



# idle-freezone

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In This Issue

## Cultivating an Idle-Free Culture

This issue of the *Idle-Free Zone* looks at continuing efforts of Canadians to go idle-free, through idling control by-laws and voluntary approaches. The latter is supported by the energy and enthusiasm of one of our nation's most valuable natural resources – volunteers. Read on to learn more about the latest idling control initiatives across Canada and some of the new tools and information available at [idling.gc.ca](http://idling.gc.ca).

### Zoning In: Examining the Fine Print

#### What to Include in Your Municipality's Idling Control By-law



Is your municipality considering an idling control by-law, but you are confused about which vehicles to exempt and under what conditions? Well, you are not alone. Idling control by-laws, with numerous exemptions, can leave even the most experienced by-law officers – and the most well-intentioned drivers – a little confused.

But fear not, the Model Idling Control By-law, developed by the Clean Air Partnership (CAP) with support from Natural Resources Canada (NRCAN) and the Greater Toronto Area Clean Air Council, is designed specifically to help clear the air about which exemptions should be included in an idling control by-law.

The model by-law builds on the strength of over 20 by-laws in Canada, while addressing some of the key drawbacks of idling-control regulations. From discussions with by-law enforcement officers and environmental staff, CAP researchers discovered that implementing idle-free by-laws poses several challenges. According to CAP's *Cracking Down on Idling* report, the most significant

challenge is the number of exemptions included in idling control by-laws, with most listing up to a dozen exemptions. This can create confusion and make the public feel the law is unfairly applied because some highly visible vehicles – such as transit vehicles – are permitted to idle under certain circumstances.

Temperature exemptions are particularly problematic, as most by-laws permit idling when the outside temperature is lower than 5°C and higher than 27°C. This means that vehicles are often allowed to idle during hot, smoggy days, when the air is most polluted.

In terms of enforcement, most municipalities use a summons approach to deal with offending drivers, but *Cracking Down* suggests that a set fine is more appropriate. With a summons, the enforcement officer has to prepare the charge and then appear in court, which can be a deterrent and a revenue drain on the municipality.

Other problematic features of existing by-laws include long allowable idling times for personal vehicles (3, 5 or 10 minutes) and transit vehicles on layovers (10–15 minutes).

CAP considered all of these challenges and developed a model by-law – complete with sample wording – that can be easily adapted for local use by any municipality.

For more details, check out the *Cracking Down on Idling* report and model by-law at [idling.gc.ca](http://idling.gc.ca).

#### Model By-law Features

The model by-law includes

- ▶ Idling times limited to three minutes or less
- ▶ Number of exemptions reduced
- ▶ Temperature exemptions eliminated or strengthened
- ▶ Set fines (recommended between \$100 and \$155) replace summons



### WHAT'S IN THE ZONE?

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Some of the documents, program names and graphics shown have not been produced by the Government of Canada and are not available in both official languages.



# ↓ VOLUNTEERS FUEL THE IDL

Volunteers play a critical role in providing the “people power” behind many idle-free initiatives. Volunteers help lead or enhance campaigns, as advisory committee members to provide guidance to campaign org drivers to try to change their idling behaviour at the street level. How can you use volunteers to enhance

## A Family Affair: Vancouver High-School Students Teach Parents to Be Idle-Free

Parents and teens in Vancouver finally have a subject they can agree on – idling habits have got to change! Students are driving home BEST’s idling reduction message, “It’s Your Turn, Be Idle Free,” with parents and drivers near their schools.

As a youth program coordinator, Fionna Gossling knows that working with teens can be a lot of fun. “The high-school students are great because they are energetic and able to talk to the parents in a very relaxed, yet informed way,” she explains. “I think requests to change idling habits are best received from students, because they are doing something about the air quality around their school.”

Gossling and her student volunteers had a few key challenges to overcome when embarking on an idling reduction program involving volunteers who speak directly with drivers. “Idle-free campaign organizers need to make sure that the volunteers are passionate about what they are doing,” Gossling suggests. “Meet the volunteers first and only use people who are well suited to the task. They must be outgoing and comfortable dealing with people face-to-face.” Gossling adds, “The volunteers must be prepared for the few people who are non-responsive or rude – there’s one in every bunch!”

For more information about BEST’s idle-free programs, visit [www.best.bc.ca](http://www.best.bc.ca).



