



Cupsleeve prototype and final proof

Idle-Free NYC

May 5th is World Asthma Day

FIGHT ASTHMA — STOP IDLING

www.idle-free.info

NEW NYC LAW
One-minute idling limit in school zones

Idling = leaving the engine running

Asthma Free School Zone
REAL WORLD FOUNDATION

I do not Like Bad air

Turn Your Engine Off at the Curb

www.edf.org

ENVIRONMENTAL DEFENSE FUND

finding the ways that work

CAUTION! HOT BEVERAGE
This promotional cup sleeve is subject to the gift, under an
exclusive agreement with BriteVision Media, LLC
To Advertise Call: 1.877.472.1777 www.britevision.com

A-REAL-IDLE-0309

			PMS COLORS
Die Number 011V003	Description A-REAL-IDLE-0309	XXXX <input type="checkbox"/>	
Pos Code A-REAL	Date 03-17-09	Revision	XXXX <input type="checkbox"/>

Proof Read: _____



FINAL PROOF
FOR CONTENT ONLY NOT FOR COLOR

PLEASE FAX THIS SIGNED PROOF TO 415-946-3534

This is to certify that all artwork has been thoroughly proofed for copy and content. The client also understands that the color on this low resolution proof is not an accurate representation of the final product. The client now takes full responsibility for the artwork being correct and hereby grants authorization to BriteVision Media to print/run this job in its final form.

- APPROVED
 APPROVED WITH CORRECTIONS NOTED
 NEW PROOF REQUIRED
 OTHER - PLEASE EXPLAIN

CLIENT SIGNATURE _____ DATE _____



Lapel pin that launched the 1-minute idling campaign and printed pin-front page to be cut up and used with hand button-making machine



NYC LAW
Three-minute
idling limit
everywhere
One-minute
idling limit in
school zones

Idle-Free NYC

Spring 2009



Idling =
leaving the
engine running

www.idle-free.info



Turn off the engine when waiting at the curb. Fines: \$100-\$2000

Idle-Free NYC MTA bus
cards (interior, 11"x46")
and bus tail posters
(exterior 17.5"x50")

Idle-Free NYC

IMPROVE YOUR AIR • IMPROVE YOUR HEALTH

Spring 2009



Idling =
leaving the
engine running

NEW NYC LAW
One-minute
idling limit
in school zones

www.idle-free.info



Idling harms health,
hurts air quality,
wastes fuel, and
is against the law.

Idle-Free Schools

www.idle-free.info



March 2009

Dear School Staff and Administrators,

The *Asthma Free School Zone* is happy to work with your school towards your goal of creating an Asthma-Friendly School. We thank you for your commitment to improve the lives and health of your students with asthma.

We have attached signs in English and Spanish for outside of your school to remind drivers to not idle their engines. As you know, tailpipe fumes contain toxic chemicals that fill the air your students and staff may breathe, and they can trigger asthma symptoms. Reducing idling can protect your school from the ill effects of these fumes.

Again, thank you for the work your school is doing to make positive changes in the lives of children with asthma. The Asthma Free School Zone is proud of your efforts and is willing to assist you in any way we can. Please feel free to contact us with any questions, comments, or concerns.

Sincerely,



Cecilia Galarraga
Program Associate
Asthma Free School Zone

Material	How to use it
What to say to drivers	Give to parents and teachers Use for your <i>Stop-Idling Day</i>
Letter	For parents & staff
Pledge cards	For parents & staff
PA announcements	For school principal
Printable one-minute idling limit signs	Laminate or cover and post outside the school.
Driver hand-outs: <i>Thank you for not idling</i>	Print front to back, cut out and hand to drivers Use for your <i>Stop-Idling Day</i>

Idling harms health,
hurts air quality,
wastes fuel, and
is against the law.

Idle-Free Schools
www.idle-free.info



Things you can say to drivers who are idling

“Excuse me, but did you know...

... this school is working really hard to keep all our students healthy?”

... children are hurt the most by polluted air because they breathe faster than adults?”

... May 6th is the kickoff for *Idle-Free NYC*? Please turn your engine off?”

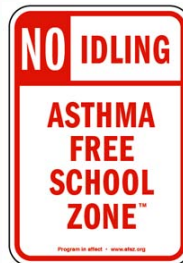
...chemicals from idling engines pollute the air?”

