



# Planning Toolkit

BREATHE  
the lung association



## WHAT IS CLEAN AIR DAY?

Every year on the first Wednesday of June, **Clean Air Day** activities will be taking place in communities across the country to recognize everyone's efforts in promoting clean air!

Everyone is encouraged to participate – individuals, families, community groups, organizations, schools and workplaces – to demonstrate their commitment to improve the air we all share. Even events held outside of the specific timeframe can still be connected to **Clean Air Day**. We should all be working towards protecting the air we breathe all year round!

There will be activities and events in many communities, schools and workplaces throughout Canada on **Clean Air Day**. Check out the [Clean Air Day Website](#) to register your event and see what else is going on near you.

## CHOOSE YOUR OWN ADVENTURE: *Ideas for Your Clean Air Day Activity or Event*

If you are interested in planning something for **Clean Air Day** but need some help on where to start, we have you covered.

- **Think about how you can create activities that promote engaging with nature and the air we all share.**
- **Ask yourself if your activity encourages individuals to:**
  - Recognize, use and share their skills and strengths.
  - Feel connected to their peers, workplace, school, community or group.
- **And don't forget to share your activity by registering with the Clean Air Day Team so that everyone knows about all the amazing things happening in our country!**

**HERE ARE SOME SUGGESTIONS TO HELP YOU COME UP WITH YOUR OWN IDEAS FOR *CLEAN AIR DAY*:**



# CLEAN AIR DAY IN THE WORKPLACE



Here are just a few ideas of how you can celebrate Clean Air Day in your workplace:

## • Clean Air Day Photo Contest

Employees take pictures of physical activities, mental fitness in nature or how they are living tobacco-free.

Set up a planning committee of employees to create the categories, and ensure all employees have an opportunity to be a judge. Include categories of photos such as individual, co-workers, family and friends!

Top three pictures in each category are posted and winners could receive recognition from the employer. Share your winning photos on Social Media with our hashtags: [#cleanaireverywhere](#) & [#cleanairday](#)

## Other ideas:

- Host a noon hour walk or organize a friendly walking challenge between work groups.
- Encourage employees to participate in a tobacco-free / vape-free day around the worksite / grounds.

And don't forget to register your activity with the [Clean Air Day Team](#) even if your event is not open to the public. It will help inspire other workplaces across the country and show people in your community what your workplace is doing to protect the air we share.



While schools are encouraged to plan events specifically for **Clean Air Day**, the day is also about celebrating what is already happening in your school. Consider extra emphasis on curricular outcomes that apply to understanding the science of climate and its impacts on health. To help students grasp the value of protecting and understanding why the Air is something everyone needs to help protect, we have created some **FREE RESOURCES**.

To get you started, here are some ideas for **Clean Air Day** Activities for your school:

## • Plan a Walking School Bus

Make a Walking School Bus Part of your **Clean Air Day**. Organize a planning committee, including students, parents, teachers, school neighbors or community partners. Involve students in planning. Invite community partners and school neighbors to participate or to cheer students on during the events. To learn more details on how to make your School have its very own Walking School Bus, head to our [Education Resources Page](#).