## Crossing Over to the Idle-Free Zone at Vancouver’s Ferry Terminal

Volunteers from local citizens groups are helping drivers understand the benefits of being idle-free at local ferry terminals. “We encourage drivers to think about all the instances when they idle, ask them to sign a pledge and offer window decals and bumper stickers,” explains Fionna Gossling, Youth Program Coordinator at BEST.

According to Gossling, the program has been positively received, with most drivers being receptive to the message and pledging to turn their engines off while parked. Efforts to change such idling behaviours require a lot of staff and a great deal of time talking to motorists. “The volunteers were passionate about their communities and wanted to protect local air quality,” adds Gossling. “We were very fortunate to have them do the job.”



## BEST Volunteers Tackle Idling in B.C., One Driver at a Time

With the help of some talented volunteers and three campaigns to reduce idling at ferry terminals, workplaces and schools, Better Environmentally Sound Transportation (BEST) is working to make British Columbia idle-free.

## Promoting Good Corporate Citizenship Through an Idle-Free Workplace Campaign

Continuing its efforts to reduce vehicle idling everywhere, BEST created the Idle-Free Workplaces initiative to encourage businesses to kick the idling habit.

BEST’s Idle-Free Workplaces campaign starts with asking key people in the business community to reduce their idling and encourage others to follow their lead. “We rely on volunteerism of key contacts within the company,” explains Rita Koutsodimos, Idle Free Workplaces Program Coordinator of BEST. “By participating in Idle-Free Workplaces, the organization agrees to have a volunteer employee responsible for circulating and collecting information.”

The Idle-Free Workplaces initiative targets workplaces that include a fleet of vehicles (e.g. courier companies) or a large number of drivers (e.g. school bus drivers). The campaign uses a range of methods and messages to reach employees, fleet operators and business managers. “For employees, we focus on dispelling idling myths,” explains Koutsodimos. “For fleet operators, we emphasize the significant reductions in fleet fuel costs. And for managers, we emphasize how the organization could enjoy public recognition for their environmental leadership and corporate citizenship.”

To date, over 30 companies, municipalities and post-secondary institutions have participated in BEST’s Idle-Free Workplaces initiative.



## Greenest City’s Idle-Free Volunteers Get Ready to Hit the Pavement in Toronto

Greenest City volunteers come from a diverse array of cultures, age groups and neighbourhoods, but one thing they share is the know-how to speak to drivers about idling.

Greenest City, a non-profit, community-based environmental organization, hosted a series of training sessions to give volunteers the training and tools they need to help deliver the 2006 Idle-Free Days campaign across Toronto. Volunteers received idle-free kits that included T-shirts, decals, information cards, idling-behaviour tracking forms, idling myths and facts and a copy of Toronto’s idling control by-law. “We felt it was important that each volunteer know the idling facts, understand how to get the information we need to measure changes in idling habits and understand the by-law and how it applies across the city,” explains Debbie Supran, Idle-Free Coordinator at Greenest City.

Distributing the kit was just the first step at the Greenest City training sessions. Volunteers also had a chance to role-play contact with drivers, using a variety of scenarios and a script provided by Greenest City.

“The script is designed to help volunteers remember the key messages, but we encourage them to use their own delivery styles and approaches to reach drivers,” explains Supran. “We also spend some time teaching conflict resolution techniques, because you never know what kind of driver you will approach. This way, volunteers are prepared and know that it’s okay to walk away from confrontation.”

Recruiting volunteers in a multicultural centre like Toronto is one of Greenest City’s specialties. “We try to be as inclusive as possible, so we try to recruit volunteers from a variety of ages, cultures and languages,” says Supran. “It’s foolish for us to think that delivering an idle-free campaign in English only is the most effective approach in a city like ours.” To maximize the involvement of a diverse group of volunteers, Greenest City relies on a network of community groups and centres across the city. “They know what strategies work to recruit volunteers in their communities so we rely on them to help us reach people,” says Supran.

Greenest City also focuses on re-engaging volunteers who have helped in the past. “These people were motivated to become volunteers for two main reasons – they saw the number of smog days increasing and were concerned about the environment, or they saw the linkages to children’s asthma and were concerned about health impacts,” explains Supran. “They wanted to learn about the actions they, their friends and families could take to reduce idling. So when we start a new campaign, we follow up with past volunteers to see if they are continuing idle-free behaviours themselves and to see if they will help us again.”

For more information about the Greenest City 2006 Idle-Free Days campaign, visit [www.greenestcity.net](http://www.greenestcity.net).

