



Llywodraeth Cymru
Welsh Government

Promoting Awareness of Air Pollution in Wales Delivery Plan

2025–2028



Foreword



Clean air is essential – for our health, our environment, and our future. Air pollution not only threatens our health but also damages precious natural habitats and wildlife. Protecting nature is central to our vision for a healthier, more resilient Wales. We're taking action to tackle air pollution and improve air quality for everyone.

Our national strategy, Clean Air Plan for Wales: Healthy Air, Healthy Wales, sets out how we're working together across Government, with Local Authorities, health professionals and communities. Raising awareness is central to this effort – helping people understand where pollution comes from and how to reduce exposure.

The Environment (Air Quality & Soundscapes) (Wales) Act 2024 <https://law.gov.wales/environment-air-quality-and-soundscapes-wales-act-2024> gave Welsh Ministers new duties to promote awareness. This Delivery Plan describes how we'll

meet those duties – with practical actions and strong partnerships. The plan focuses on three key themes, Communities, Health and Wellbeing, Children and Young People, and an additional Cross-cutting theme. The actions target specific issues which affect our exposure to air pollution both outdoors and in our homes. The actions also aim to improve our understanding of the risks to our health so we are better informed to take preventative action.

The plan will be supported through a number of Welsh Government funding schemes, ensuring we are able to deliver co-ordinated action to build a healthier, better-informed Wales.

Together we can raise awareness, change behaviours, and improve the air we all breathe.

Huw Irranca-Davies MS

Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs



Air Pollution – Why It Matters

Air pollution is one of the most serious environmental threats to public health in Wales. It affects the air we breathe every day – at home, at work, and in our communities.



The equivalent of **1,000 – 1,400** deaths (at typical ages) each year in Wales are linked to air pollution (Public Health Wales).



It is the **leading environmental risk to health**, especially for children, older people, and those with existing conditions.



Air pollution also damages wildlife and natural habitats – **88% of Welsh habitats are at risk**.



Further information about harmful pollutants and their sources can be found in our Clean Air Plan for Wales: **Healthy Air, Healthy Wales.**

Our Objective

Our Objective is to raise awareness of the risks of air pollution and how to reduce exposure across Wales. This Delivery Plan sets out the actions we and our partners will take to help achieve this by the end of 2028. The impact of the Plan will be evaluated to ensure we are taking the most impactful approaches and are delivering effectively against the Environment (Air Quality & Soundscapes) (Wales) Act 2024.

Our approach

We have identified four key themes under which we will deliver specific actions:



Theme 1:
Communities



Theme 3:
Children and Young People



Theme 2:
Health and Well-being



Theme 4:
Cross-cutting

Theme 1: Communities

From Awareness to Action:
Building Healthier, Smarter Communities



Theme 1: Communities



What will we do?

1. We will develop a joined-up communications strategy to promote clean air, prioritising activity in areas with poor air quality, socio-economic and health outcomes. Our messaging will reflect how small changes in daily life can improve air quality, benefit the climate, economy, health, and local communities. We will embed equality in all actions, ensuring fair access to clean air for all.
2. We will work with partners, including communities, public, private and voluntary sectors to develop information resources. These will support individuals and businesses with information about the sources and harms of air pollution. We will ensure messaging is tailored to different audiences and identifies practical, achievable and beneficial actions that can be taken, and further support available.
3. We will develop a campaign to improve awareness of the offence of stationary idling, which can attract a Fixed Penalty Notice. Campaign activity will promote a better understanding of the harms of engine idling. Messages will encourage drivers to switch off their engines when stationary by making idling a less socially acceptable practice.
4. We will develop a campaign to educate the public about the issues and impacts of domestic burning on public health.
5. We will raise awareness of the impacts of personal firework use on air quality and noise. Firework campaigns will be developed in partnership with the Office of the Chief Veterinary Officer for Wales, Local Authorities and Community Safety teams.
6. We will educate individuals and communities about the impacts of air pollution on natural habitats, biodiversity and rural environments. We will explain the interconnections between poor air, health, ecosystems, biodiversity loss, climate change, and noise. Also, we will show how the sources of air pollution often contribute to a range of environmental harms.

Theme 2: Health and Well-being

Breathing Better, Living Well:
Putting Health at the Heart of Clean Air



Theme 2: Health and Well-being



What will we do?

1. We will map existing training materials available for healthcare providers in secondary, primary and social care. This will focus on promoting awareness of air pollution and its health impacts. We will identify where there are gaps and will work with partners to develop training materials to address these.
2. We will map existing air pollution awareness materials available for NHS users and will work with partners to address any gaps. We will ensure materials are available in a range of languages to enable effective communication. We will work with partners to distribute materials, prioritising the specific needs of vulnerable and susceptible groups.
3. We will disseminate messages that raise awareness of the inter-relationships between indoor and outdoor environmental quality affecting health and wellbeing.

