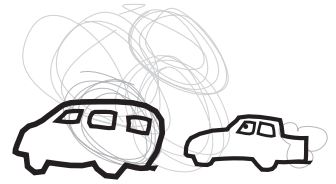


SUGGESTED ACTIVITIES FOR NO IDLING AT SCHOOL PROJECTS



Start small and keep it simple. Don't try to change the behaviour of every driving parent at your school all at once because it likely won't work. Plan for a 30-40% reduction in the number of idling vehicles and you'll be off to a great start. Remember that some people respond to change faster than others.

The simple approach

The easiest approach is to simply update parents about the No Idling at School project through your school newsletter and send home the information card with students--a sample card is provided in this kit. Some parents will respond to this simple measure by turning off their engines. Inclusion of the information card adds additional credence to your campaign and will give drivers compelling reasons to turn their engines off.

Use of Commitment will increase your prospects for success

Community Based Social Marketing⁽¹⁾ techniques, like asking drivers to commit to less idling, have been proven to be extremely successful. To try this approach follow these steps:

- Notify parents through your school newsletter of the No Idling at School project. Ask them to turn off their engines at school and to be prepared to make a personal commitment. Give them the dates you've picked, and inform them that volunteers (or students) will be approaching them to ask for their commitment to turn off their engines.
- Over the course of one week, using volunteer parents, or a class of senior students with teacher supervision, hand out the information card along with the For Our Air sticker to parents who are waiting at the school in their vehicles – see the sample For Our Air sticker in this kit.
- Ask them to display the sticker in their car window as a reminder to themselves to turn off their engine and a message to others that they don't idle.
- You can keep track of the number of drivers that take the stickers by either counting the stickers, or by having the volunteers complete a commitment sheet (refer to the sample Commitment Sheet in this kit).

No Idling Zone

Students can get involved in the project in other ways, too. Many schools allow students to make large banners or signs in art class that can be displayed on the fences around the school where drivers congregate. The banners or signs act as a constant reminder to parents not to idle their engines, and the students can feel proud knowing they are contributing to this positive behaviour change.

Some municipalities have idling control bylaws and will provide the school with a bylaw sign. Check with your local municipality to see if your community has such a by-law.

Observation to Determine Compliance

If your school wants to keep a record of how many drivers are turning off their engines, you can do a baseline measurement at the start of the project and then periodically check results against the baseline. To do this:

- Ask parent volunteers, or senior students with teacher supervision, to observe the drivers around the school and to complete the baseline data collection record--sample provided in this kit. This can be done several times over the period of a week so you get a really good idea of how many parents idle their vehicles at the school. The best time to do this is when idling is most likely to occur, usually at the end of the school day.
- Using the information card or commitment approach, as described above, implement your No Idling at School program.
- After several weeks you can re-do the observations and see if the number of vehicles idling their engines has decreased.

These sorts of observation exercises not only provide you with tangible results of your project but also provide students with hands-on experience in data collection and analytical skills.

Teacher's Note: Ontario Curriculum Links

| SUBJECT | STRAND | GRADE LEVEL |
|----------------------|---------------------------------|--------------------|
| Math | Data Management and Probability | Grades 1 through 8 |
| Science & Technology | Energy in our Lives | Grade 1 |
| | Air & Water in the Environment | Grade 2 |
| | Conservation of Energy | Grade 5 |
| | Interactions in Ecosystems | Grade 7 |
| Arts | Creative Work | Grades 1 through 8 |
| Language | Writing | Grades 1 through 8 |



Keep us informed of your projects

Green Communities would love to hear about your No Idling at School projects. We are interested in how you implemented your project, what resources you found most useful, and if the project was successful in getting drivers to turn off their engines. We can then relay this information back to decision makers and, as well, work to improve the program.

Thank you for helping to clean our air.

(1) McKenzie-Mohr, D. & Smith, W. (1999). Fostering sustainable behaviour: An introduction to Community-based social marketing. Gabriola Island, B.C.; New Society. www.cbsm.com