



# Futurechangers

Session 4

23 March 2022

Wednesday 23 March 2022



POSTER TASK



WORKPLACES



CAR DEPENDENCY

# 4A: Poster Task



# Poster Task



Present posters at the  
Advocacy Academy



Next week: Wednesday 30  
March



Can be drawn or produced  
digitally and printed

# PUTNEY, YOU'RE BREATHING DIRTIER AIR THAN MOST OF LONDON.

Every day, people living in Wandsworth breathe higher levels of air pollution.

Wandsworth's air quality changes over time as

for4CleanAir



# PUTNEY, YOU'RE BREATHING DIRTIER AIR THAN MOST OF LONDON.

Every year, people living in Wandsworth breathe in illegal levels of air pollution.

Watch these lungs change over time as they capture toxic air.



#Mayor4CleanAir



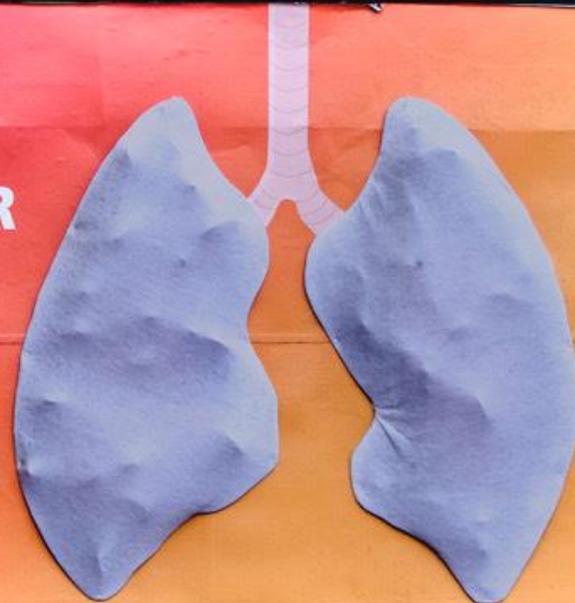
# PUTNEY, YOU'RE BREATHING DIRTIER AIR THAN MOST OF LONDON.

Every year, people living in Wandsworth breathe in illegal levels of air pollution.

Watch these lungs change over time as they capture toxic air.



#Mayor4CleanAir



# Campaign posters

**THINK OUTSIDE THE BOX**

CARS ARE THE MAIN CAUSE OF LONDON'S AIR POLLUTION

CHOOSE A CLEAN, GREEN WAY TO GET AROUND

[@MUMSFORLUNGS](#)  
[WWW.MUMSFORLUNGS.ORG](http://WWW.MUMSFORLUNGS.ORG)  
#DITCHPOLLUTION #BUILDBACKBETTER

MUMS FOR LUNGS  
LONDON AIR POLLUTION

This poster features a pink car silhouette on the left. A speech bubble from the car contains the text 'CARS ARE THE MAIN CAUSE OF LONDON'S AIR POLLUTION'. Below the car, icons of a scooter, a person walking, and a bicycle represent alternative transport. The background is dark grey with white smoke-like shapes.

**LONDON'S CHOKING**

AIR POLLUTION PERMANENTLY DAMAGES KIDS' HEALTH

CHOOSE A CLEAN, GREEN WAY TO GET AROUND

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#DITCHPOLLUTION #BUILDBACKBETTER

MUMS FOR LUNGS  
LONDON AIR POLLUTION

This poster features a teal car silhouette on the right. A large black smoke cloud on the left contains the text 'AIR POLLUTION PERMANENTLY DAMAGES KIDS' HEALTH'. Below the car, icons of a scooter, a person walking, and a bicycle represent alternative transport. The background is dark grey with white smoke-like shapes.

TRAFFIC JAM?  
NOWHERE TO PARK?  
RUNNING LATE?

**WALK IT OFF!**

CHOOSE A CLEAN, GREEN WAY TO GET AROUND

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#DITCHPOLLUTION #BUILDBACKBETTER

MUMS FOR LUNGS  
LONDON AIR POLLUTION

This poster features three speech bubbles at the top containing the text 'TRAFFIC JAM?', 'NOWHERE TO PARK?', and 'RUNNING LATE?'. Below them, the text 'WALK IT OFF!' is written in large, bold letters. At the bottom, icons of a scooter, a person walking, and a bicycle represent alternative transport. The background is dark grey with white smoke-like shapes.

