



BEHAV-I-AIR – Behaviour and Impacts on Air Quality

Combining forecasting with co-created targeted messages to reduce polluting behaviours

Proposal for Clean Air Workshops for Local Communities, Schools, and Groups in Cork City



We are inviting individuals, local groups, organisations in Cork City to take part in or co-host our Clean Air Workshops between April and June 2024.

Background

Clean air is a fundamental human right and we can all play our part in learning about and promoting healthy air.

Air pollution is a major health threat both globally and in Ireland. It is also a complex issue to solve because air is mostly invisible. Many of us struggle to understand the links between what we do in our day-to-day lives, the quality of the air we breathe, and its impact on our health.

BehaviAir aims to break that invisibility and create communication about air quality that is timely, accessible and empowering. For that, **we need your help to get the message right** about clean air in Cork City.

BehaviAir is a UCC project funded by Science Foundation Ireland which aims to promote public awareness and behavioural change around air pollution issues and solutions by combining technological advances in air quality forecasting with community-engaged design thinking. The project is led by academics in UCC and air quality officers at Cork City Council, in partnership with Cork Healthy Cities and the Cork Public Participation Network.

Why a Clean Air Workshop

Based on the discussions had with many stakeholders in Cork and beyond over the past months, and the need for air quality communication emerged in those discussion, we have set up clean air workshops to work with different communities and individuals across Cork City on the following:

- Learn more about the importance of clean air in our day-to-day lives.
- Demonstrate how air quality monitoring and forecasting can be harnessed to protect ourselves from air pollution.
- Together create empowering messages that promote cleaner behaviours in a way that makes sense to people.

Why should you (or your group/organisation/community) take part

Your contribution and your experience matter to us.

People in our community are impacted differently by air pollution. It is important that the voices of different members of the public are heard in order to develop communication strategies that are sensitive to different needs and preferences.

By participating in this workshop, you will help raise awareness of the risks from air pollution and the solutions that we can work towards together. The activities are designed to foster positive dialogue in a friendly and engaging social atmosphere.

All participants in the workshop will **receive a certificate of attendance** and a **brief report of the workshop results**.

Those who attend the workshop will also be invited to stay connected with the BehaviAir project for news and information about further clean air initiatives.

When are the Workshops taking place?

Our Team will work with you to identify a date that may suit your group best. We plan to hold workshops between April and May 2024.

Proposed activities

Our activities include the following:

1. *A short learning session* about air pollution, health, and behaviours (Examples of topics: Key pollutants; Air pollution monitoring in the local area; what air pollution does to our health; evidence from Cork city; what behaviours/actions contribute to air pollution; how green spaces in our city help fight air pollution)

2. A *co-creation and discussion session* with interactive exercises to create effective messages for air quality-related behaviours and identify the most appropriate channels of communication for the group.

Our Team can work with you and your group to tailor the activities to the interests and needs of the participants. Session 2 is core to the workshop, but session 1 can be adapted or dropped if not of interest.

The proposed duration of the workshop is 90-120 minutes, at a time of the day and at a venue that suits you. We can provide catering and will provide materials.

Workshops are mainly aimed at adults, but people of all ages are welcome and we can tailor activities to accommodate Youth groups or children.

What we ask from workshop participants

The workshops are part of a research project that aims to promote awareness and positive behaviours related to air quality. To evaluate the impact of our activities, we will seek consent from participants to:

- Take part in a short survey about air quality attitudes and behaviours before and after the workshop.
- Audio-record the workshop for analysis purposes
- use the responses collected in the workshop for analysis and reporting.

How can I/we take part?

If you are interested in having a Clean Air Workshop for your group, organisation or community, let us know:

- Via email or phone to the Project Lead: Dr. Marica Cassarino, UCC, mcassarino@ucc.ie, Phone: 0214904589
- By completing this short interest form to be contacted back.