



Applied Psychology
UCC



Cork Healthy Cities
a healthier city together



BEHAVIOUR AND IMPACTS ON AIR QUALITY

Combining forecasting with co-created, targeted messages to reduce polluting behaviours

BEHAV-I-AIR



WHAT IS BEHAV-I-AIR?

BEHAV-I-AIR is a project funded by Science Foundation Ireland as part of the Healthy Environment for All Challenge under National Challenge Fund.

It is a collaboration between UCC, Cork City Council, Cork Healthy Cities and other partners who are passionate to **raise awareness** about air pollution issues and solutions, and **encourage less polluting behaviours**.

We want to get the message right for clean air, and get it across the our community

A VISION FOR CLEAN AIR

In a public roundtable in Cork City, we identified 4 **key actions for achieving healthy air for all**.

More green spaces to clean the air



Better information about air quality

Less solid fuel burning



More sustainable mobility

OUR CHALLENGE

- Air pollution is an invisible health and environmental threat linked to 1,400 annual premature deaths in Ireland.
- Communities need timely, accessible and empowering information to protect and promote healthy air for all.

OUR SOLUTION

- Combine technological advances in air quality forecasting with community-engaged design thinking to **co-create an online platform for air quality alerts and behavioural prompts**.
- Help individuals and communities engage with and **make sense of air quality data**.

Get involved at behaviir.org



@BehaviAir
 @BehaviAir
 Behaviir Air-Quality
 behaviir@gmail.com

NATIONAL CHALLENGE FUND

From Ingenuity to Research and Solutions



Rialtas na hÉireann
Government of Ireland

Science Foundation Ireland
For what's next



Supported by an Aontas Eorpach
Funded by the European Union
View this content on the website

KNOW KEY AIR POLLUTANTS

Particulate Matter (PM)



What is PM & what causes it?

A fine particle (5-20 times smaller than a human hair) mainly caused by **solid fuel burning** for home heating. The worst levels in Ireland are during colder months, especially winter evenings.



What are the health impacts?

PM can penetrate the body through the blood stream, affecting all major organs. It causes **respiratory and heart diseases**, lung cancer, and metabolic conditions.



How to keep PM levels low?

Use the fireplace less often and for fewer hours. If relying on solid fuel to heat the home, avoid coal, peat or turf. Consider supports to insulate the home.

Nitrogen Dioxide (NO2)



What is NO2 & what causes it?

A traffic-related poisonous gas mainly caused by **motor engine fumes**. The worst levels in Ireland are during the “**rush-hours**” on the morning and evening, especially near busy roads.



What are the health impacts?

NO2 causes inflammation of airways and increases the risk of **respiratory symptoms and diseases**, such as asthma and COPD, especially in children and older people.



How to keep NO2 levels low?

Turn off the engine if waiting while parked for cleaner air inside and outside the car. Avoid the car for short trips. Consider walking, cycling and public transport.

HOW TO BE A CLEAN AIR CHAMPION



Talk to family & friends about clean air



Stay informed about air quality in your area



Avoid exposure to dirty air



Protect and increase green spaces



Mix your mode and opt for active travel



Turn off your car engine when parked



Reduce or avoid solid fuel burning



Demand and vote for clean air policies

CHECK OUT FURTHER RESOURCES

- Cork City Air Quality Dashboard: www.corkairquality.ie
- Environmental Protection Agency Air Quality info: <https://airquality.ie/>
- World Health Organization Air Quality & Health: <https://www.who.int/health-topics/air-pollution>

