



**Breathing new life into Breathe Scotland....** 



#### website launched in 2014......

**Breathe Scotland** brings together the Scottish Government, SEPA, local authorities and other key stakeholders to raise awareness of air pollution and will encourage behaviour that helps cut air pollution and our exposure to it





Raising awareness of the health impacts of poor air quality



Encouraging ways to reduce emissions in our day to day lives



### stakeholders.....













EPUK then ClientEarth (post 2013) established and manage the Healthy Air Campaign for the UK

In 2014 following the creation of EPS the Breathe Scotland campaign/website was launched





@Dr\_PhilippaW New poll reveals London's parents see #airpollution as the biggest health threat to their children https://t.co/x6FyEbIANJ @EmmaReynoldsMP New poll reveals London's parents see #airpollution as the biggest health threat to their children https://t.co/x6FyEbIANJ

about 4 hours ago

about 4 hours ago

Home

The problem

Take action

Am I at risk?

London's air

Your area

Air & climate

Using the law

**Partners** 

Vews



# What is the Healthy Air Campaign?

Air pollution in the UK harms our health and causes tens of thousands of premature deaths every year. We are calling for urgent action on air pollution.

The air we inhale on the way to work, school and in our neighbourhoods has illegal levels of pollution. Learn more about the Healthy Air Campaign →

## Join the Healthy Air Campaign

Your Name

Email\*





HOME THE PROBLEM SOLUTIONS STAKEHOLDERS NEWS CONTACT US

## **Breathe Scotland**

Clean air is important for our good health and wellbeing. In Scotland we generally have good and improving air quality however there are numerous localised air pollution hotspots identified in our towns and cities across Scotland.

**Breathe Scotland** is the cleaner air initiative and aims to raise awareness of air pollution and its impacts on public health in a balanced and factual manner.

As an initiative led by **Environmental Protection Scotland** we bring together **key** stakeholders to encourage behaviour that helps cut air pollution and our exposure to it.

2014 was the year when Scotland hosted to Ryder Cup and the Company and the Games. We

#### LATEST NEWS

COMEAP Publication of Interim Statement on Nitrogen Dioxide & Mortality

Scottish air quality database and website annual seminar

Fife ECO Stars event

Air pollution – 18th March 2015

Glasgow City Council join ECO Stars



## Cleaner Air for Scotland (CAFS) Strategy launched in 2015

Key Information on air quality in Scotland:

- SAQD <a href="http://www.scottishairquality.co.uk/">http://www.scottishairquality.co.uk/</a>
- SEWEB <a href="http://www.environment.scotland.gov.uk/air-quality/">http://www.environment.scotland.gov.uk/air-quality/</a>

- o STEP
- o SPCCC
- o EPS
- o SEPA
- o TS
- o EQD
- o HPS/REHIS

LAQM
CAFS
Monitoring
& Modelling
Emergency
Response

INDUSTRIAL EMISSIONS
TRANSPORT EMISSIONS
DOMESTIC EMISSIONS
TRANSBOUNDARY SOURCES
NATURAL SOURCES



#### Functions.....

- ✓ INFORMATION
- ✓ ADVICE
- ✓ POLICY
- **✓** HEALTH
- > EDUCATION
- > ALERTS
- > TRANSPORT

## Needs.....

- Air quality & Health scientific advisor
- Spokesperson awareness raising

A CLEAR & CONCISE ROLE TO RAISE AWARENESS AND PROMOTE BEHAVIOURS/ACTIONS THAT REDUCE AIR POLLUTION IMPACTS IN SCOTLAND



- a resource that's already in place and partly funded by the sg with support of organisations involved in air quality
- role needs to support the air quality policy agenda in Scotland since 2015 this is via CAFS strategy
- make clear links & synergies with SAQD & SEWEB to ensure a joined-up approach
- Ensure that impartial and independent views/advice are put forward e.g. ClientEarth?.....