

OVERVIEW:



Welcome to the **SIMPLE Driver Stewardship Program**! This information kit is designed to assist you in becoming a youth driving steward, and spreading the **SIMPLE** message to your peers. The **SIMPLE** program has been developed by the New Brunswick Lung Association with assistance from Natural Resources Canada. It is part of the Lung Association's Building Bridges Program, and uses the social marketing techniques to create environmentally positive behaviour changes in people.

The objective of the **SIMPLE** program is to reduce polluting auto emissions by improving the fuel efficiency of drives. To do this, the **SIMPLE** program empowers youth to educate their peers, and have them make a commitment to at least one **SIMPLE** action that will improve their fuel efficiency.

SIMPLE is an acronym used to identify five key actions to making transportation more energy efficient. The actions are as follows: **S**peed Limit, **I**dling, **M**atch vehicle to need, tire **P**ressure, **L**eave your car at home, and **E**ngine tune-up. These actions are discussed further in the enclosed materials. Three key communication points are:

- (i) Air pollution from driving affects air quality, climate change, and human health.
- (ii) Reducing the amount of gas we burn will benefit the environment and our health, and save money.
- (iii) Anyone who rides in a car or truck, whether they drive or not, can commit to at least one action from the **SIMPLE** program. For example, they can encourage the driver to not idle, to walk, bike, or take the bus instead of asking for a ride, etc.

In this package you will find a program checklist, a fact sheet, the **SIMPLE** PowerPoint presentation, a printout of the presentation with notes, the Building Bridges Climate Change Handbook, commitment forms, a brief survey, and a self addressed stamped envelope.

Please read through the materials, and be creative in planning your activity. Keep in mind that the more commitments you get, the bigger your impact on air quality will be! If you have any questions or concerns, please contact **Arthur Thomson**, the New Brunswick Lung Association Coordinator. He may be reached at **1-800-565-5864**, or at **arthur.thomson@nb.lung.ca**.

Remember, these actions will help improve respiratory health, clean the air, fight climate change, and save money, so keep it **SIMPLE!**

Checklist:



1. Put a team together

Make a list of the people who will be working with you on this project, including any teachers that may be assisting.

2. Hold a team meeting

During your meeting you should:

- (i) Have at least one person take notes on the meeting
- (ii) Review the materials and make sure everyone understands the information.
- (iii) Brainstorm ideas for getting commitments from your peers. For example, you can present to your home room class, have a booth set up at lunch, host a special presentation in a classroom or theatre, partner with another activity like winter carnival, science or environmental fair, earth day, basket ball game, or a movie night.
- (iv) Select the brainstormed idea or ideas that best suit your group, considering the number of people in the group, your resources, and the number of people you want to reach.
- (v) If required, assign someone in your group to get permission from a teacher or the principal for your activity.
- (vi) Decide if you need another meeting and set a time and place for the meeting.

3. Promote your activity

If you are doing your activity outside the classroom, you should promote your activity within your school. Consider:

- ! Making posters to place around the school
- ! Putting an announcement on your school's web page
- ! Announce the activity during morning announcements
- ! Have home room teachers announce it
- ! **Use your imagination!**

Make sure all communications mention the date, time, and place of the event.

4. Holding the activity

The most important part of the event is that your audience understands the **SIMPLE** actions and makes a written commitment to at least one of them. For the event, be sure:

- ! All people involved in running the event know the information and understand the commitment form.
- ! You have enough handouts, commitment forms, and other materials you may require
- ! To thank everyone you speak to and/or makes a commitment.

5. After the activity

- ! Collect all completed commitment forms
- ! Complete the enclosed feedback form
- ! Mail the commitments and feedback form to the program coordinator in the enclosed, self-stamped envelope.