### Idea 12

**TARGETED AIR QUALITY IMPROVEMENTS**

Air quality is hyper-local: while it is a global problem, short distances can make a difference.

Targeted interventions around the places where pregnant women, young children and caregivers spend the most time have great potential. However, while the effects of pollution on pregnant women, babies and toddlers have been well proven, there has been less experimentation around targeted improvements and most child-focused interventions have centred around schools, which are not relevant for babies. More testing is needed.

### At a glance...

<table>
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<tr>
<th>COST</th>
<th>MAINTENANCE</th>
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### GOVERNMENT INVOLVEMENT
- Social Services
- Education
- Health
- Parks
- Planning
- Transport

### MINIMUM SCALE
A few square meters

### EXISTING IMPLEMENTATION LEVEL
Tested and implemented
OUTCOME AREAS

- Increased time spent outdoors together by caregivers and children
- Reduced caregiver stress and isolation
- Increased exercise
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Improved air quality
- Increased tree coverage
- Increased profits for local businesses

REAL WORLD EXAMPLES

- Idling vehicles pollute air. The state of Arizona, USA works with schools to test a no idling policy that includes having school buses park at least 100 feet away from an active air intake, and obliges drivers to shut off the engine when they arrive.

- London, UK, has started introducing in 2017 some traffic calming measures around schools, in order to reduce exposure of children to vehicle emissions. Results have not yet been published.

- In North Richmond, California, USA diesel trucks were using local streets and polluting air. The city is working to re-route trucks away from the local elementary school and residential areas through signage and fines.

- Greening the childcare centres, schools, health clinics and playground can help improve air quality. One unique way to do this in the future, could be to introduce technologies like the City Tree, developed by Green City Solutions in Germany. It is an air-purifying plant wall that has the absorptive power of 275 trees in 99 per cent less space and has been integrated into the design of public benches in London, Oslo, Paris, Amsterdam and Hong Kong.

- In Turin, Italy, the citizen organisation Che aria Respiro is pushing for better cycling infrastructure and is developing ways to measure pollution in areas that children use daily, such as routes to kindergartens. The end goal is to influence municipal policy towards better air quality.

RELATED IDEAS

5. Temporary play streets
9. Nature takeover
10. A tree for every baby
11. Merging green and play spaces

6. Traffic calming
3. Data dashboards