

Improving air quality in the North West

Friday 12th October 2018, 1 - 4pm

Cotton Court Business Centre, Ainsworth Suite

Church Street, Preston, PR1 3BY (<http://cottoncourt.co.uk/find-us/>)

Many of the most challenging public health issues facing our communities are inconveniently resistant to being resolved by the efforts of one specific group, profession or organisation. Air pollution is one such issue where leadership action is needed from across all sectors and professions within (the broadest definition of) the 'health system', including the wider public.

Air pollution is now the largest environmental risk linked to deaths in the United Kingdom and a significant source of ill-health. There are strong associations between air pollution and major diseases that pose a great health and economic burden, including coronary heart disease, stroke, lung cancer and childhood asthma. A relatively small reduction in the population's exposure to air pollution can, however, lead to significant health gains due to the number of people affected. It can also have multiple co-benefits, such as increasing workers' productivity and promoting active travel, including walking and cycling. Everyone will need to do their bit if we are to significantly improve air quality. The impact of the individual household or business may be small, but the combined impact of actions taken by national and local government, large and small businesses and individuals will improve the air we breathe.

We, as public health professionals, need to develop and improve our understanding of the ways in which we can mobilise the range of people who do not see improving health as a primary purpose of what they do, and yet without whom the fundamental changes we need cannot be brought about.

In seeking to develop approaches to public health leadership that 'fit the bill', and by using air pollution as a live example, we propose to explore and develop the theories, strategies and tactics that may help us, building on work undertaken across the North West so far and the recommendations of the recent [Cheshire and Merseyside](#) and [Lancashire and Cumbria](#) Air Quality Summits.

The aim of this event is to understand what we need to do to accelerate system wide progress toward improving air quality across the North West Region, challenging and extending our understanding of the 'whole system' and ways in which we might better mobilise it for action.

As such, we ask that you identify and invite colleagues from outside of public health who have a role to play in improving air quality, such as Environmental Health Managers, but also and importantly, those who may not see it as a primary purpose of what they do, such as planners, highways, businesses, schools and communities.

Please confirm attendance to phadmin@lancashire.gov.uk

