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Image result for mayor of london LOGO

**Key Hashtags & Accounts:**

#HealthyStreetsEveryday #LetLondonBreathe #CarFreeDay

@CrossRiverPship @MayorOfLondon @TfL @IslingtonBC @LDN\_environment

**Key Resources:**

[London Play Posters](https://www.londonplay.org.uk/content/45518/our_work/recent_work/car_free_day_2019/car_free_day_2019)

[Reimagine Editable Posters, Social and Email Templates and Toolkit](https://1drv.ms/u/s!AqIjiX_IlgzMcDna3Lm7nWen-nU?e=LjNF4E)

[Healthy Streets Everyday Shared Drive](https://1drv.ms/u/s!AqIjiX_IlgzMbaFdD0BR7C0v1ss?e=lF89q9) – Please can you test that this works on your IT system.

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| **Weeks to Go** | **CRP Responsibility** | **Partner Responsibility** | **Tweets for the Week** |
| 01/09  (3 weeks) | HSE Meeting | HSE Meeting | This week we had our second #HealthyStreetsEveryday Meeting where we discussed plans for our upcoming #CarFreeDay. For more info visit: (Council Link) @CrossRiverPship @TfL @CarFreeDayLDN |
| Prepare Car Free Day COMMs based on information from Councils | Send out key tweets via COMMs team | Air pollution increases the risk of getting lung cancer and contributes to about 1 in 13 cases. Think about leaving the car at home if you head out on #CarFreeDay (22 September). (Council Link) #HealthyStreetsEveryday |
|  | Inform CRP of what Council-run events are taking place on Car Free Day | Over 150,000 Londoners are estimated to join in London’s #Reimagine events this #CarFreeDay – be part of the target to get 80% of all London journeys via sustainable modes of transport by 2041 (Council Link) @MayorOfLondon #HealthyStreetsEveryday |
| 08/09  (2 weeks) | Begin publishing tweets and retweeting those from our HSE Partners | Send out key tweets via COMMs team | Just under two weeks to go until London’s biggest #CarFreeDay – be sure to check out what roads will be closing on the day and how transport links will be affected. <https://tfl.gov.uk/status-updates/major-works-and-events/car-free-day-2019?cid=car-free-day> @TfL #HealthyStreetsEveryday |
|  | Ensure that Car Free Day plans are clearly visible on council websites | Driving polluting vehicles is the single biggest cause of air pollution in #London, and over 450 London state schools are affected by these dangerously high air pollution levels @TfL. Join us on #CarFreeDay (22nd September) and explore without the traffic http://bit.ly/30IrfDt  (Source reference - https://tfl.gov.uk/corporate/about-tfl/air-quality?cid=air-quality) |
|  | Respond to CRP Email regarding the postal address to send bunting to | 22nd September is London #CarFreeDay! Your chance to leave the car behind and explore this amazing city by foot or bike without the hassle of traffic and air pollution. See what is happening across your borough here <http://bit.ly/30IrfDt> #HealthyStreetsEveryday |
| 15/09 (1 week) | Bunting to be sent out to HSE partners | Finalise events taking place on Car Free Day and how to best complete the survey form. | Move, chill, taste, play and show this #CarFreeDay by attending one of the amazing events being hosted locally. For more info please visit (Council Link)  @MayorofLondon #HealthyStreetsEveryday |
| Ask for feedback from  boroughs using the survey form. Deadline for completed responses Friday 27th Sept. | Decide who in your Council team will be attending the Car Free Day events. | 2 MILLION people are living in illegal air pollution levels across #London. Long term exposure is attributed to health impacts from lung and heart disease, to miscarriage and teenage psychosis. Take part in this year's #CarFreeDay on 22nd September! (Council Link)  (Source reference - https://www.theguardian.com/environment/2019/apr/01/air-pollution-falling-london-millions-still-exposed ) |
|  |  | TOMORROW is London #CarFreeDay ! A fantastic opportunity to take part in fun activities on streets closed off to traffic across \*Borough name\*. Check out what is happening and where on the @MayorOfLondon website http://bit.ly/30IrfDt #HealthyStreetsEveryday |
| 22/09  (0 week) | Share partner images and videos of Car Free Day events on social media | Put up the bunting at Car Free Day events | At \*Borough name\* we are committed to improving the air quality for the health of our residents and visitors. We are taking part in the London #CarFreeDay as part of our #HealthyStreetsEveryday project to increase walking and cycling in the area http://bit.ly/30IrfDt |
|  | Begin to produce case studies containing statistics collected from HSE partners | Prepare the survey form and showcase any statistics from the Car Free Day events | On Sunday \*Borough name\* ran a series of #CarFreeDay events. Find out more about what we did here (Council Link) #HealthyStreetsEveryday |
|  | Send this form to CRP by 27th Sept | **\***Borough Stat\* people took part in vehicle-less activities in our borough on #CarFreeDay. To find out more about what we did visist (Council Link) #HealthyStreetsEveryday |