



EU Regional Development Funds - Interreg Central Europe AWAIR
Strategies and operational tools to support adaptation actions
in vulnerable population groups during the Severe Air Pollution Episodes (SAPes)

Parma - APE Parma Museo, via Farini 32a, November 6th, 2019

Journey towards the clean air

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INDOOR AND OUTDOOR AIR QUALITY

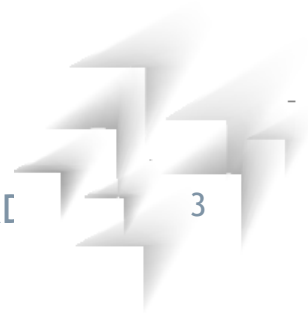
- ❖ Air pollution is responsible for the majority of the environmental burden of disease (~80-90%)
- ❖ We spend 80-90% of our time indoors
- ❖ Indoor air quality can be worse compared to the quality of the air outdoors
- ❖ Air pollution is responsible for several acute and long-term health effects
- ❖ Strategies to improve indoor air quality have been formulated
- ❖ Awareness raising is an important tool



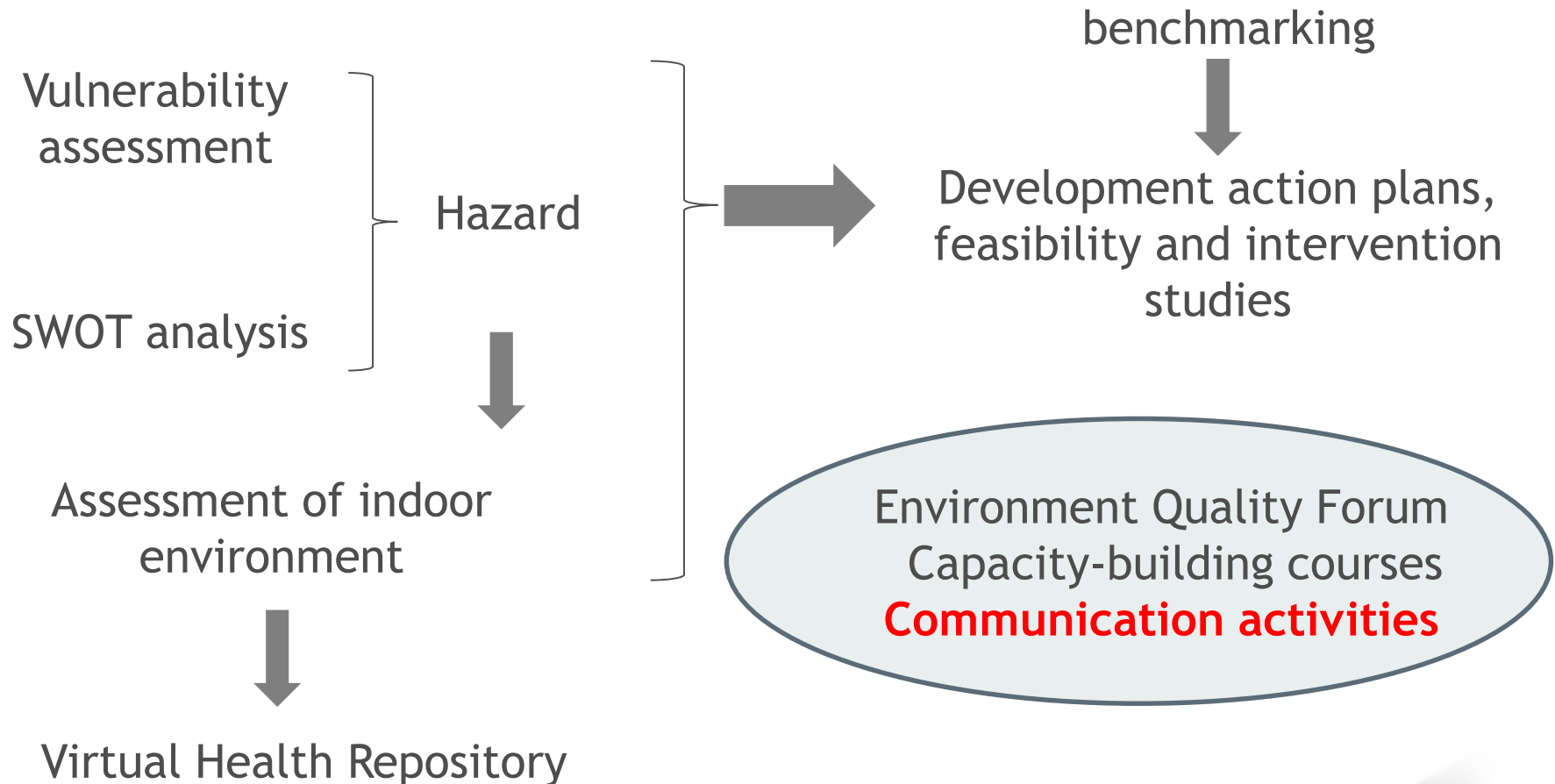
THE INAIRQ PROJECT - INTRODUCTION



- ❖ Title: Transnational Adaption Actions for Integrated Indoor Air Quality Management