To see the idle-free training-kit materials, visit [idling.gc.ca](http://idling.gc.ca).



# IDE-FREE MOVEMENT

Students have been involved in all facets of idle-free campaigns – acting as partners to organizers and, most frequently, as “idle-free ambassadors” who speak directly with drivers. How can you advance your campaign? Take a look at some examples below...

## University Students Get Rewved Up Over Idling

At the University of Toronto at Mississauga (UTM) and St. Thomas University (STU) in Fredericton, two enthusiastic students in two time zones are urging fellow students and faculty to be idle-free. Andrea Lukac and Kayla Follett are young women who share a passion for idling reduction that has spurred their friends, families and colleagues to reduce their idling behaviour.



### Agents of Social Change Target Idling at St. Thomas University

Kayla Follett sees herself as an “Agent of Social Change.” Her mission: to challenge her peers to reduce idling and support sustainable transportation options at St. Thomas University.

As part of their program at STU, Follett and three of her classmates developed an idle-free campaign to raise awareness and foster commitment to idling reduction. “The course encouraged us to choose a topic that we are passionate about and work with a team to develop a project,” explains Follett. “Idling is a very important issue, but one that people do not always think about.”



The team posted an “Idle-Free Zone” sign outside a main campus building and approached other students to discuss idling, using the idle-free decals and information cards from the Idle-Free Zone Web site. “Our team also used posters, Post-it notes and a Web site to promote idling reduction,” says Follett.

One of the main components of this student-driven volunteer initiative was to encourage participants to become Agents of Social Change. “We asked people to sign two forms: one to commit to reducing their idling time and the second to commit to tell more people about the campaign,” she explains. “We gave them information brochures to hand out to people they know. Everyone who signed the commitment form was officially recognized as an Agent of Social Change on our Web site.”

Follett had no problem identifying the benefits of volunteering as part of an idle-free campaign. “Through the campaign, I realized I was making a positive change because I knew I was educating people and could see them learning,” she says.

Follett’s enthusiasm and passion for idling reduction rapidly spread to friends and family. “My advice to others is to share your passion,” she says. “Your friends and family will realize how much you care about the issue and take action to support you.”

The success of the campaign is clear: The students’ Web site has had over 450 visits and identifies 114 individuals who committed to idling reduction, including 33 who agreed to be an Agent of Social Change.

To learn more about the campaign, visit [www.piczo.com/anti-idling](http://www.piczo.com/anti-idling).



## Kyoto Girl Fights Idling in Mississauga

Meet Andrea Lukac, one of the members of the UTM Green Team, the latest superheroes to take to the streets of Mississauga to fight against evil . . . or rather fight for an idle-free environment!

Affectionately known as “Kyoto Girl” to her Green Team colleagues, Lukac strives to address climate change issues by encouraging drivers to reduce idling. “I was motivated to create the anti-idling campaign because I didn’t think the idle-free signs on campus were stimulating a change in behaviour and I wanted to see more action to address the problem,” she says.

Lukac designed the campaign with the help of Brenda Sakauye, Environmental Coordinator for the City of Mississauga, and Aubrey Iwaniw, UTM Sustainability

Coordinator and Green Team leader. The campaign included person-to-person outreach around campus where six volunteers handed out information and asked drivers to commit to reduce idling by posting a decal in their window. Lukac agrees with STU’s Kayla Follett that the volunteers were motivated by a shared passion for idling reduction. “At first, my friends offered to help because I asked them to,” says Lukac. “But as they learned more about the idling issue, they became more committed and started by thinking about their own behaviours.”

According to Iwaniw, it is important to provide idle-free campaign volunteers with some tools to overcome strong rebuttals from drivers. “Support your volunteers by providing scripted responses so they will have the facts and are ready to dispel myths,” she explains. “This makes them much more confident when approaching drivers.”

The campaign designers are pleased with the results. Lukac says, “Overall, the results were positive. Of the 38 drivers we talked to, most accepted the information card, 20 drivers made a

commitment to reduce idling and 17 drivers placed the decal in their windshield.” Adds Iwaniw, “The campaign was a good start to addressing idling on campus. Conducting face-to-face contact with drivers is definitely the way to go, because signs are just not enough.”

Moreover, collaboration with the UTM students has helped enhance the City of Mississauga’s citywide idle-free initiative. “From our perspective, using student volunteers creates a win-win solution,” says Sakauye. “The students provide the manpower we need to complete the interventions, while students are able to address an issue that is important to them, gain some valuable work experience and meet their program requirements.”

