



## Using social media to ask your candidates to pledge to fight for #cleanairforchildren

If you don't get the opportunity to meet any of the candidates standing for election in your constituency, you can still ask them to support #cleanairforchildren on social media, and ask them what they will do to tackle air pollution at a local and national level if they are elected.

Below are some tips for social media as well as some template tweets and Facebook posts for you to use, to help you raise awareness of the issue and call on each of the candidates to support #cleanairforchildren.

### Social media tips

- Keep your tone positive and respectful even if you are being challenging or critical.
- Use #cleanairforchildren, #cleanair, #airpollution in tweets and posts.
- Consider including #GE2019 and #generalelection in tweets and posts if you have room.
- Include hashtags for your town/city to get local support, e.g., #Liverpool, #Birmingham.
- Add our [clean air pledge card](#) to your tweets and posts.
- Consider adding images/photos of you and your children (if you feel comfortable doing this) or your local pollution hotspots so your tweets and posts have more impact.
- Make sure others can see the tweets you direct at candidates by putting a full-stop before their Twitter handle at the start of the tweet e.g. ".@[candidate] will you...".
- Share your tweets with @lunguk and @ClientEarth .
- If posting on Facebook, focusing on your personal pollution story could win more likes and shares – write about how dirty air in your area affects you, your children and your community and why this has led you to call for action.
- Keep an eye on other people using the #cleanairforchildren and like and retweet if you are supportive of what they say. This will help spread the message and give you more material to share.
- Share Facebook posts with the Clean Air Parents' Network Facebook group and your own groups and networks.



### Sample Tweets

- ✓ .@[name of candidate] Will you pledge to push for urgent and ambitious action to protect young lungs from illegal and harmful #airpollution in [insert name of constituency]? #cleanairforchildren @lunguk @ClientEarth
- ✓ .@[name of candidate] Will you pledge to push for urgent action to protect our children's health by tackling #airpollution where they live, learn and play in [insert name of constituency]? #cleanairforchildren @lunguk @ClientEarth
- ✓ .@[name of candidate] If elected, what action will you take to protect children and other vulnerable people from harmful and illegal levels of #airpollution in [insert name of constituency]? #cleanairforchildren @lunguk @ClientEarth
- ✓ .@[name of candidate] Will you pledge to get the most polluting vehicles out of our towns and cities quickly through Clean Air Zones? #cleanairforchildren @lunguk @ClientEarth
- ✓ @[name of candidate] Will you pledge to push for practical help and support for people and businesses to move on to cleaner forms of transport? #cleanairforchildren @lunguk @ClientEarth
- ✓ .@[name of candidate] Will you pledge to push for ambitious new clean air laws that include a binding commitment to meet World Health Organization guideline levels for particulate matter pollution by 2030? #cleanairforchildren @lunguk @ClientEarth
- ✓ .@[name of candidate] If elected, what will you do to make sure that local people and businesses are provided with help and support to get rid of their older polluting vehicles, so they can switch to cleaner forms of transport? #cleanairforchildren @lunguk @ClientEarth

### Template Facebook Post

*[Insert as appropriate or add your own text: As a parent/carer/grandparent]*, I need to know that my MP will fight for the urgent action needed to clean up our air and save our children's lungs. To this end, I am asking you to make the following pledge:

If elected, I pledge to push for urgent and ambitious action to protect young lungs from illegal and harmful air pollution. This needs to happen through:

1. Urgent action to protect our children's health by tackling dirty air where they live, learn and play.
2. Getting the most polluting vehicles out of our towns and cities quickly through Clean Air Zones and providing practical help and support for people and businesses to move on to cleaner forms of transport.
3. Adopting ambitious new clean air laws that include a binding commitment to meet World Health Organization guideline levels for particulate matter pollution by 2030.

This is one of the issues that will determine who I vote for on 12 December. I look forward to your confirmation that you will make the above pledge to ensure children in [insert name of constituency] can breathe cleaner air where they live, learn and play.

## Further General Election tools

### Candidate email template

If you haven't already emailed your candidates, why not use [our template email](#) to leave your candidates in no doubt that #cleanairforchildren is an election issue?

### Clean Air Parents' Network General Election 2019 Toolkit

For more ideas of what you can do, the Clean Air Parents' Network [General Election 2019 Toolkit](#) contains all you need to get candidates in your area to pledge to push for urgent and ambitious action to protect young lungs from illegal and harmful air pollution.

### Get in touch!

If you have any questions or would like more support with campaigning in your area, feel free to contact the Clean Air Parents' Network coordinators:

- **Sue Huyton:** [sue.huyton@blf.org.uk](mailto:sue.huyton@blf.org.uk) (if you live in Greater Manchester, Merseyside or the West Midlands)
- **Catherine Maguire:** [cmaguire@clientearth.org](mailto:cmaguire@clientearth.org) (if you live in London and the rest of the UK)



*The Clean Air Parents' Network is supported by the British Lung Foundation and ClientEarth. We are calling on all levels of government to take action to tackle illegal and harmful levels of air pollution to protect the health of people across the UK [www.cleanairparents.org.uk](http://www.cleanairparents.org.uk)*