

Public Health and Awareness Raising

There are a number of measures which involve public health, which have been grouped together below and have either already been undertaken, or are being taken forward jointly between Regulatory Services and Public Health departments.

- 8. Ensure that Directors of Public Health (DsPH) have been fully briefed on the scale of the problem in your local authority area; what is being done, and what is needed. A briefing should be provided.**
- 9. Public Health Teams should be supporting engagement with local stakeholders (businesses, schools, community groups and healthcare providers). They should be asked for their support via the DsPH when projects are being developed.**
- 10. Director of Public Health to have responsibility for ensuring their Joint Strategic Needs Assessment (JSNA) has up to date information on air quality impacts on the population.**
- 11. Strengthening co-ordination with Public Health by ensuring that at least one Consultant-grade public health specialist within the borough has air quality responsibilities outlined in their job profile.**
- 12. Director of Public Health to sign off Statutory Annual Status Reports and all new Air Quality Action Plans.**
- 13. Ensure that the Head of Transport has been fully briefed on the Public Health duties and the fact that all directors (not just Director of Public Health) are responsible for delivering them, as well as on air quality opportunities and risks related to transport in the borough. Provide a briefing which can be disseminated amongst the Transport team.**
- 14. Engagement with organisations.**

Engagement with organisations is more challenging. This is largely being undertaken by a WestTrans team who offer advice on voluntary travel plans for business. Businesses are also engaged through the process where relevant.

- 15. Promotion of Availability of AirTEXT and other online tools and services for reducing personal exposure**

AirTEXT is a tool that provides forecasts of air quality for the present day and following 2 days. The forecasts are provided by CERC with concentrations of four pollutants calculated. Schemes such as AirTEXT have the potential to enable people within the borough to minimise their individual exposure to air pollutants. Behavioural change to potentially reduce emissions could also be encouraged. Currently the messaging is national health advice, which can't be adapted for local circumstances. Ealing Council will continue to provide the service for users within the borough. The Council also supports the London Air Quality Network, which provides a wealth of online air quality information and forecasting, including live data from the Council's automatic air quality monitoring stations.

- 16. Encourage schools to join the TfL STARS accredited travel planning programme by providing information on the benefits to schools and supporting the implementation of such a programme.**

STARS – Sustainable Travel: Active, Responsible, Safe – is an accreditation scheme for schools, nurseries and colleges to inspire young Londoners to travel sustainably, actively, responsibly and safely. This is already being implemented across Ealing with planning conditions also requiring STARS to be implemented.

- 17. Air Quality in Schools**

There is some funding through the LIP for School Travel Plan advisor posts to deliver the school travel plan programme. This measure at present is therefore being delivered through these posts. There is a distinction between air quality at schools (i.e. caused by additional traffic potentially idling outside of schools) and that of having schools in an already polluted area (i.e. close to heavily congested road). Both of these issues are being addressed to some extent through the planning system, particularly with regard to exposure of prospective pupils. The School Travel Plan service also encourages schools in the borough to sign up to the Safer Parking Promise scheme, which encourages better parking and school run parent driver behaviour, including a commitment to turn off engines while waiting.