... several children at this school have asthma that is made worse by idling fumes?”

It's the Law!

No car, truck or bus can idle in the school zone for **more than one minute**.

No car, truck or bus can idle anywhere in NYC for more than three minutes.



Look for these signs at your child's school to remind everyone of the idling laws.

Idling harms health,
hurts air quality,
wastes fuel, and
is against the law.

Idle-Free Schools

www.idle-free.info



Usted puede pedir

“¿Perdón, pero sabe que...

... esta escuela está trabajando para mantener la salud de todos los estudiantes?”

... los niños son más afectados por la contaminación porque respiran más rápidamente que los adultos?”

... el 6 de Mayo es un día dedicado a mantener la calidad del aire en la ciudad de Nueva York? Por favor, apague su motor.”

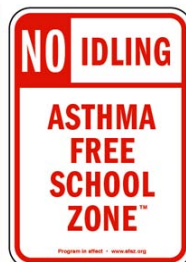
... los químicos en los humos de los vehículos contaminan el ambiente?”

... muchos de los niños en esta escuela sufren de asma y los humos de los vehículos pueden provocar un ataque de asma?”

¡Es la Ley!

Ningún auto, coche, o autobús no puede dejar el motor prendido en la zona escolar por **más que un minuto**.

Ningún auto, coche, o autobús puede dejar el motor prendido por más de tres minutos.



Busque estos letreros cerca de la escuela para recordarles a todos de las leyes sobre dejando el motor prendido.

Asthma Free School Zone

cg@afsz.org
212-533-6617

www.afsz.org
New York, NY

March 2009

Have you heard? Your child's school is committed to creating a **no-idling policy**. Idling means running the engine of a vehicle without driving anywhere. Idling vehicles create unnecessary pollution that comes from the tailpipe. Since your child's school is working with *Asthma Free School Zone* to create a safe and clean learning environment, we are concerned about idling vehicles outside the school.

How can you help?

- If you drive, turn your car engine off when you are not moving.
- If you ride in a car, remind the driver not to idle.
- If you see a bus or car idling near your child's school, ask the driver to turn the engine off.
- Tell drivers that:
 - Idling fumes are dangerous for children, especially those with asthma.
 - My child's school is an *Asthma Free School Zone*.
 - Idling is against the law.
 - Idling pollutes the air we breathe.



May 6th is an extra special day because it is also **World Asthma Day**. Over 300,000 children suffer from asthma that is made worse by polluted air. Help us support the *Idle-Free NYC* campaign at your child's school so children with asthma and all other children will breathe cleaner air.

Sincerely,

Cecilia Galarraga
Program Associate
Asthma Free School Zone

Asthma Free School Zone

cg@afsz.org
212-533-6617

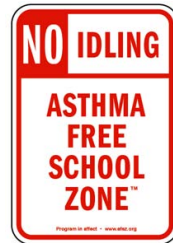
www.afsz.org
New York, NY

El marzo de 2.009

¿Has oído? Esta escuela intenta crear **una política de no-idling**. “Idle” significa cuando un vehículo está parado pero el motor sigue prendido. Cuando esto pasa, los vehículos producen mucha polución que contamina el aire. Su escuela esta trabajando con la Zona Escolar Libre de Asma crear un lugar sano para sus hijos. Fijamos en el ambiente creado por los vehículos que andan alrededor de su escuela.

Como nos puede ayudar:

