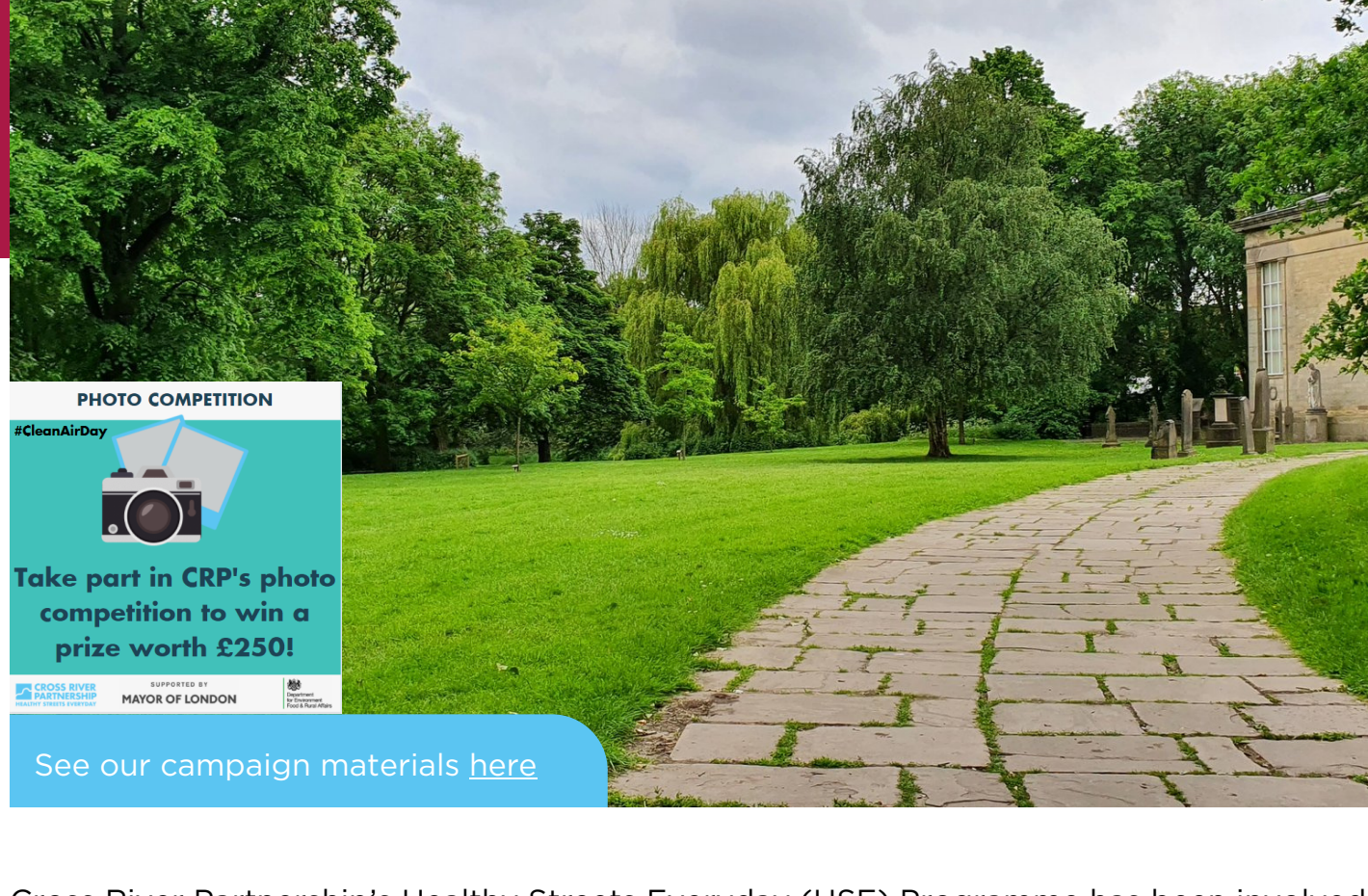


Social Media Campaigns:

Raising awareness around the issues of air quality.



See our campaign materials [here](#)

Cross River Partnership's Healthy Streets Everyday (HSE) Programme has been involved in several social media campaigns to raise public awareness about poor air quality issues. In London, 3,600 to 4,100 deaths were estimated to be attributable to air pollution in 2019. The World Health Organisation (WHO) estimates air pollution kills seven million people worldwide every year. Therefore, raising awareness about the importance of improving air pollution for both public health and the environment is becoming increasingly important.

Social media is a great tool to engage with the public around air pollution, and it can also be used to support important events and campaigns. As part of the HSE Programmes 2021 Clean Air Day celebrations, Cross River Partnership ran a social media campaign to educate people on the importance of clean air. As well as sharing important facts and tips about improving air quality, the social media campaign involved a photo competition. The competition encouraged the public to share 'clean air photos' to win a £250 voucher for the cost or maintenance of a bicycle.



“ The CRP team were delighted to contribute to the buzz around Car Free Day and Clean Air Day in 2021 through thought-provoking and fun campaigns. Social media proved to be a great tool to build relationships. It has encouraged engagement with local communities, Local Authorities and London's businesses by sharing tools that benefit our health and the environment. We also shared facts and initiatives from the Healthy Streets Everyday project to educate people on the importance of this and inspire change. Thank you to everyone who helped to raise awareness with us! ”

Rachael Aldridge, CRP Communications Project Manager

HSE's Car Free Day Campaign

As part of the HSE Programmes 2021 Car Free Day celebrations, Cross River Partnership ran a 'countdown to Car Free Day' social media campaign. The campaign involved sharing facts related to Car Free Day and highlighting the different schemes that the HSE programme is delivering to help improve air quality and encourage active travel. The campaign also involved a "School Mural Competition" where school pupils across London were encouraged to design a Car Free Day mural. Three winners were then chosen at random for their design to be created as a mural at their respective schools.

