

Become an Air Quality Champion

Help make a big difference to air quality in Westminster

Air pollution contributes to premature deaths every year with links to asthma, heart disease and lung cancer.

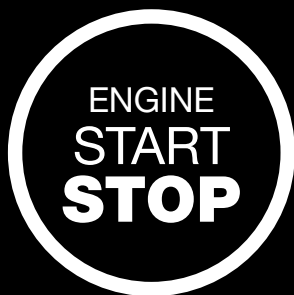
We are taking action to improve air quality for our community and its visitors by eliminating engine idling from the areas of highest pollution in the city.

Everyone is affected by air pollution. Our families and loved ones all breathe the same air.

By taking our **#DontBeIdle** pledge and spreading the word to family and friends you can help to make a big difference.

Become an Air Quality Champion

You can volunteer as an air quality champion at our regular Anti-Idling Action Days. The events help us to engage with members of the public and spread our **#DontBeIdle** message.



The role of an Air Quality Champion:

- Motivating drivers to switch off their engines when stationary now and in the future
- Educating them about air pollution – give them knowledge and facts
- Make it appealing – others are doing it, it is good for our local communities and for our environment
- Engaging with idlers, residents and other passers-by
- In pairs, visiting idling hotspot areas, talking to drivers and asking them to switch off and pledge to not idle
- Using social media to spread the word **#DontBeIdle**

Sign up to become an Air Quality Champion

For more information about Air Quality Champion training and action days email: [**Idlingqueries@westminster.gov.uk**](mailto:Idlingqueries@westminster.gov.uk)

Sign the **#DontBeIdle** pledge here. info.westminster.gov.uk/dontbeidle

#DontBeIdle

westminster.gov.uk/dont-be-idle



City of Westminster