**CONNECT**

DITCH THE CAR  
EXPLORE THE WORLD AROUND YOU

CHOOSE A CLEAN, GREEN WAY TO GET AROUND

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#DITCHPOLLUTION #BUILDBACKBETTER

MUMS FOR LUNGS  
LONDON AIR POLLUTION

This poster features a teal silhouette of a woman, a child, and a man walking together. Below them, the text 'DITCH THE CAR EXPLORE THE WORLD AROUND YOU' is written. At the bottom, icons of a scooter, a person walking, and a bicycle represent alternative transport. The background is dark grey with white smoke-like shapes.

**GET ACTIVE**

CAR TRAVEL MAKES KIDS SLUGGISH  
EXERCISE BOOSTS LEARNING AND CONCENTRATION

CHOOSE A CLEAN, GREEN WAY TO GET AROUND

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#DITCHPOLLUTION #BUILDBACKBETTER

MUMS FOR LUNGS  
LONDON AIR POLLUTION

This poster features a teal heart shape with a white ECG line running through it. Below the heart, the text 'GET ACTIVE' is written in large, bold letters. Underneath, the text 'CAR TRAVEL MAKES KIDS SLUGGISH EXERCISE BOOSTS LEARNING AND CONCENTRATION' is written. At the bottom, icons of a scooter, a person walking, and a bicycle represent alternative transport. The background is dark grey with white smoke-like shapes.

# The important components of a campaign poster

Explain what the problem is

Explain what needs to change

Explain who has the power to make the change

Have a narrative: why should someone care about this?

End with a **call to action** to help **someone** get involved after they see your poster

# Calls to action

Behave

Behave differently

Post

Post something to Twitter, Facebook or Instagram using your campaign hashtag

Share

Share your poster to their friends

Join

Come to a public meeting to hear more about your cause

Write

Write to their MP to encourage a change in law

# The task

- Create a **poster** explaining a problem linked to car dependency and covering the five important components.
- It could be to do with **walking, cycling, public transport, parking, speeding traffic**, or anything around the topic of car dependency.
- Posters can be created digitally and printed out or drawn on paper



# 4B: Workplaces





**Possible.**

we are  
**cycling**  
UK

sustrans 

 **RAMBLERS**

What can I expect?

Employers are pleased to have you

You will be given 'onboarding' information

Local elections are soon

What am I likely to do?

Writing copy (short pieces of text)

Communications

Talking to the public

Surveys

Support a podcast recording



What am I  
being asked  
to do?

Observe

Getting  
involved

# Workplace behaviour



PROFESSIONALISM



TASKS



INTERPERSONAL  
SKILLS



# Completing tasks



Write the caption that will go with your poster on social media

40 word limit

Don't forget the hashtag

# Interpersonal skills

In pairs

One is the employer

One is the employee

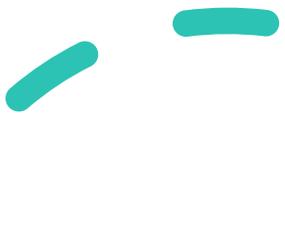
Employee: explain why you were late today





# 4C: Car dependency and campaigns

The best  
campaigns  
use  
evidence



The best campaigns are about things you care about

The best campaigns improve equality

The best campaigns identify who has the power to make change





# Why environmental campaigning?

Pollution

Climate change

# Car dependency

Cities arranged around the car as the primary mode of transport

Lifestyles arranged around the car as the primary mode of transport



# Alternatives

- Walking
- Cycling
- Public transport
- Better design of cities



# Car dependency

## Costs

- Inactivity
- Air, noise, water pollution
- Contribution to climate change
- Safety (collisions)
- Public land use
- Private land use



# Car dependency

- Reasons
  - Lack of alternative options
  - Public transport more expensive
  - Disabling environment
  - Amenities too far away
  - (Perception of) safety
  - It's what we've always done



# Some things to think about

Who are the 45% of households who need a car and why?

If most people don't own a car, why isn't public transport better?

Do the roads in Wandsworth look like they are designed for a place where most people don't drive?

# Some ideas to tackle car dependency

1

Ask more people to give up their car

2

Ask the government to make pavements better

3

Make it safer to cycle with dedicated lanes

4

Prevent autonomous vehicles from injuring pedestrians

5

Train people ride scooters more safely