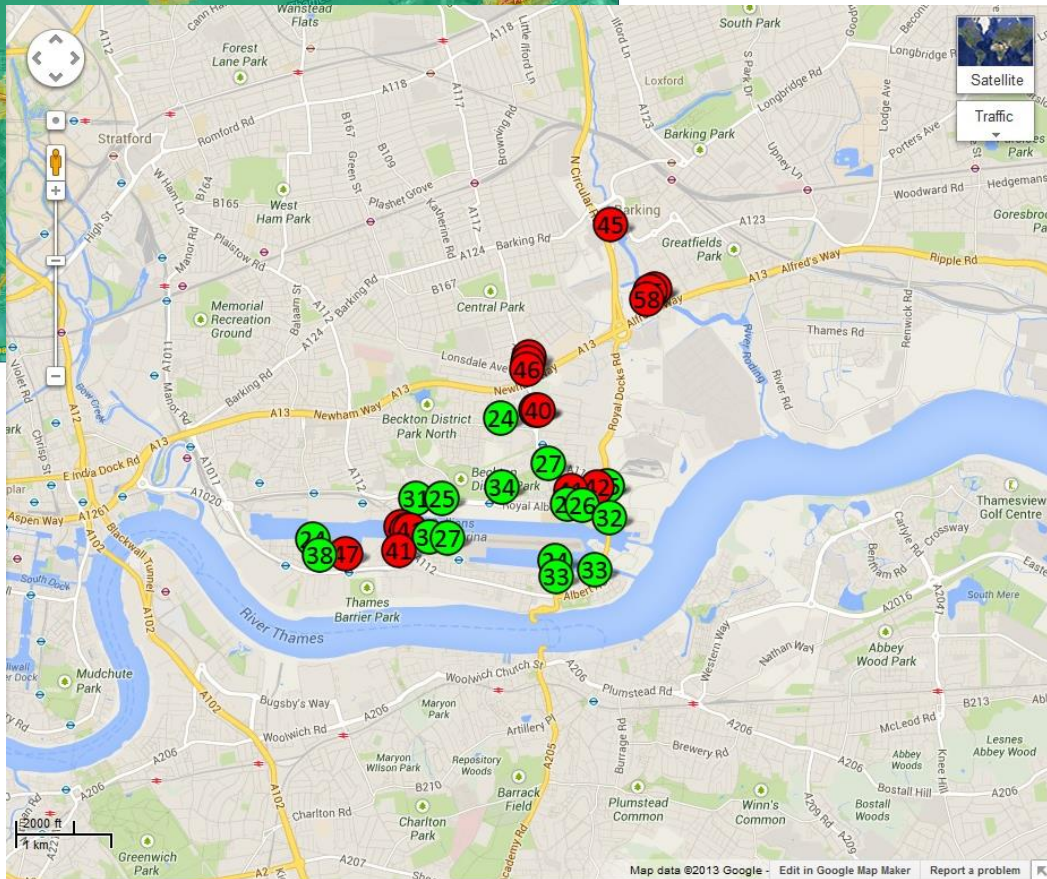
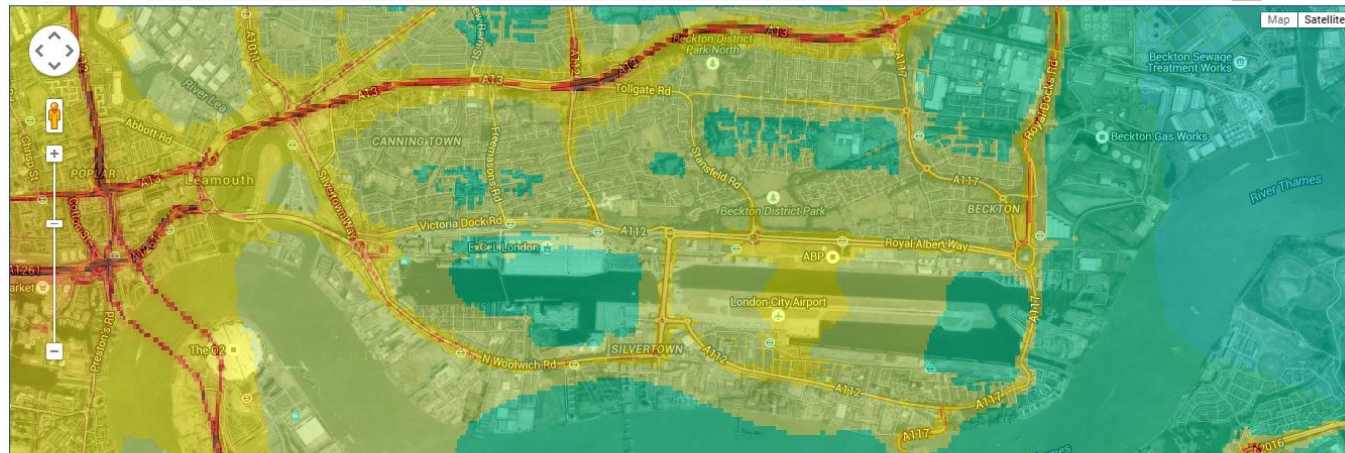


# Challenges of engagement

- Effective engagement requires a different skill set to LAQM
- Behavioural change is a complex social science
- In local authorities Public Health and Environmental Health officers need to work together.
- The messenger and the message is important

