Templates for a newsletter article and email to promote your school’s idle reduction efforts follow. Each includes placeholders you can fill in to customize the template with your school’s name and other information. Please use these for your school newsletter, Web site and/or other communication efforts to help make the no idling campaign a success.

**Newsletter Article Template**

This [Fall/Spring, Year], [School Name] is launching a comprehensive “No Idling “campaign to protect the health of our students and the health of our environment. In addition to restricting idling on school grounds by school buses, we are also asking parents to adopt a no-idling policy for their vehicles.

Cars in carpool lanes for morning drop-off or afternoon pick-up will be greeted with signage stating “No Idling – Please Turn off Your Engine”. The *Idle Reduction Program* is part of [School Name]’s partnership with the Arizona Department of Environmental Quality **[and as appropriate Insert additional Partners**].

**What You Can Do to Help:**

* Turn off your engine when you arrive at school and when you expect to be parked for more than 10 seconds
* If idling is necessary for temperature control, please limit idling to 5 minutes.
* Consider reducing idling at not only our school but also anywhere you are waiting for more than 10 seconds.

**Why Should You Support Idle Reduction Efforts?**

* **Idling Harms Our Health:**

 Vehicle exhaust is harmful to everyone’s health, but it especially affects children who breathe more and at a faster rate than adults. By turning off your car, our students, teachers, staff, and other parents will not breathe in unhealthy fumes as they enter school.

* **Idling Pollutes the Air We Breathe:**

Vehicle idling creates unnecessary pollution. Each minute of idling emits more smog-forming emissions into the atmosphere, adding to overall reduction in air quality.

* **Idling Costs You Money:**

A popular misconception is that idling your car uses less gas than turning your vehicle off and restarting. Actually, if you are going to be waiting more than 10 seconds, it is more fuel efficient to turn off your vehicle. Idling also causes more wear and tear on your engine parts, which are designed to work most effectively at regular driving speeds.

**Email Template**

To: [Name or “Parents and Teachers at (School Name)”]

Subject: No Idling Zone Takes Effect at [School Name]

Starting [Date], parents dropping off or picking up their children will see “No Idling – Please Turn off Your Engine” signs posted in the carpool lanes. The *No Idling Program* is part of our partnership with The Arizona Department of Environmental Quality **[and as appropriate Insert additional Partners]** Idle Reduction Campaign.

Through this program, we are working to protect the health of our students and environment. [School Name] has also adopted a no-idling policy for our school buses, greatly restricting idling time on school grounds.

**What You Can Do to Help:**

* Turn off your engine when you arrive at school and when you expect to be parked for more than 10 seconds
* If idling is necessary for temperature control, please limit idling to 5 minutes.
* Consider reducing unnecessary idling at not only our school but also anywhere you are waiting for more than 10 seconds.

**Why Should You Support Idle Reduction Effort?**

Emissions from our tailpipes are harmful to us all, especially our children who breathe -at a faster rate than adults do. Car exhaust contributes to poor air quality and can pose health risks for all children, especially those with asthma. In Arizona, 1 in 5 schoolchildren have asthma.

If you are going to be stopped or parked for more than 10 seconds, turn off your car’s engine. You will improve air quality and save money in fuel and vehicle wear and tear costs.