



Project Introduction

Important Dates

30.03.2020: Social media post deadline

06.04.2020: Winners announced

08.05.2020: Professional video that will be created with winning schools released

This project can be broken down into three parts:

1. Identify a source of air pollution in your school or your community that you would like to tackle and identify its potential effect on people's health, especially people with asthma (with the help of the lesson plan)
2. Take action against this source
3. Make a social media post detailing the source of air pollution, the action taken in response, and how this will improve health and life for people with asthma

Project Breakdown

Part One: Identify a source of air pollution

Identify a source of air pollution in your school or your community that you would like to tackle and its potential effect on health and asthma. Use information from the lesson plan or any other resources that you might have.

Every area and community is unique and so are its sources of pollution. Brainstorm and try to identify one cause of air pollution or one type of pollutant that you feel passionate about and would like to tackle. Is it NO₂, CO PM, or a combination of a few? Uncover how these pollutants can effect health and people with asthma.

Part Two: Take action

Make a plan to take action against a source or type of pollutant. Here are some ideas and examples:

- ✓ **Idea: Tackle air pollution within your school or school grounds (indoor or outdoor)**

Examples: You could choose to eradicate or reduce a form of air pollution within your school or in your school grounds. This means looking at both indoor and outdoor sources of air pollution.

Outdoor examples: discourage traffic idling at the school gate, plant trees near roads to block air pollution from contaminating school grounds, create a cycle-to school-scheme, make a plan to introduce new bike racks to the school, or arrange a walk-to-school week.

Indoor examples: place plants in the classroom, evaluate the heating system in the school to identify possible pollutants, complete an audit of possible sources of air pollution within the different areas of the school: classrooms, reception office, common areas, subject specific rooms (P.E. hall, laboratory rooms, cooking room, stage hall).



✓ **Idea: Look for change within the community**

Examples: identify who in your community can help make change happen, let them know about the importance of air quality, asthma, and health by sending them an email or letter, ask them to help tackle a specific air pollution issue in your community. For example, does your area have a smoky coal ban, are there traffic restrictions in place to reduce emissions near schools, should there be more EV charging stations to be introduced in your area, are there sufficient recycling options in your area, are there enough cycle lanes or do people car-pool to get to work or to bring you to school?

✓ **Idea: Educate your schoolmates, friends, family and communities about asthma and air pollution**

Examples: Create an informative social media page or blog, hold an event in your local area to raise awareness on the issue, create a poster depicting the effect of air pollution on health and asthma and post them around your school, give a talk to your school about the effect of air pollution on health, create a drama or art piece illustrating the effect of air pollution on asthma and health, create a survey to see how many people in your school have asthma, interview a doctor on the importance of clean air for people with asthma.

Part Three: Social Media Post

After taking action against a source of air pollution, we would like you to make a social media post detailing how you and your school tackled air pollution and how this will be beneficial to people's health, especially people with asthma.

This could include voice clips from an interview with a local politician or business person, pictures of where you displayed your posters around your school, before and after photos of where trees were planted or an image of your art piece. Then describe how people reacted to your message.

Remember: deadline for the post is the 30th of March 2020.

The Prize

The Asthma Society of Ireland will be choosing three winning schools from this competition. There will be two elements to this prize:

1. Top three schools will be invited to work with us to produce a professional video
 - ✓ This will detail how your school tackled air pollution for the benefit of health
 - ✓ It will be shared across all our social media platforms to spread awareness of the issue and to highlight the hard work by your school and help motivate others!
2. There is also a cash prize for the top three schools:
 - ✓ 1st prize: €500
 - ✓ 2nd prize: €300
 - ✓ 3rd prize: €200



Social Media Post Guidelines

Essential Criteria

The following information is vital for every social media post:

- ✓ Use Facebook, Instagram, or Twitter
- ✓ Create a short video*, use a series of photographs*, or write a thread (series of posts)
- ✓ Include: the source of pollution, the type of pollutant, how you tackled it, and how your action will benefit health and help people with asthma
- ✓ Tag @AsthmaIreland @ESBGroup @GLOBEprogram
- ✓ Use the hashtag #OwnOurAir
- ✓ Ask for people to share your post (the more the better!)
- ✓ Email us with the name and address of your school with a link and/or a screenshot of your post to advocacy@asthmasociety.ie to make sure we don't miss it!!

*we do not expect you to be professional photographer or videographer! Your action and understanding is what counts!

How to make your post stand out:

Language used in your social media post:

- Is your message clear and concise? Is your message clearly conveyed?
- Did you explain what action you took against air pollution?
- Did you clearly show how this will benefit health and people with asthma?
- Did you highlight how many people were involved?

Your *individuality* is important:

- How did you choose to take action against air pollution?
- Why was this the way for *your* school to engage with this issue
- How will you structure your social media post?

Your *passion* about asthma, health and air pollution:

- Why this project is important to *you*? Bring the project close to home!
- Is there someone in your class with asthma? How many people in your school have asthma?
- Are pollution levels particularly high in your area, or are they low and you are passionate about making them lower?

Your hopes for the *future*:

- Express hope to continue fighting air pollution for the benefit of health and people with asthma.
- Will this project continue to guide your school's practices, or your own life choices in the future?

Your *understanding* that the fight against air pollution will benefit people with asthma

- How will people with asthma benefit from your project
- What effect does your chosen pollutant or chosen source of pollution have on asthma symptoms



How we will choose a winner

We will be looking for them online, but please remember to send us an email at advocacy@asthmasociety.ie with the name and address of your school, and a link or a screenshot of your post.

Here are characteristics of your post that we will be looking for when choosing a winner:

- Naming the source of air pollution and/or the type of pollutant
- A clear link is made between health, asthma, and air pollution
- Genuine interest for improving the lives of those with asthma
- The type of action, who was involved, and the intricacies of your project
- Why this project is important to **you**
- Social media post shares; although this will not be a sole reason for choosing a winner, we want to see that your school is passionate about spreading awareness!

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Remember to email Anna at advocacy@asthmasociety.ie if you have any questions or need clarification along the way and we will do our best to help. Best of luck!