

People-Friendly Streets Competition



Calling all KS2 school pupils!

Enter our Clean Air Day competition for a chance to win great prizes!

Cars and lorries give off harmful gases and dust that pollute our air. They produce greenhouse gases that are changing our climate and destroying habitats for plants and animals around the world. **Breathing the air pollution that comes from road traffic is bad for our health.**

Wouldn't it be great if streets were more about people and less about cars?

Quiet streets are safer and more pleasant for walking and scooting and more room to play!

Could you persuade people to drive less and keep streets in your neighbourhood free of cars and lorries to reduce air pollution?



17 June is Clean Air Day when people across the country raise awareness about the harm that air pollution is doing to us and our planet and share ideas that can help to reduce this problem. **This is your chance to make a difference!**

If you think that you could find ways to change people's behaviour, enter the My Journey Clean Air Day **People-Friendly Streets Competition** for a chance to win great prizes including vouchers for fun activities such as climbing and donutting.

myjourneyhampshire.com/cleanairday



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How to enter the People-Friendly Streets Pupil Competition:

We would like you to plan a campaign to encourage people-friendly streets and explain why it is good to leave cars at home whenever possible.

- 1. Decide who you would like to target with your campaign materials e.g. pupils (pester power), parents, local residents, businesses, school staff.**
- 2. Talk to a few of your target audience to help you plan your campaign by finding out:**
 - what they like about strolling or cycling in quiet streets;
 - what they dislike about moving through busy roads;
 - about any advertisements or posters that they remember, and which persuaded them to try something new.
- 3. Use this information to think about the best way to encourage people to leave their cars at home and make streets more people-friendly including:**
 - persuasive writing in a front-page article for your local newspaper or school newsletter;
 - draw an entertaining comic strip that can be included in a local paper, newsletter or website. It could even be a simple flip cartoon;
 - are you musical and good with words? Write a song or rap or poem that could be shared in assemblies;
 - use your artistic skills to draw a colourful poster that could be displayed in a local library, community centre or at school;
 - have you got an eye for fashion? Design a T-shirt with an eye-catching slogan (see template attached).
- 4. On your own or with a team of no more than five pupils, plan a campaign that includes at least three actions from the previous list.**

For a chance to win some great prizes, ask an adult to save the details about your campaign and your materials in one PDF file (max 10MB) and complete the pupil competition entry form at myjourneyhampshire.com/cleanairday

Closing date for competition entries: **Friday 25 June 2021**

Schools Clean Air Day exhibition

Any schools who organise and publicise to their parent community a Clean Air Day exhibition of the competition campaign materials online, in a newsletter or in the school will be entered into a draw to win a PlantLock cycle store!

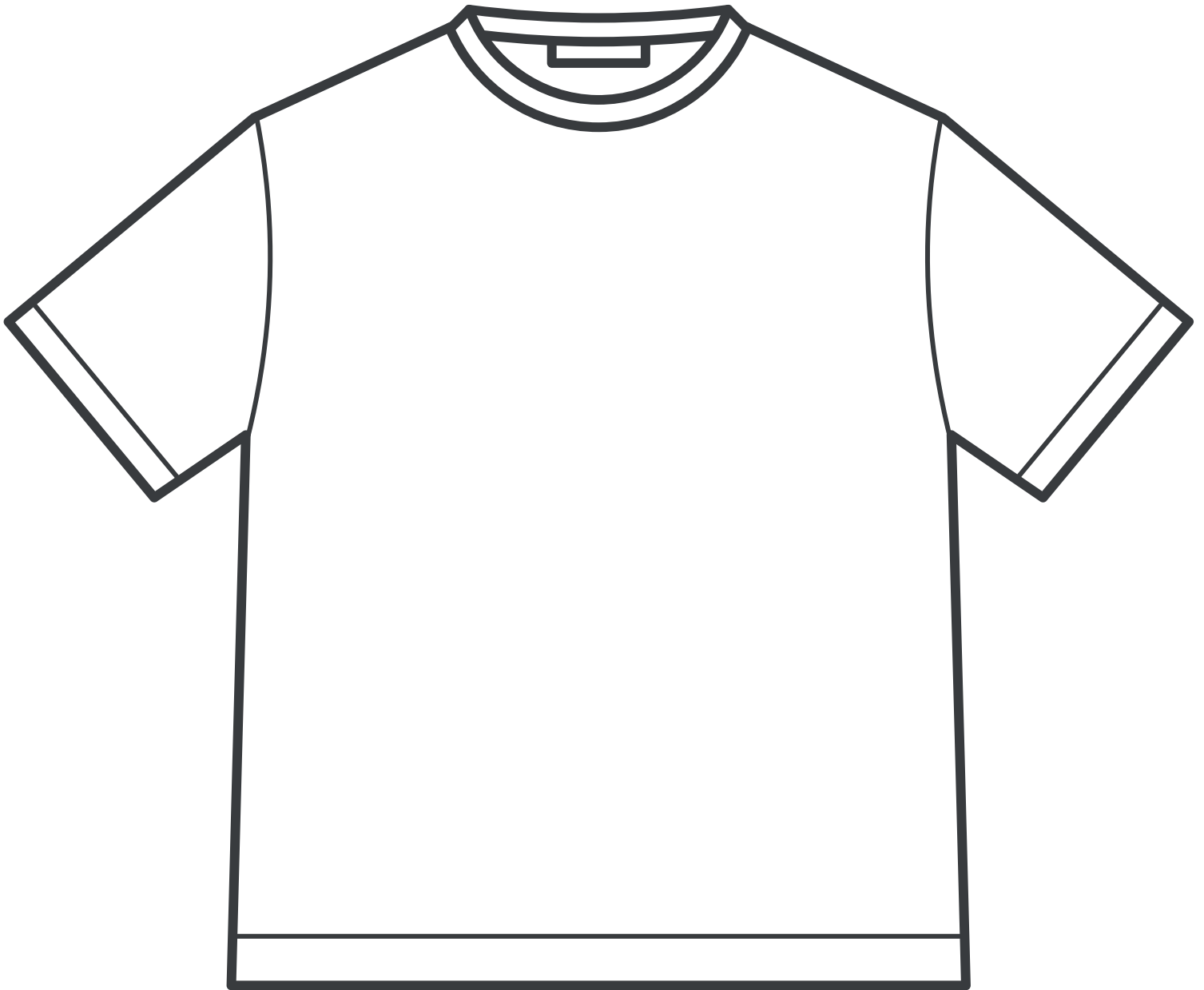
Please share evidence of your exhibition and promotional activities by uploading your school details and one PDF file (max 10MB) by **Friday 25 June 2021** using the school competition entry form at myjourneyhampshire.com/cleanairday

Information and sources of ideas:

- **Low Traffic Neighbourhoods**
- **Play Streets**
- **School Streets**
- **Clean Air Day**
- **BBC: How to create a comic**
- **BBC: How to make a flip book**
- **BBC: Write song lyrics**
- **BBC: Create a story**



Template for People-Friendly Streets T-shirt design



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