Theme 3: Children and Young People

Young Voices, Clearer Skies:
Inspiring Action Through Education



Theme 3: Children and Young People

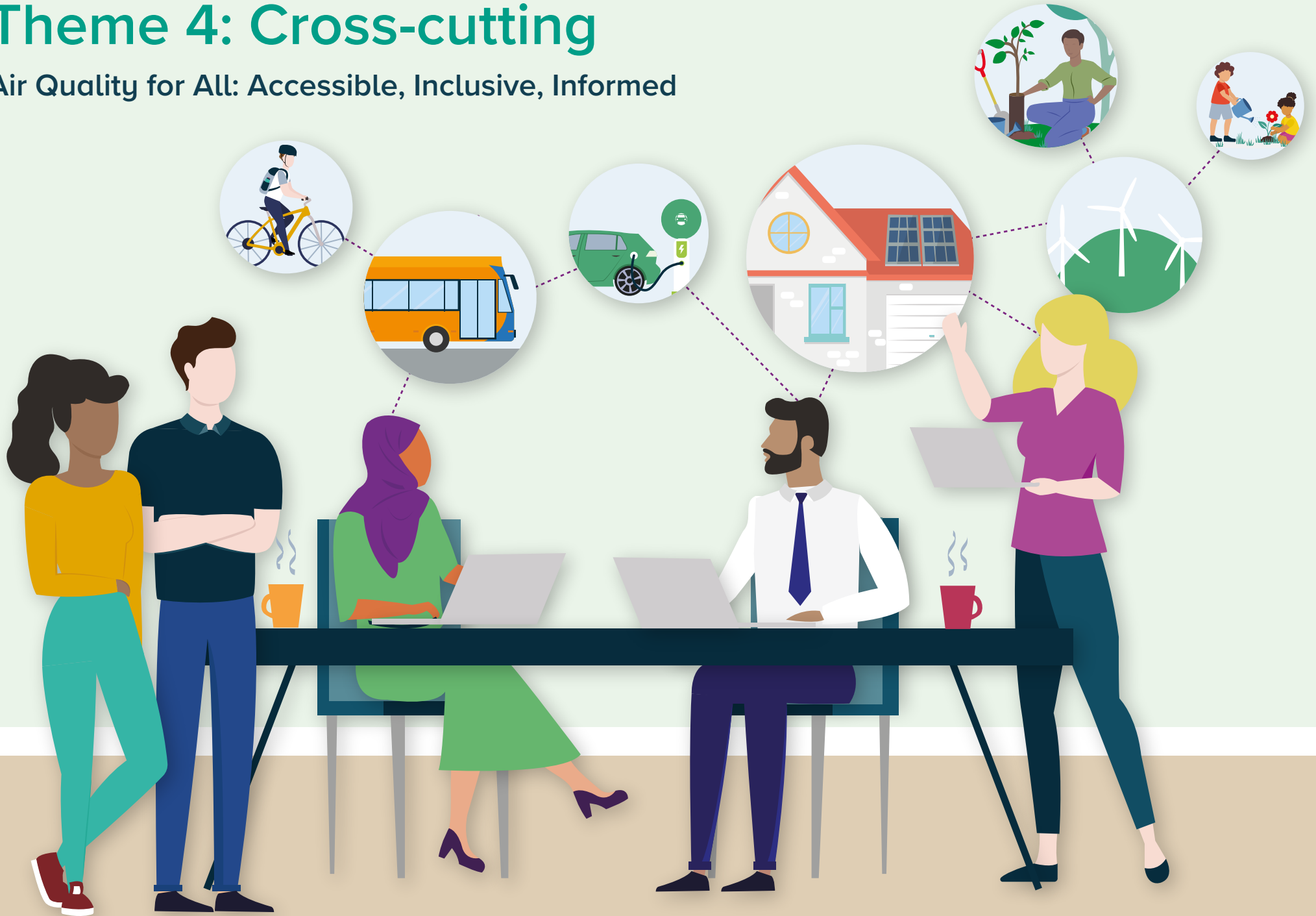


What will we do?

1. We will raise awareness of air quality issues with school children and staff. We will increase knowledge of causes, impacts, and solutions on both health and the natural environment, including biodiversity and local habitats. Messaging will reflect the disproportionate impacts experienced by some groups. We will research and map existing projects to identify any gaps and will develop suitable solutions. These could include initiatives such as ambassadors within schools and school awards/competitions.
2. We will work with education partners and experts to develop and promote air quality-specific teaching resources. Materials will be shared on a central resource library such as 'Hwb'. We will review existing resources for inclusion, including trusted materials produced by organisations. We will identify any gaps and commission new resources to fill these.
3. We will work with Local Authorities and schools to increase the profile of national air quality campaigns. This will include initiatives such as 'Clean Air Day', 'Clean Air Night', and 'Walk to School Week'. We will support new campaigns where these can disseminate positive messaging to children and young people.
4. We will provide opportunities for Local Authorities to bid for monitoring equipment for schools to increase the visibility of air quality and maximise learning opportunities. We will explore options to build school-based community sensor networks to extend air quality education beyond the classroom and into wider communities.
5. We will work with schools to deliver learning about air quality and the impact of vehicle emissions. We will consider where learning can be embedded more formally into the curriculum. Children and young people will be supported to create and deliver their own campaigns to improve air quality and well-being. These may include active travel campaigns, and initiatives to discourage stationary idling, as well as other ways of supporting cleaner air.

Theme 4: Cross-cutting

Air Quality for All: Accessible, Inclusive, Informed



Theme 4: Cross-cutting



What will we do?

1. We will review the scope, accessibility, and impact of air quality information provided on the Welsh Government's Air Quality in Wales website, aimed at reducing public exposure to air pollution and minimising individual contributions. We will consider how we can improve resources available for teachers, young people, parents and community groups.
2. We will work with partners to ensure our messages about air quality are shared in a variety of ways. This will include online and print options, so everyone can access information. We will provide printed materials in different places to reach as many people as possible.
3. We will work with experts to ensure our communications strategy reflects the best international ideas and helps people understand why air quality matters.
4. We will explore ways of making it easier for people to act on air quality information. We will make sure air quality is considered in other important areas, such as healthy living, transport, planning, housing, agriculture, etc.

How will we measure outputs?



We will use public survey information to track changes in awareness and behaviour.



We will consider options for a refreshed plan to be published in January 2029.



We will evaluate the promoting awareness plan at the end of 2028.