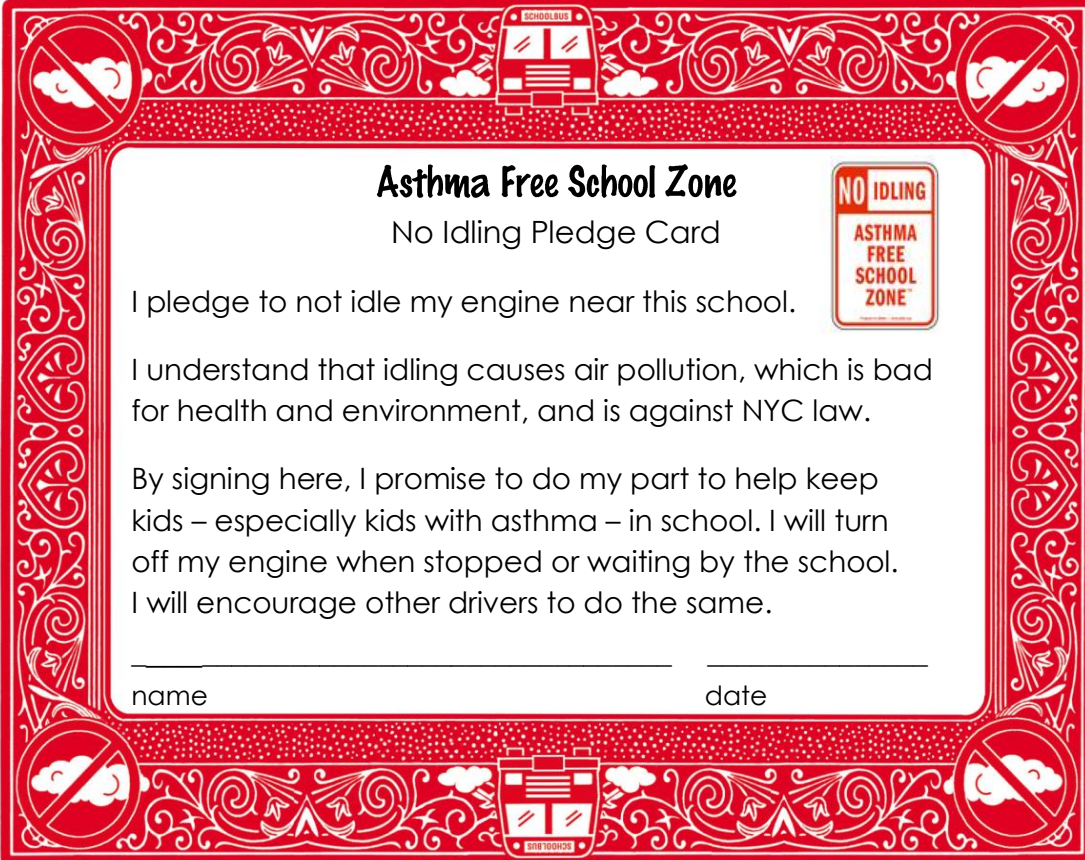
- Si conduce un auto, apague su motor cuando su auto esté parado.
- Si esta un pasajero, le recuerde al conductor que no debe dejar el motor prendido cuando no está moviendo.
- Pida a los conductores que no dejen el motor prendido innecesariamente.
- Informe conductores que:
 - Los humos de los autos dañan la salud de los niños, especialmente los niños con asma.
 - Esta escuela es una *Zona Escolar Libre de Asma*.
 - Es contra la ley dejar el motor prendido.
 - Los humos de los autos contamina el aire.




El 6 de Mayo es el **Día Mundial de Asma**. Más que 300,000 niños sufren de asma que empeora con la polución. Ayúdenos apoyar la campana de **“Idle-Free NYC”** en la escuela de su niño para que todos los niños respiren mejor.

Atentamente,

Cecilia Galarraga
Program Associate
Asthma Free School Zone



Asthma Free School Zone
No Idling Pledge Card



I pledge to not idle my engine near this school.

I understand that idling causes air pollution, which is bad for health and environment, and is against NYC law.

By signing here, I promise to do my part to help keep kids – especially kids with asthma – in school. I will turn off my engine when stopped or waiting by the school. I will encourage other drivers to do the same.

name date



Asthma Free School Zone
Tarjeta de Promesa de "No Idling"



Prometo para no "idle" mi motor cerca de esta escuela.

Entiendo que "idling" causa la contaminación del aire, que es mala para la salud y el ambiente, y es contra la ley de la Ciudad de Nueva York.

Firmando aquí, prometo ayudar a mantener la salud de los niños, especialmente los niños con asma, en la escuela. Apagaré mi motor cuando esté parado o esperado cerca de la escuela. Animaré a otros conductores a hacer el mismo.

name date

¡Gracias

por apagar
su motor!

