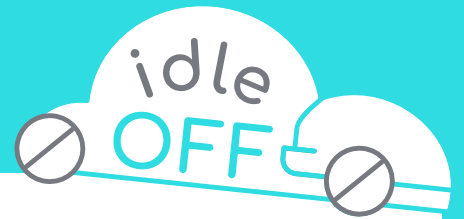


Name: _____



3. TELL YOUR SCHOOL TO IDLE OFF

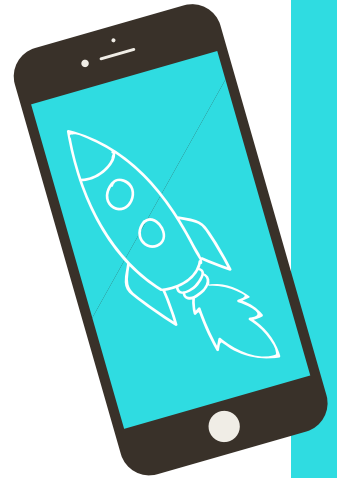
How do you tell everyone in your school community to IDLE OFF?

CREATE A COMMUNICATIONS PLAN

Think about the best ways to communicate with everyone in your school community - students, teachers, parents and bus drivers.

This could include:

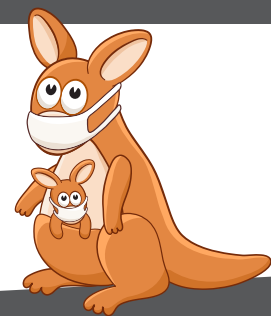
- ✓ talking at a school assembly
- ✓ writing an article for the school newsletter
- ✓ putting information on the school intranet
- ✓ creating posters to put up around your school
- ✓ making a short video that can be shown to other students
- ✓ putting signs in the school carpark
- ✓ emailing your school's bus company



**SWITCHING YOUR ENGINE OFF FOR 20 MINUTES =
APPROX 1 KILOGRAM OF CO2 EMISSIONS SAVED!**

What message do you want to get across?

- ✓ Make your message clear and short - for example 'Idle Off so your kids don't cough!'
- ✓ People remember what they see, so make sure you have a great image or engaging video.
- ✓ Be clear in your call to action - tell people EXACTLY what you want them to do
- ✓ Get your communications plan approved by your teacher and then start sharing it!



Did you know!

Idling for only
10 seconds
wastes more fuel than
turning the engine
on and off.

Before telling your school community to **IDLE OFF** it's a good idea to think about some of the questions you'll get asked and prepare answers ahead of time.

SOME FAQs INCLUDE:

Q. Switching my car off and on again uses more fuel.

A. On average, just ten seconds of idling wastes more fuel than turning the engine off and on again.



Q. My car is brand new and doesn't emit as many pollutants as an older car.

A. There is no safe level of transport emissions. Any vehicle that emits pollutants is harming the health of students at our school.

Q. It gets too hot in summer and I want to have the air conditioning on.

A. There are a number of ways to reduce heat build-up in your car. Open the windows and let the breeze in, park with the back of your car to the sun, use a windscreen sun shield or have your windows tinted.



Q. I need to have my car idling to make a phone call using the car speakers.

A. Is the call more important than your child's health? Use a bluetooth head set or simply hold the phone to your ear.

BEFORE YOU MOVE ON..

Are there other questions do you think you'll get from your school community?

How will you measure the success of your communications plan?

What's the best way to get other students to help share the IDLE OFF message?