

*Your Health Connection*



**simcoe  
muskoka**  
DISTRICT HEALTH UNIT

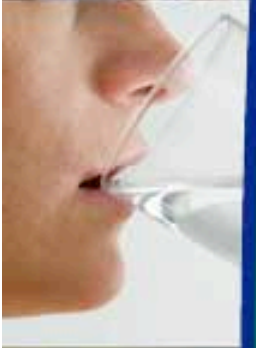


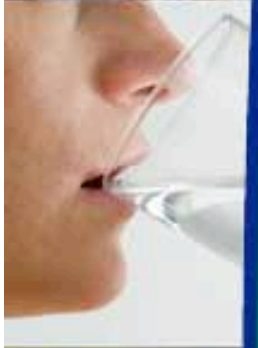
**“Turn it Off!” Campaign**  
**Marina Whelan, Manager Health Hazards Program**  
**October 28, 2008**

## Overview

“The Turn it Off” project successfully engaged the public, municipalities and school boards related to anti-idling and built momentum to move towards air quality improvement policies.”

- ◆ Background
- ◆ Social Marketing Campaign
- ◆ Research Component
- ◆ Policy Development
- ◆ Outcomes
- ◆ Evaluation





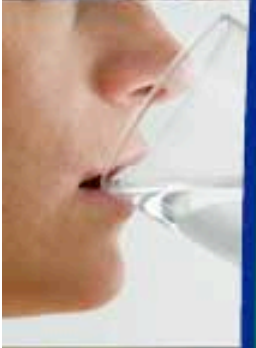
## Turn it Off! Campaign

The purpose of the “Turn it Off!” campaign was to:

- ◆ Engage students, parents and school boards in initiatives to take action to improve our air by reducing vehicle idling practices in school zones and communities;
- ◆ Engage municipalities in initiatives to take action to improve our air by reducing vehicle idling practices at community centers and recreation centers;
- ◆ Provide information/resources/education to the public to reduce vehicle idling practices and
- ◆ Provide information/resources/education to municipalities to promote municipal strategies to improve outdoor air quality.

## Background

- ◆ Funding from Enbridge Gas 'Awaire' Fund
- ◆ Research component to measure the impacts of interventions on changing idling behaviour.
- ◆ Phase 1 of the project was completed in Muskoka in September/October, 2007.
- ◆ Phase 2 was completed in Orillia in April/May 2008.
- ◆ Community readiness was assessed in selection of participating communities



# Ontario Medical Association – Illness Costs of Air Pollution

## Estimated Annual Number of Premature Deaths by Age

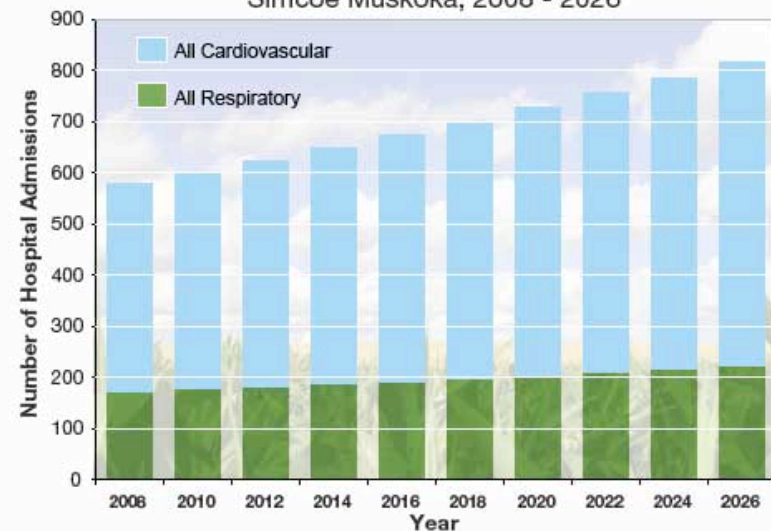
Attributable to O<sub>3</sub>, PM<sub>2.5</sub>, CO, SO<sub>2</sub>, NO<sub>2</sub>\*  
Simcoe Muskoka, 2008 - 2026



Source: ICAP Version 5.0, 2005, Ontario Medical Association  
\* O<sub>3</sub>-ozone, PM<sub>2.5</sub>-the particulate matter, CO-carbon monoxide, SO<sub>2</sub>-sulphur dioxide, NO<sub>2</sub>-nitrogen dioxide