Finally, Lukac and Iwaniw provide some sound advice for implementing idle-free campaigns:

- Do your research, have a clearly defined purpose and be organized.
- Use a positive tone and talk to people as peers – nobody likes to be talked down to or scolded.
- Provide take-home information with facts and figures, so people have something in their hands when they walk or drive away.
- Make sure the message is meaningful and relevant for different people by discussing the environmental, health, financial and social benefits.
- Most importantly, have fun!

For more information about the City of Mississauga’s Idling Reduction Program, visit [www.123turnyourkey.com](http://www.123turnyourkey.com).

For more information about UTM’s Green Team, visit [www.utm.utoronto.ca/~w3green/](http://www.utm.utoronto.ca/~w3green/).



# Idling Remains High on the Municipal Agenda in the Greater Toronto Area



Lead by Mayor David Miller, GTA municipal leaders gathered at the 2006 Smog Summit in Toronto to discuss clean air actions and new initiatives.

## Idling is a Hot Topic at the Annual Smog Summit

Greater Toronto Area (GTA) municipal leaders share a passion for hot air – the kind produced by idling vehicles.

Speaker after speaker from the 20 GTA municipalities that participated in the 2006 Smog Summit reported taking action to urge drivers to kick the idling habit.

Markham, Burlington, Oakville, Pickering, Vaughan, Whitchurch-Stouffville and Toronto have enacted by-laws that focus specifically on controlling unnecessary idling. Other municipalities – including Ajax, Durham and Oshawa – have developed idling control policies in the past year, designed to remind their employees to avoid idling while driving municipal fleet vehicles. Still others – Caledon and Halton – spoke of efforts to educate residents about idling at municipal buildings, schools and other community locations.

All in all, idling was one of the most-discussed topics during the municipal round-table portion of the annual Smog Summit, where GTA municipal leaders report progress on clean air actions and announce new initiatives.

## Municipal Staff Share Experiences With Idling Control By-laws

There is more than one way to get the word out to drivers about municipal idling control by-laws.

That was the clear message from the recent Idling Control By-law and Enforcement Workshop, hosted by the Clean Air Partnership in Toronto, where over 30 environment and by-law enforcement staff from southern Ontario municipalities discussed how to develop and enforce idling control by-laws.

Workshop participants learned that Canadian municipalities are increasingly enacting idling by-laws to supplement idle-free education and outreach initiatives. This is particularly true in Ontario, where 15 municipalities have adopted idling control by-laws and several others are considering a regulatory approach to reducing needless idling.

As part of a panel discussion, three municipalities that have idling by-laws shared their approaches to publicizing and enforcing their by-law with drivers:

**City of Toronto.** City staff enforce Canada's first stand-alone idling by-law – passed in 1996 – mainly through enforcement "blitzes" as smog season approaches. Enforcement officers carry information cards that describe the by-law and reasons for it, but they also ticket offenders. GTA media have shown a strong interest in these annual blitzes, publicizing when they are happening and that a crackdown is under way.

**City of Burlington.** Although the City's by-law provides for fines, Burlington's parking enforcement officers take an educational approach with drivers, handing out an informational "ticket" that describes the by-law and encourages compliance. Staff also

respond when complaints about idling drivers are phoned into city hall, sending a letter informing the driver about the complaint and by-law.

**Town of Markham.** Town staff enforce the by-law on Saturdays, when considerable idling occurs near shopping malls and community centres. Markham's enforcement strategy is based on a simple theme: "Be there, be seen." As the by-law is relatively new, enforcement officers focus on educating drivers about the by-law by providing an information card and requesting compliance.



## Enforcement Campaign is Just the Ticket

One sure-fire way to attract media attention – and generate public awareness – is to announce that idling drivers will be ticketed if they ignore their municipality's idling control by-law.

By-law enforcement was a central focus of Idle-Free Week in the GTA, rolled out by the Clean Air Partnership in June 2005 with support from Natural Resources Canada. As part of the week-long campaign, GTA municipalities with idling control by-laws – Toronto, Burlington, Oakville and Vaughan – sent enforcement officers into the streets to either ticket offending drivers or educate them about local idling restrictions. Eight other GTA municipalities participated in Idle-Free Week by launching idle-free education and outreach initiatives in their jurisdictions.