- ❖ Aims: to assess the health risk of indoor air pollutants (indoor environment) in primary school buildings and to take actions to improve the school environment
- ❖ 5 participating countries (Czech Republic, Hungary, Italy, Poland and Slovenia); 9 partners
- ❖ The project has started in 2016 under the coordination of National Public Health Center (NPHC), Hungary and will end in 2019.



THE INAIRQ PROJECT - OVERVIEW



JOURNEY TOWARDS THE CLEAN AIR

Aim: to call the children's attention to the impacts of air pollution and to get to know how they think the quality of indoor and outdoor air can be improved.

Target groups:

- ❖ primary school children
- ❖ parents
- ❖ teachers

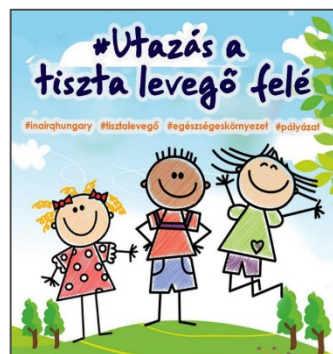
Categories:

- ❖ drawing, photo, poster and video
- ❖ individuals and entire classes



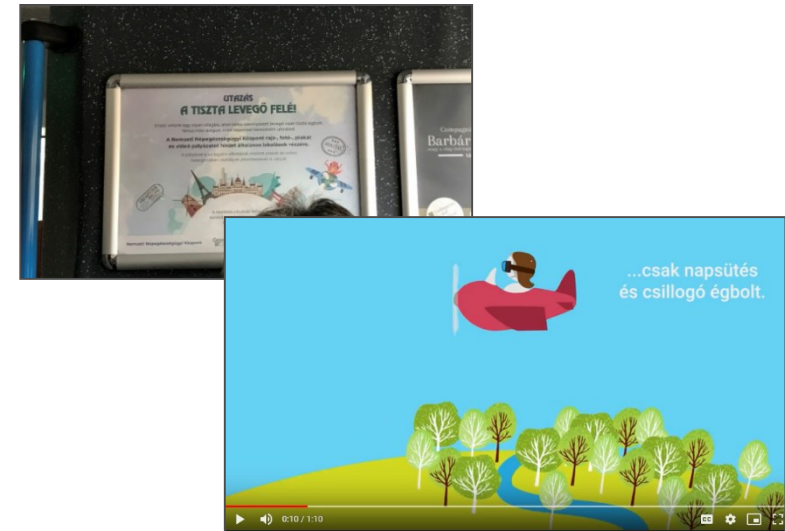
CAMPAIGN I.

- ❖ Communication material and press conference - 11 December 2018
- ❖ Classical channels - KLIK
- ❖ Involvement of celebrities
 - ❖ an actress
 - ❖ a teacher and influencer



CAMPAIGN II.