## Estimated Annual Number of Hospital Admissions

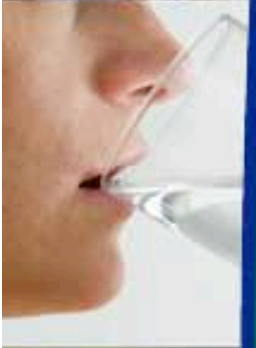
Attributable to O<sub>3</sub> and PM<sub>2.5</sub>  
Simcoe Muskoka, 2008 - 2026



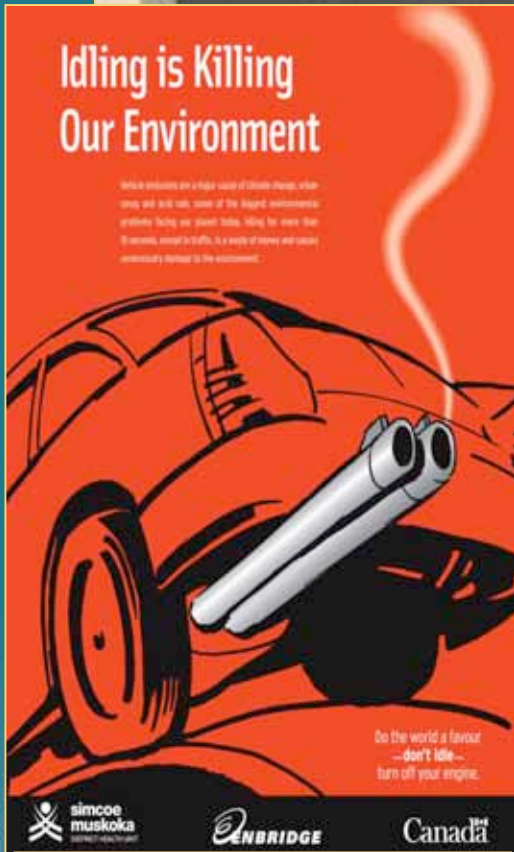
Source: ICAP Version 5.0, 2005, Ontario Medical Association

# Social Marketing

- ◆ School program:
  - ◆ meetings with Parent Councils, teachers, principals
  - ◆ development of teacher resource packages
  - ◆ dissemination of parent information packages
  - ◆ school announcements, newsletter inserts
  - ◆ Clean Air Champion and assemblies
  - ◆ banner challenge
  - ◆ driver interventions



# School Campaign



**You can use energy more wisely and help improve air quality by turning off your engine when parked.**

**Conserve energy** – You'll help reduce needless greenhouse gas emissions.

**Breathe easier** – You'll breathe more easily by combatting problems like poor air quality and smog.

**Save money** – You'll save over 80 litres of gasoline per year if you reduce your idling by only 10 minutes a day.

**Idling for over 10 seconds uses more fuel than restarting your engine.**

**idling gets you NOWHERE**

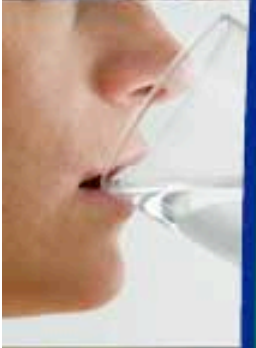


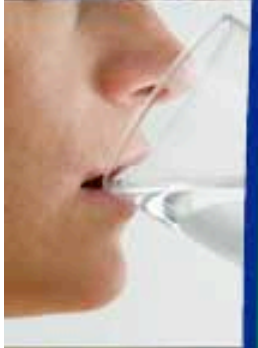


- ◆ **Community Campaign**
  - ◆ media ads
  - ◆ attend Town Council meetings
  - ◆ display of school banners/air quality info at community sites
  - ◆ intercept survey

# Research Component

- ◆ Policy literature review
- ◆ Pre and post intervention idling observations
- ◆ Control and intervention schools
- ◆ Idling duration and idling frequency were measured
- ◆ 200 observations calculated as the number of observations needed per school/measuring episode
- ◆ Public intercept survey to measure attitude and awareness in community





## Policy Advocacy and Development

Engagement on issue through:

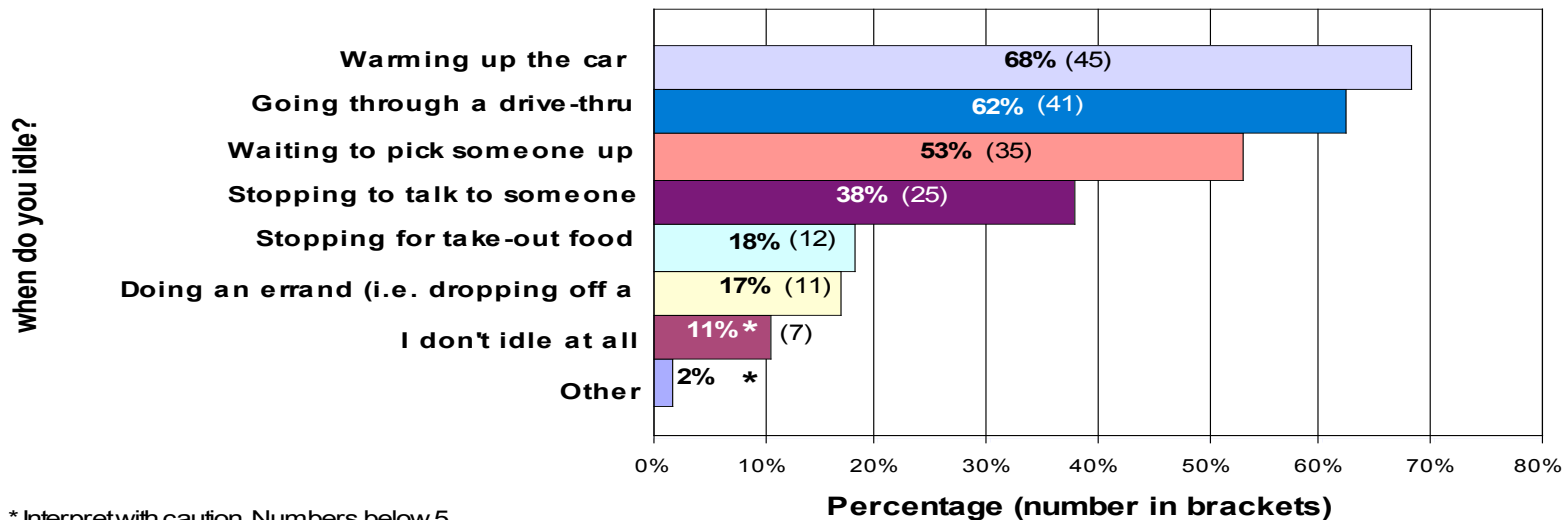
- ◆ Approaching Councils to receive approval to set up displays
- ◆ Providing opportunity to build awareness on outdoor air quality and vehicle idling
- ◆ Positioned idling as an issue and generated receptiveness to discussions
- ◆ Campaign generated local media interest at events and newspaper editorial comments
- ◆ Generated discussion with schools boards and school bus operators

# Outcomes and Evaluation

- ◆ Decreases in vehicle idling
- ◆ Increased awareness – students, teachers, parents, public, municipal staff
- ◆ Research component pre and post measures, control and intervention schools
- ◆ Over 1400 students and 70 teachers engaged
- ◆ Information packages sent home to 1400 parents

## Turn it Off! Intercept Survey Results

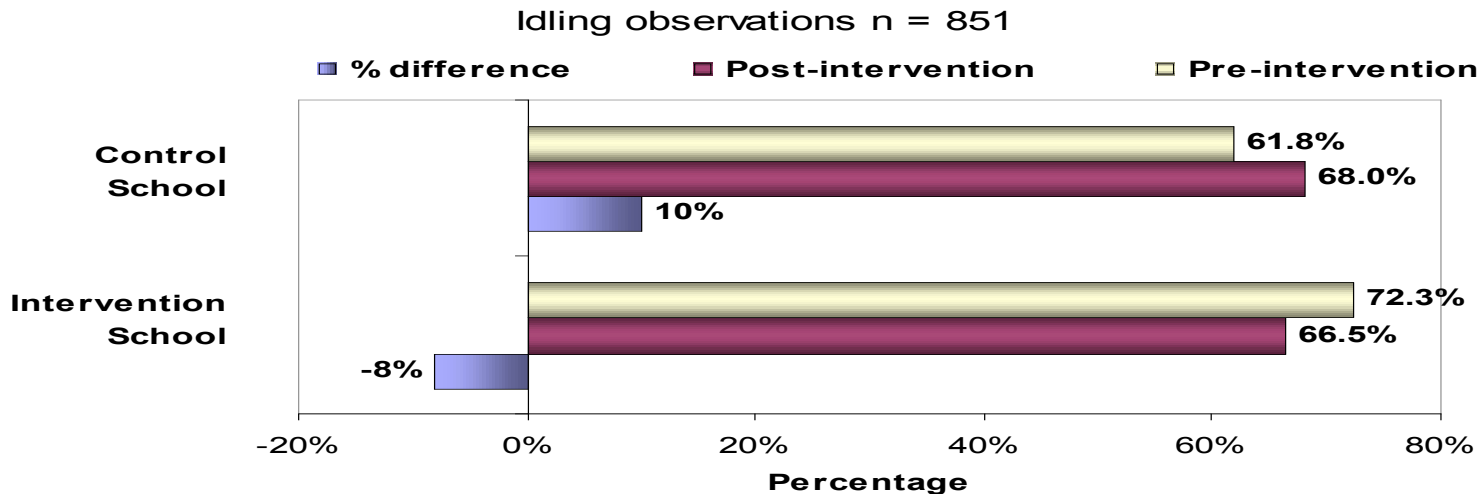
Respondents who drive (n=66) - Total does not add up to 100%. Question was multiple choice.