Idling daña la salud,
empeora el aire,
despilfarra el gas,
y es **contra la ley**.*

***NYC Admin Code 24-163**

límite de 3-minutos en todas partes
límite de 1-minuto en la zona escolar



Idle-Free NYC
www.idle-free.info

Thank you

for turning off
your engine!

Idling harms health,
hurts air quality,
wastes fuel, and
is **against the law**.*

***NYC Admin Code 24-163**

3-minute idling limit city-wide
1-minute limit in school zones



Idle-Free NYC
www.idle-free.info

No Idling near this school!

New law!

1-minute limit in school zones*
(3-minute idling limit city-wide)

*** NYC Admin Code 24-163**

Engine Idling

harms children's health,
hurts air quality, wastes fuel,
and is **against the law.**



Idle-Free NYC
www.idle-free.info

No Idling cerca de esta escuela!

Nueva ley!

límite de 1-minuto en la zona escolar*
(límite de 3-minutos en toda la ciudad)

*** NYC Admin Code 24-163**

Dejar el motor prendido

daña la salud, empeora el aire,
despilfarra el gas,
y es **contra la ley.**



Idle-Free NYC
www.idle-free.info

Sample PA Announcements for Schools

Dear Principal,

We are particularly interested in making all school zones idle-free, protecting your children and staff from the harmful effects of vehicle exhaust.

May 6th is also **World Asthma Day** and May is **National Asthma Awareness Month**. Join in the campaign by making regular PA announcements about the significance of these events and ways everyone can get involved. Below are some suggestions.

Week prior to May 6th (April 27 - May 1)

You have probably seen the signs posted outside our school that say: **No Idling: Asthma Free School Zone**. And you probably know by now that idling means that a car, truck or bus has its engine running without going anywhere. Idling is bad for our health, pollutes the air, and is against the law! We're going to get ready for a big event that will take place on May 6th – *Idle-Free NYC*. We will do our part by making ___school name___ idle-free. So, start talking with people about what idling means and tell them that by May 6th our school will be *Idle-Free* ___school name___!

One day prior to May 6th (Monday, May 5)

Tomorrow is May 6th – a day to celebrate World Asthma Day and *Idle-Free NYC*. Remember, idling means running then engine when the car is not moving. Ask anyone that drives you to school – your family or the bus driver – to turn off their engines while they wait outside. Tell them that idling hurts your lungs, pollutes the air and is against the law!

On May 6th

Today is World Asthma Day - May 6th. People all over the world today are talking about how to take care of asthma and how to make it easier for both children and adults to breathe. New York City is doing that today by asking people to turn off their car and bus engines when they are not driving. This will reduce the pollution in our air. It's called *Idle-Free NYC*. We, at ___school name___ are going to celebrate this too by making sure our school is idle-free. We're working very hard to keep us all healthy.

During May

May is National Asthma Month. As you may already know, we are an Asthma Free School Zone. Asthma is made worse by bad air quality. Our school is working hard to stop all idling near our school. Remember, that means cars, trucks, and buses must not run their engines while they are standing still or waiting outside the school. Staff, please remember not to idle, and children, remind your parents and bus driver not to idle. Let's make sure we're not breathing in those toxic fumes.



NYC Council member John C. Liu with cards at stop-idling demonstration

unning.

dling.

lth,
and
aw.

4-163
000



Idling =
leaving the engine running.



Thank you for not idling.

**Idling harms health,
hurts air quality and
is against the law.
NYC Admin Code 24-163
Fines: \$200-\$2000**

www.afsz.org

Idling =
leaving the engine running.



Thank you for not idling.

**Idling harms health,
hurts air quality and
is against the law.
NYC Admin Code 24-163
Fines: \$200-\$2000**

www.afsz.org

Idling =
dejando el motor aprendido



Gracias para no idling.

**Idling daña salud,
lastima aire calidad
y esta contra el ley
NYC 24-163 y
NYS Ed. Law Sec 3637**

www.afsz.org

Idling =
dejando el motor aprendido



Gracias para no idling.

**Idling daña salud,
lastima aire calidad
y esta contra el ley
NYC 24-163 y
NYS Ed. Law Sec 3637**

www.afsz.org

Idling =
dejando el motor aprendido



Gracias para no idling.