- ❖ Classical advertising space:
public transportation
- ❖ Social media - Official Facebook and Instagram
pages of InAirQ Hungary, Chief Medical Officer,
National Public Health Center
- ❖ Audio-visual content - short video



RESULTS

458 entries



Drawings 82%



Posters 13%

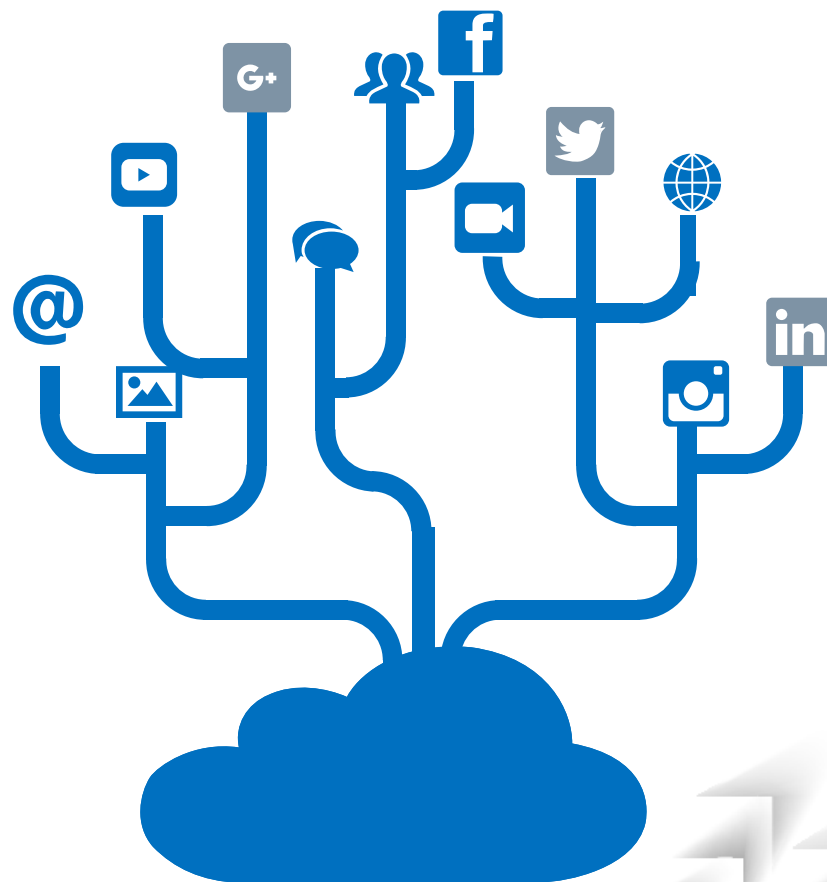


Photo 3%



Video 2%

250,761 people were
reached online



AWARD CEREMONY, EXHIBITION

- ❖ entries were evaluated in each category by a panel of five experts
- ❖ 34 awards; press conference - 23 May 2019
- ❖ *International Conference on Problem-Solving Approaches to Ensure Schoolchildren's Health*



<https://www.nnk.gov.hu/utazas-a-tiszta-levego-fele>



ENTRIES I.



Róza Hanna Sipos (9)



ENTRIES II.

„There are no
chimneys and cars,
only the clean air”

Renáta Csávás (14)



„Travel with me by e-car!”