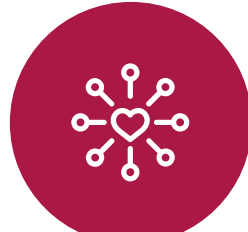
The Impact



Instagram page launched on Clean Air Day 2021



19 entries to the Clean Air Day photo competition



4 social media platforms utilised



159 entries as part of the CFD school mural competition



2,464 Instagram accounts reached through 'Countdown to Car Free Day' posts



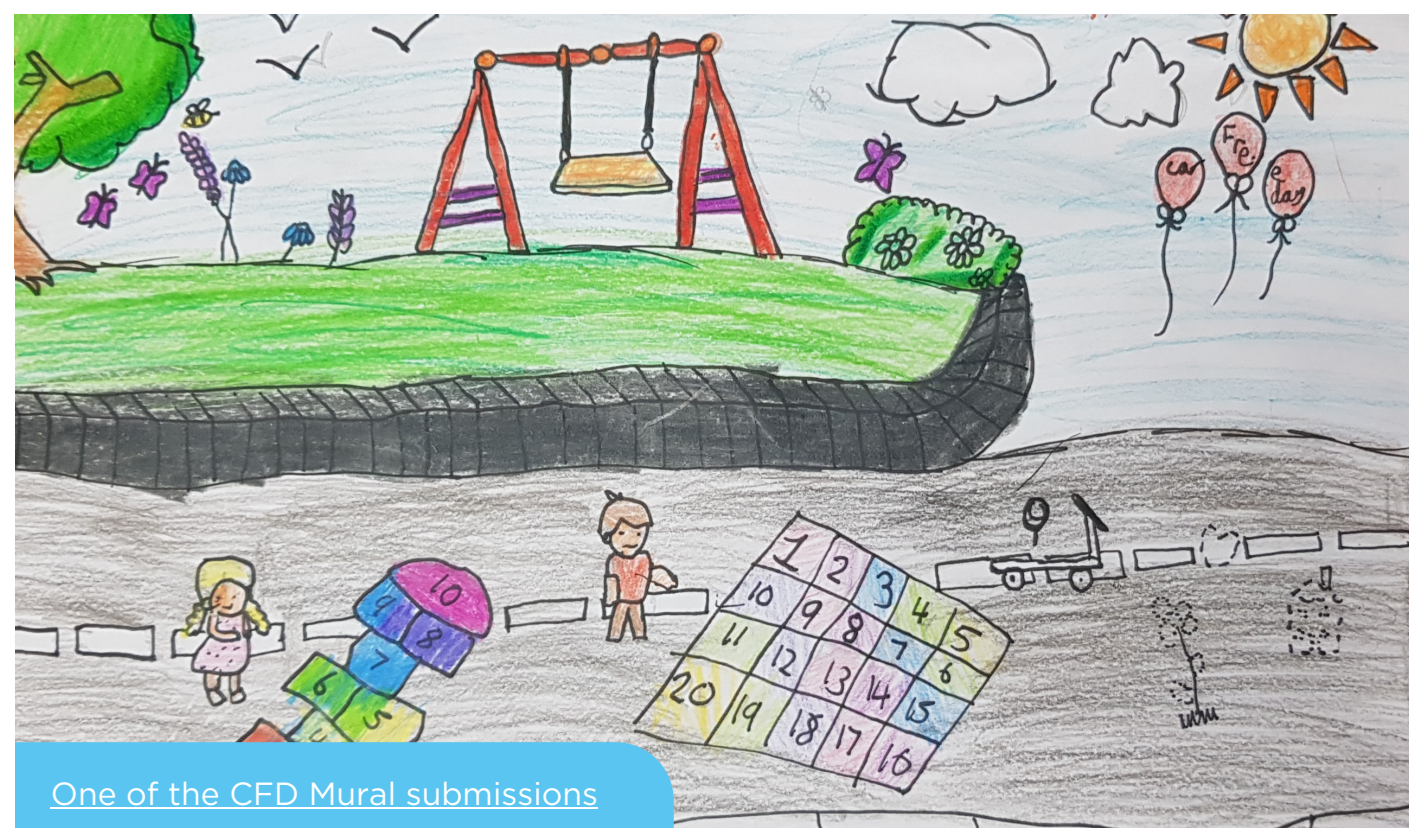
213 Instagram likes during the Countdown to Car Free Day



1.3k impressions on Twitter through the 'Countdown to Car Free Day' campaign



109 likes, 48 retweets and 28 link clicks on Twitter through 'Countdown to Car Free Day' posts



What is the Healthy Streets Everyday Programme?

Cross River Partnership's [Healthy Streets Everyday](#) Programme is a 3-year cross-sector project that is funded by the [Mayor's Air Quality Fund](#). The project aims to empower boroughs, businesses and communities across London to deliver pedestrian-priority healthy streets, increase walking rates and reduce emissions and exposure to air pollution.

The programme also helps supplement London's COVID response by creating streets that can accommodate and encourage higher levels of sustainable, active travel and that are pleasant, safe places that all Londoners' can safely enjoy.

For more information, please visit CRP's [Healthy Streets Everyday Webpage](#).



Project Partners

Cross River Partnership is proud to be working with the following Local Authorities and other partners.

