



Clean Air Cops!

Clean Air Cops is a unique educational programme created to provide schools with the tools and confidence to engage young people and their parents. The curriculum has been designed to foster behavioural change and make a positive difference to local air quality, reports Ash Sharma.

Clean Air Cops equips schools to deliver engaging, ready-made lessons to their pupils to explain why clean air is essential, why polluted air is dangerous, and what can be done in school, at home, and at play to help improve air quality

The unique fun and colourful books, designed to enhance parental engagement, act as the toolkit for children to take the messages taught in the classroom into their homes and help create behaviour change.

The Clean Air Cops are anthropomorphic characters. Led by Bobby the Boxer, they recruit young readers onto their team to rid the planet of pollution. Using education as a platform, the winning of hearts and minds of the children enables families to become integral to the solution for real change.

The villain of the piece is a character called Smoggy, a cloud of dirty air growing to enormous proportions.

The book first explains how many of our current negative environmental choices are responsible for making Smoggy grow bigger and how it harms people's health as well as the natural world.

The Clean Air Cops characters then take the readers on a green choices journey through fun content and engaging puzzles and outlines actions that families can adopt in their everyday lives that will help to help reduce 'Smoggy' and improve local air quality. Finally, Smoggy turns into a tiny puff of dirty air, before Bobby the Boxer wipes it out by sucking it up with his air vacuum.

Birmingham City Council was the first local authority to adopt the pioneering Clean Air Cops programme. Lorraine Cookson, Senior Behaviour Change Officer for Birmingham City Council, said: 'We are delighted to see how schools have adopted the programme and the actions they are taking. At the end of the course, pupils and their

family understand why clean air is important and recognise pollution makers. Subsequently, they make greener travel choices and know how to help make air cleaner at a local level. I am excited the schools are going on to further engage with the other council initiatives.'

Ash Sharma, author and founder of Clean Air Cops said: 'We specialise in providing a platform that enables businesses to demonstrate real added social values to their tenders when bidding for local authority contracts. Our proven methodology brings together all stakeholders so the programme can achieve maximum success and reach into communities.

'Working with Birmingham City Council's Public Health, Environment Health and Transport Connectivity departments, we were able to effectively convey the messaging and learning the local authority wanted to communicate to tackle air pollution.

'Clean Air Cops is a social values solution and can be adapted to suit many businesses and local authorities. The unique and innovative approach helps provide positive long-term change. It plays a vital role in educating the grassroots within the community, ensuring future generations protect the environment for many years to come.'

If you would like to adopt a Clean Air Cops programme for your local authority or to add social values when bidding for a tender contract, please contact Ash by emailing ash.sharma@skipsed.com.

Ash Sharma is an author and founder SKIPS Educational, and founding member of the Westminster Commission for Road Air Quality.