"We had well over 100 news reports on the campaign," says Eva Ligeti, CAP's Executive Director. "Many of them focused on the ticketing blitz in Toronto, showing that a potentially negative message can really spark media interest."

As for public support, a live viewer poll conducted during Ligeti's appearance on a local television call-in show on idling found that two thirds of the 300-plus respondents think "a crackdown on idling is an effective way to improve air quality."

For more information on the Smog Summit or to download reports on the Idling Control By-law and Enforcement Workshop or Idle-Free Week in the GTA, visit [www.cleanairpartnership.org](http://www.cleanairpartnership.org)



**READY TO DO YOUR PART FOR CLEANER AIR?**

**Reduce warm-up idling** - In most conditions, start driving your vehicle after no more than 30 seconds of idling. Most cars and trucks are designed to warm up while driving at a moderate speed.

**Turn it off after 10 seconds** - Turn off your engine if you are stopping for more than 10 seconds, except in traffic. Idling for more than 10 seconds uses more fuel than restarting your engine.

**EVERY YEAR IN THE GTA**

- Idling adds more than 200,000 tonnes of greenhouse gases and air pollutants to the atmosphere. That amount could fit approximately 200,000 suburban houses.
- Idling wastes 90 million litres of fuel worth over \$70 million.

**PUT AN END TO IDLING**

By now thousands of idling...  
www.cleanairpartnership.org  
1-800-387-2323

**YOU HOLD THE KEY TO CLEANER AIR**

You can help improve our air quality and health, reduce engine wear, and save fuel and money by turning your engine off when parked.

**Breathe easier** - vehicle emissions contribute to health problems such as asthma and heart disease.

**Help the environment** - idling engines create unnecessary air pollution, which contributes to smog and climate change.

**Go easy on your vehicle** - excessive idling fouls spark plugs and increases engine wear.

We would need to plant 30 million trees to absorb the air pollution resulting from GTA drivers idling 5 minutes a day for one year.

**BE IDLE-FREE**

Canada



# From East to West, Unique Programs Focus on Idling Less

New campaigns in British Columbia and Prince Edward Island offer more ideas on how to communicate idle-free messages.

## P.E.I. Fleet Managers Learn to Be Idle-Free

A bit of fleet manager training and a few Idle-Free signs were all that was needed to create a wave of idle-free action on Prince Edward Island.

Last fall, the Province chose to take action on idling and began erecting Idle-Free signs in front of all provincial government buildings. "Once the Province placed the signs in front of our buildings, the City of Charlottetown began its own idle-free campaign," explains Tim Garrity, Program Researcher with P.E.I.'s Department of Transportation and Public Works.

Recognizing that idling is an issue for citizens and staff alike, the Province also took steps to ensure that its own fleet got on board. "The Province's fleet managers have discussed reducing the amount of idling time with their drivers," explains Garrity.

For Garrity, the key to positive change is to focus on the environmental and cost-saving benefits to idling reduction. "People are becoming more aware of the environmental issues associated with idling," he says. "And with the price of fuel constantly rising, idling is affecting people's wallets."

With continued effort, Garrity has high hopes for reducing idling on the Island. "We are moving towards idle-free communities throughout P.E.I. Now that the capital region has jumped on board, I feel that many more communities will begin idling reduction campaigns, and soon we'll have an Island-wide campaign."

For more information about P.E.I.'s idling reduction efforts, contact Tim Garrity by e-mail at [Tggarrity@gov.pe.ca](mailto:Tggarrity@gov.pe.ca).

## Barney the Bus Teaches Kids About Idling in B.C.

"Barney the Bus" has become the newest celebrity with a cause in British Columbia, challenging children to get their parents to stop unnecessary idling.

In the North Okanagan area, Barney – a remote-controlled cartoon school bus created by School District No. 83 staff – has been hitting the pavement to tell kids about bus safety and vehicle idling. "Barney tells children about idling habits and can answer their questions," explains Frank Marasco, Manager of Transportation and OH&S for the District. "He is controlled remotely by an operator wearing a headset whose voice is translated into a cartoon voice, which creates a phenomenal amount of excitement for kids.

"We developed Barney for kids because we believe the kids carry the idle-free message home and help their parents break idling habits." The District has also developed fact sheets and a presentation for parents to educate them about the environmental and health impacts of idling.