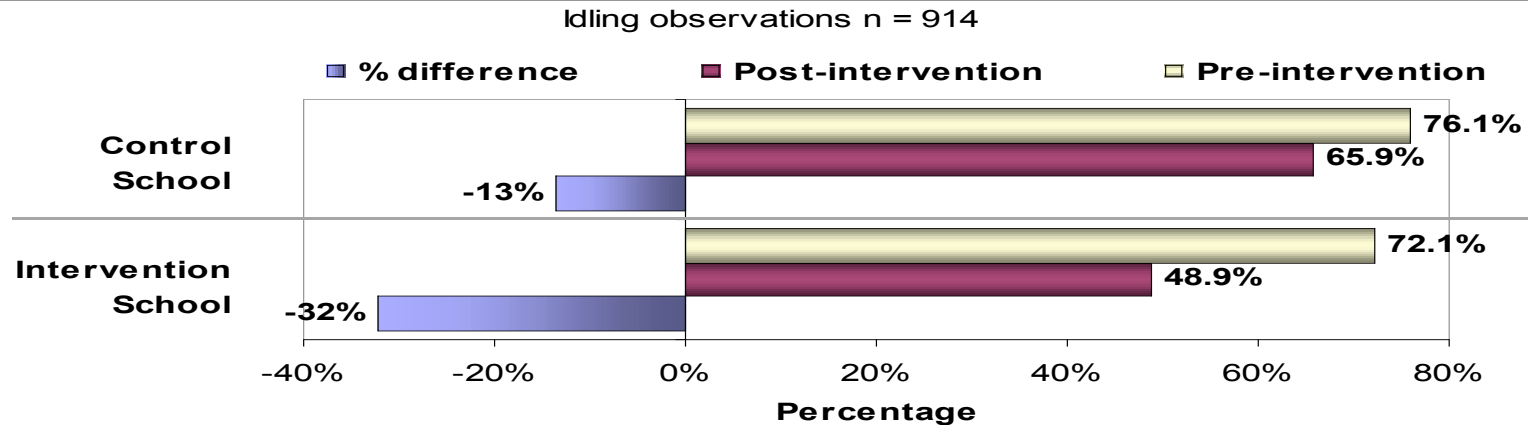
Public intercept Survey: results above are an excerpt from *Turn it Off Report*, SMDHU draft, October 2008:

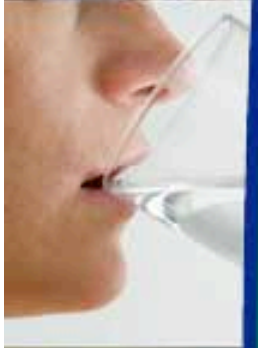
# Muskoka and Simcoe Results excerpt from Turn it Off Report, SMDHU draft, October 2008

## Comparison of Idling Incidence – District of Muskoka



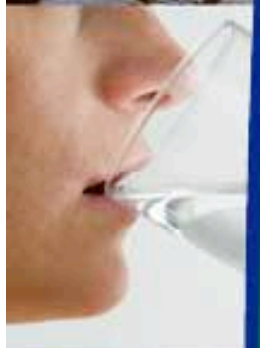
## Comparison of Incidence – Simcoe County





## Outcomes and Evaluation

- ◆ Decreased idling incidence at intervention schools
- ◆ Development of idling policy – municipal and school
- ◆ Interest from day care providers for support re. idling
- ◆ Knowledge re. attitudes on vehicle idling from intercept survey
- ◆ Board of Health endorsement to proceed with anti-idling strategy for all municipalities
- ◆ Engagement of Georgian College and University Partnership Centre students



## What's next?

- ◆ Anti-idling working group – internal and external policy
- ◆ Report and resources
- ◆ Municipal needs assessment

## Questions?