Anna Mikolics (15)

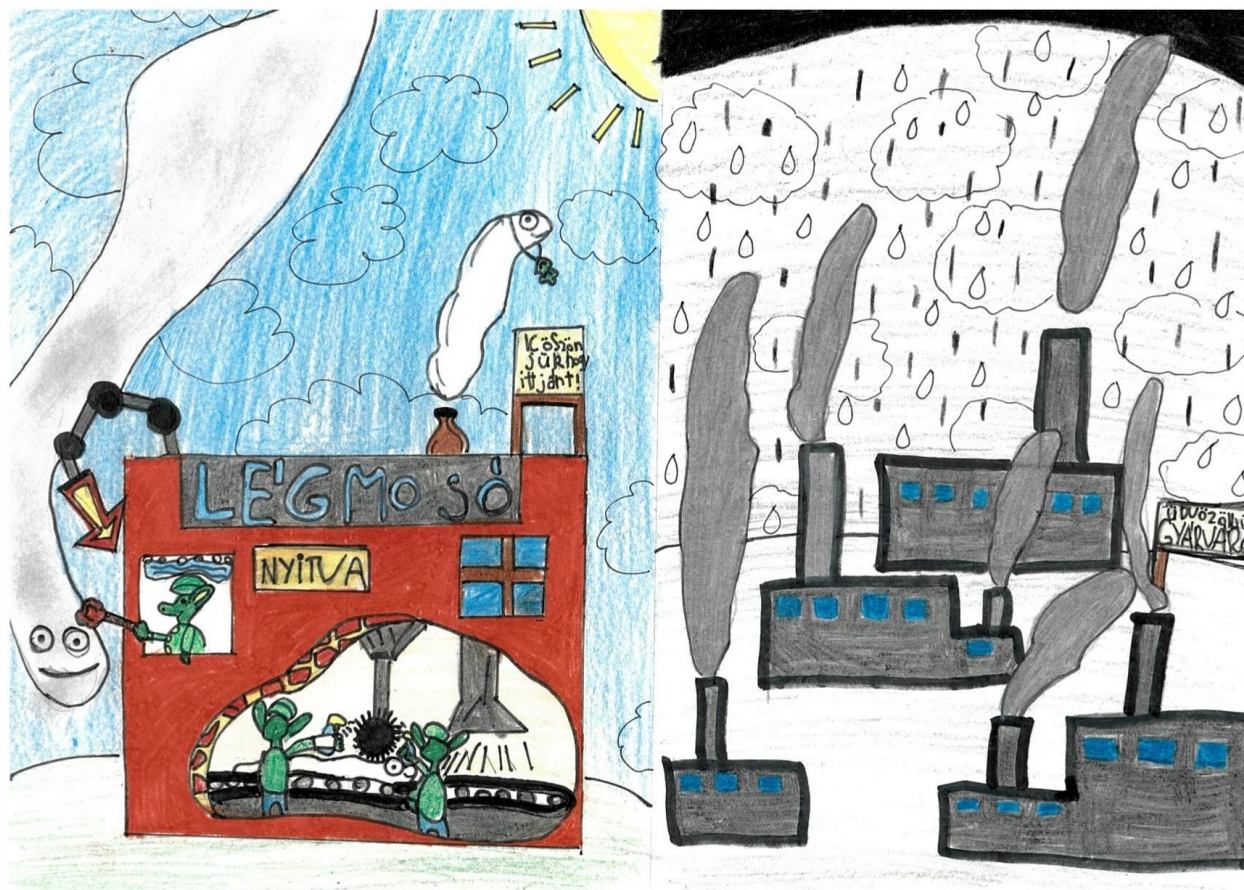


ENTRIES IV.



Regina Erdélyi (14)





Lajos Marton (11)



“Cleaned air”



Maja Csuha-Dankó (9)



ENTRIES VI.



Krisztina Coccia (13)

Melinda Tóth (8)



ENTRIES VII.



Mirkó Peresztegi (10)

Sarolta Kiss (9)



ENTRIES VIII.



Janka Szöllősi (14)

Adrienn Bálega (14)



CONCLUSIONS

- ❖ The contest is one of the most powerful tool of awareness raising.
- ❖ Different aspects of air pollution were presented by the children.
- ❖ There are knowledge gaps regarding air pollution in the population.
- ❖ Recommendations have been presented in some cases (e.g., eco-friendly transportation methods).
- ❖ It is recommended to raise awareness of air pollution among children.



Thank you for your attention!



Zita Lippai (12)