Enter postcode or area:

Find



# Methods of engagement

- Making it personal (but avoidable)
- Making air pollution 'visible'
- Providing choice
- Raising awareness
- Raising understanding

# Example 1 - advocacy

- Coordinate and represent community groups on air quality issues
- Experts in engagement and communication



healthy air  
Cleaner air for a healthier life

Type to search, then press enter



London Sustainability Exchange

RT @sianberry: Take a moment today to ask the Chancellor to boost not cut cycling and walking funds in the budget, via @CPRE: <http://t.co/K...>

about 2 hours ago

RT @airqualityUK: Ozone pollution forecast as Britain bears heatwave <http://t.co/sDgeLwM0Kp> #airpollution #airquality

about 3 hours ago

# Example 2 – behavioural change

- Engagement with the aim of increasing awareness and translating public health messages
- The BreatheLondon project:
  - Hypothesis: *“Evidence from community-led projects is likely to be more readily accepted and have greater engagement and impact than external advice and information”*
  - [www.breathelondon.org](http://www.breathelondon.org)



# BreatheLondon project objectives

- To provide clear, engaging, locally relevant advice to help the public reduce their risk of harm from air pollution.
- To provide equipment and expertise to enable communities to gather their own evidence to show how air pollution exposure relates to their everyday lives.
- To collate this information and provide a resource for others to use in their campaigns
- To assess the social, environmental and educational value of community-led air pollution monitoring projects in **improving public health and wellbeing.**

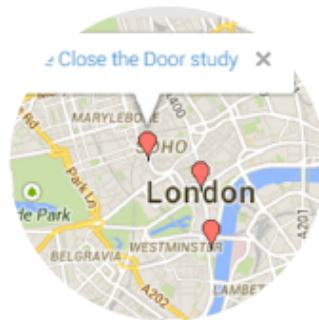
# breathelondon.org

Improving your community's health through breathing cleaner air



## Learn

Learn how you can reduce your risk of harm from air pollution using tips and tools, including a low pollution route planner and forecast.



## Discover

See how communities near you have lowered their exposure to air pollution through supported community-led projects.

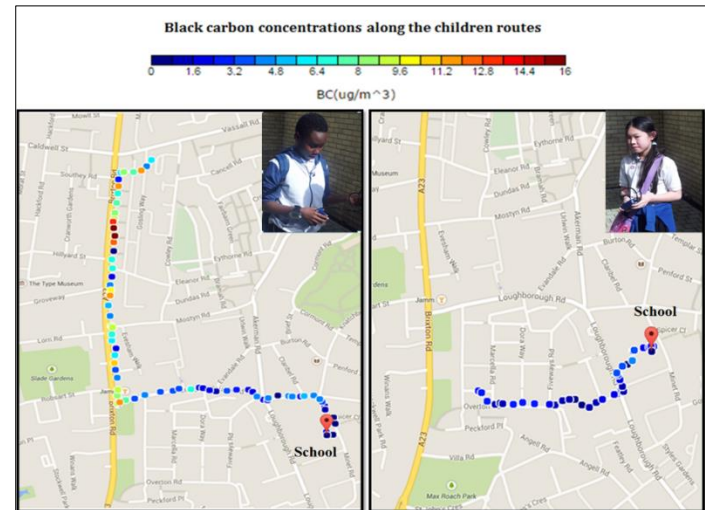


## Apply

If you have a concern about pollution exposure in your community you can use the website to propose a project and receive support and advice.

# Research activities

- Engagement with six vulnerable communities
- Personalised air quality information
- Dissemination of results to wider community
- Follow-up survey after three months



# Example 3 – Policy development

- SEFIRA – development of transdisciplinary scientific and socio-economic resources in order to support the review and implementation of air quality legislation by the European Commission (EC)



SEFIRA IS A EU FP7 COORDINATION ACTION ON  
Socio Economic Implications  
For Individual Responses to  
Air Pollution policies in EU +27



# SEFIRA Discreet Choice Model

- Aims to evaluate social acceptability of policy options from a public/community viewpoint
- Counter to industry lobbying

Policies	Not important:				Very important:
	1	2	3	4	5
Higher petrol/diesel prices in order to reduce car journeys and hence emissions of air pollution and greenhouse gases:					
Banning wood burning in domestic appliances to reduce PM emissions, even if overall greenhouse gases emissions are neutral:					
Pedestrianize city centres, or part of city centres, i.e. ban cars from entering city centres, except 'clean' cars:					
Measures to reduce emissions from industrial or agricultural activity even if it means increased goods or food prices:					
Tax breaks/financial incentives on new 'clean' vehicles and/or heating system:					
Other: .....(specify).....					
		<b>Characteristics:</b>			<b>NOT considered in my choices</b>
		Cost of the policy:			<input type="checkbox"/>
		Change in mobility behaviour:			<input type="checkbox"/>
		Change in eating habits:			<input type="checkbox"/>
		Temporal horizon of the policy:			<input type="checkbox"/>
		Improvement of human health:			<input type="checkbox"/>
		Fairness of the policy:			<input type="checkbox"/>

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**Thank you**

**[www.breathelondon.org](http://www.breathelondon.org)**

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