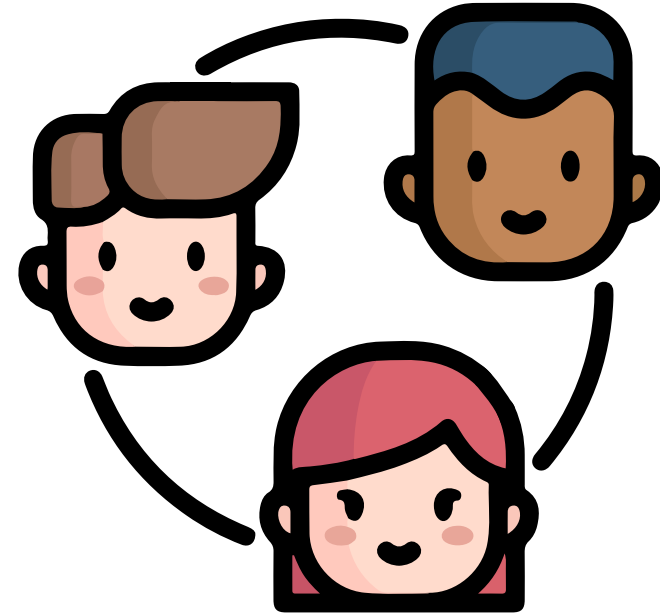
# CLEAN AIR DAY IN SCHOOLS



And don't forget to register your activity with the [Clean Air Day Team](#) even if your event is not open to the public. It will help inspire others and showcase the awesome work being done in the schools to promote **Clean Air Day**.



# CLEAN AIR DAY IN YOUR COMMUNITY



When planning community activities, consider ways to reach out to groups and individuals who may not typically participate in these kinds of events. Include youth and persons with disabilities. Invite groups and organizations that provide important support services such as anti-poverty, food banks and seniors organizations. Think about those individuals who may feel isolated or who may be new to your community.

**Host a Community “Any Way You Move” event-** emphasizing moving and exploring nature any way you can. Include games and activities for all ages to participate in. Have a community nature walk, giving people the opportunity to learn about the local wildlife and plants that can be found in their own backyards.

## • Open House Event

Organize an open house event offering the public an opportunity to come try a new sport / activity for free or at a reduced price. Consider approaching your municipality’s Recreation and Leisure Services Department for partnership.

And don’t forget to register your activity in the [Clean Air Day Team](#) to get more people in your community out to your event and so everyone knows about what your group is doing promote **Clean Air Day**.



## PROMOTION

Your activity doesn’t have to be high-profile or even large to be part of **Clean Air Day!** A neighborhood event that celebrates the air we breathe is just as valuable! All Canadians are encouraged to host activities and events to celebrate and help to promote protecting **Clean Air Everywhere**. Everyone who participates should feel connected to something big, something powerful that’s happening across Canada.

Although some organizations, schools, communities and workplaces are planning an activity specifically for **Clean Air Day**, the day is also about celebrating what is already happening across the country. For example, a regular Thursday noon-hour walking group can celebrate their involvement in **Clean Air Day** by registering their activity with the [Clean Air Day Team](#).

Please consider tracking your attendance to help evaluate your event. We encourage you to share your success and participation numbers with by using the hashtags **#cleanaireverywhere** or email the [Clean Air Day Team](#).

# GET THE WORD OUT ON YOUR CLEAN AIR DAY EVENT!

We have editable Posters to help promote your event to your community. To make planning your Clean Air Day event a little easier, we've made *Save the Date Posters* to help you promote your activity!

[Go here to download your poster template.](#)

## MAKE IT YOUR OWN: CUSTOMIZE YOUR POSTER

The posters are Word based so they are simple to customize and print. This also means you can use the template for purposes other than a Save the Date.

While the background is locked and can't be changed, the rest is yours to fill in with all the fun details of your event. Once you've downloaded the Save the Date template for your event, you're ready to get started:

The poster is built with text boxes. Click on each box to select it and change the text to add information about your event. Delete/add boxes as needed.



You can save these as jpegs to use across all your social media platforms, remember to use the **#cleanaireverywhere** & **#cleanairday** in all your posts.

### You've Got Your Poster Printed, Now What?

Put your posters up in public posting forums like the bulletin boards at the local shopping mall, rinks, local schools, the library, etc. Get the word out so as many people as possible see it and join in!

## AFTER THE EVENT

Post thank-you messages, stats, info, etc. to maintain the relationship with the community and create ongoing dialogue.

Let the [Clean Air Day Team](#) know how it all went and share your success! You are not required to take attendance at your event, but if you did do a head count to have a good idea of how many people attended, do share it! This way we can connect all the events and know how many people were engaged during Clean Air Day from coast to coast!

**Need More Support in Planning a Clean Air Day Activity?**  
[Reach out to Clean Air Day Team.](#)



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