**Idling daña salud,
lastima aire calidad
y esta contra el ley
NYC 24-163 y
NYS Ed. Law Sec 3637**

www.afsz.org

Tough New York City law cracks down on idling cars Associated Press



A delivery of drinks is wheeled along Morris Ave. in the Bronx borough of New York as the American Flag waves in the breeze at P.S. 18 at the corner of 148th St. and Morris Ave. Tuesday, Feb. 17, 2009. In a city where schools are sandwiched between grocery stores, apartment buildings, restaurants and laundromats, it isn't hard to imagine fumes from idling traffic seeping into classrooms and bothering children. A new law seeks to cut that pollution by giving vehicles just 60 seconds to idle in a school zone. (AP Photo/Craig Ruttle)

By Sara Kugler
Associated Press Writer / February 18, 2009

NEW YORK—The fumes from idling taxicabs and delivery trucks can be so bad outside city schools that teachers race to close their classroom windows at certain times of the day to protect their students.

A new law seeks to cut that pollution by giving vehicles just 60 seconds to idle in a school zone.

The measure signed into law this month cuts the allowed idling time from three minutes to one minute around schools, and gives more city agencies the power to issue violations. It also requires an annual violations report so officials can track enforcement.

Councilman John Liu, lead sponsor of the bill, said the law was not only intended to reduce pollution in school areas -- helping the city's high child asthma rates -- but was also meant to improve public awareness about idling throughout New York City.

There is no federal anti-idling law, but about 30 states and dozens of municipalities have their own measures, typically limiting time to around three to five minutes. New York City's three-minute law has been in place citywide since 1971, but advocates say it is rarely enforced or advertised.

Fines range from \$220 to \$2,000 for repeat offenders. A city official testified in 2003 that just 325 idling violations had been issued the previous year. In 2007, there were just 526, and all but 10 of those were for diesel-fueled vehicles, meaning that there is very little enforcement of passenger car idling.

Mayor Michael Bloomberg's office is planning a public awareness campaign about idling later this year, with advertisements for radio, bus stops and billboards. The city says the goal is to target drivers and remind them about the laws.

Officials are also planning to microtarget enforcement by using data from the city's 311 hot line, where citizens can call to make an idling complaint. Over the past two years, the hot line has received 4,600 such complaints.

A new report by the Environmental Defense Fund estimates that idling cars and trucks produce 130,000 tons of heat-trapping carbon dioxide each year in New York City, contributing to global warming. The group believes the one-minute idling limit next to schools is the toughest such law in the United States.

The report also calculates that idling vehicles in the city produce 940 tons of smog-forming nitrogen oxides, 24 tons of soot particles and 6,400 tons of carbon monoxide each year. Those are pollutants associated with a number of health risks, including asthma.

In New York City, the child asthma rate is particularly bad. According to the health department, asthma is the most common cause of hospitalization for children 14 years and younger, and is a leading cause of missed school days in the nation's largest school district of 1.1 million pupils.

"In an urban canyon, there's no place for the fumes to go except into the windows of our school buildings," said Rebecca Kalin, director of Asthma Free School Zone.

School buses had long been singled out as major contributors to asthma-aggravating pollution throughout the city. In 2003, the New York State Attorney General's office found that many school buses were idling for 20 minutes, despite the three-minute law.

The following year, the attorney general sued several bus companies for breaking the law, and in 2007, the state law was strengthened even further to crack down on buses.

Advocates say school bus idling is slowly improving. Parents are also getting better about idling when shuttling their children to and from school.

Now, Kalin said, the main problems are vehicles that have nothing to do with the school but are simply idling nearby, like delivery trucks and general street traffic.

The school zone created by the law encompasses all streets that immediately border public and private schools.

The new law is a welcome reprieve for parents, children and teachers at P.S. 18 in the Bronx, which is located on a main thoroughfare, near a major expressway and across from a hospital. Cabs are known to idle outside the hospital all day while delivery trucks make stops at nearby stores.

"They just sit there and park, with the vehicle still on," said Carmen Nieves, parent coordinator for the school. "The idea of one minute -- it's fabulous. It will be great if it works."

On the Net:

Asthma Free School Zone: <http://www.afsz.org> ■

© Copyright 2009 Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

[MORE ARTICLES IN K-12](#) ▶