Moreover, the District realized the need to lead by example in order to get the community to follow its idle-free message. "Kids and parents would notice buses idling as they waited to pick up students, so we needed to get the school bus drivers on board to show our idle-free commitment," explains Marasco. To encourage drivers to reduce idling, the District developed an operational procedure. It told fleet drivers not to idle longer than the time it takes to do a pre-trip vehicle inspection during start up or longer than one minute – except in the interest of safety – when loading or unloading students on a public roadway or when stopped in traffic.

Using resources from Natural Resources Canada's SmartDriver for Transit initiative, the District measured the idling times of buses. It found an overall reduction in fuel consumption of 8 percent. "Every school bus has an internal engine computer that stores data about the vehicle, such as breaking and idling time," says Marasco. "We used the data to show drivers exactly how much time they idle. Some of the results were very surprising. For example, one driver of a bus that was only one year old had 450 hours of idling time!"

Last but not least, the school posted "Young Lungs at Work" idling-reduction signs. "These help reinforce the idle-free message to everyone and create a full-circle feedback loop between operators, parents and kids," says Marasco.

To view the fact sheet or bus-driver operation procedure on idling reduction, go to [idling.gc.ca](http://idling.gc.ca).



**DID YOU KNOW?**



**You can drive away after only 30 seconds**

Even on the coldest of winter days – thanks to fuel-injected engines – you can drive away after only 30 seconds of idling (provided, of course, your windows are defrosted and free of ice and snow). What's more, the wheel bearings, steering, suspension, transmission and tires are best warmed up by driving the vehicle, rather than leaving it stationary. In other words, the best way to warm up your vehicle is to drive it at a moderate speed.

You can reduce greenhouse gas emissions (GHGs), save money and not necessarily lose any time by turning off your engine at drive-through lineups. These slow lineups usually allow enough time for you to turn off your engine while waiting. Better yet, park your car and go inside for your order. Contrary to popular belief, drivers often save only three to four minutes when they remain behind the wheel at a drive-through. So getting out of your vehicle and going inside saves money, reduces GHGs and may prove to be almost as quick.

**Turn off your engine at drive-through lineups**

## NRCan's Idle-Free Campaign is Cited as a Model for Conservation Outreach

The techniques used by Natural Resources Canada's (NRCan's) Idle-Free initiative are helping resource managers around the world create successful conservation-based education and outreach programs, according to the co-author of a new book.

Recognizing that successful conservation efforts depend on influencing people's beliefs, attitudes and behaviours, Oxford University Press chose to include *Conservation Education and Outreach Techniques* in its series on ecology and conservation. "The book is intended to provide resource managers with different tools to move beyond simply communicating about conservation to affecting changes in people's behaviours," says co-author Dr. Martha Monroe, Associate Professor, School of Forest Resources and Conservation at the University of Florida.

According to Monroe, NRCan's Idle-Free initiative was selected as a case study in the book for two reasons. "First, the community-based social marketing (CBSM) approach used to reduce idling is easily transferable amongst all types of projects. Second, the idle-free campaign places emphasis on program planning, implementation and evaluation, as well as provides the data to support its success."

NRCan's Idle-Free Zone is included as a case study in the "Marketing Conservation" chapter. "The initiative provides an excellent example of the power of commitment strategies," says Monroe. "It shows that by asking people to say they will reduce idling behaviours, they are more likely to do it."

Monroe and her co-authors discovered the Idle-Free Zone Web site when searching for examples of CBSM approaches. "A key thing we have learned is that a Web site is an easy way to showcase the latest and greatest features of your campaign and its successes that are most relevant to practitioners," says Monroe. "The Idle-Free Zone Web site does that in a way that is not only easily accessible, but provides how-to instructions, templates that can be downloaded, case studies, evaluation approaches and results."

In reviewing dozens of case studies from around the globe, Monroe has the following advice for resource managers in developing a new education or outreach campaign. "Ensure that you build feedback into the program. Ask yourself: Are we doing the right intervention with the right audience? Is this helping to address the problem?" For idling programs in particular, Monroe advises, "It's important to build a solid team of people to work on the campaign, including community members as well as experts, so that you thoroughly understand how the target audience perceives the idling issue."

The idle-free message will reach even further as Oxford University Press has committed to sending copies of the book to "conservationists in Western Europe, North America, Australia, New Zealand and Japan, who might otherwise be unaware of the campaign's approach," she adds.

For more information and reviews or to order a copy of the book on-line, visit [www.oup.com](http://www.oup.com).

