

## GO GREEN AND BREATHE PURE AIR: AN AWARENESS WORKSHOP FOR SCHOOL CHILDREN

23 November 2023 | Venue: Central Seminar Hall, NCDC, New Delhi



On Nov 23, 2023, the National Centre for Disease Control (NCDC) organized a workshop for school children to raise awareness on air pollution and its impacts on health. During the workshop, NCDC launched an online campaign to encourage Indian youth to create impactful social media reels and videos addressing the crucial link between air pollution and health. Children and youth are being encouraged to collaborate through a variety of activities aimed at educating children for creating awareness in society around climate change and its impact on health.

The workshop provided an opportunity to school children to understand the profound impact of the climate crisis on youth and other under-represented communities and encourage students to engage and propose innovative actions to reduce the adverse consequence of air pollution on environment and health.

The interactions allowed students to engage with the national experts, gaining insights into global and local efforts to address air pollution and its health-related impacts. Participants also learned about the technical areas where NCDC is engaging to implement the National Programme for Climate Change and Human Health (NPCCHH) activities. The discussions also guided in identifying the challenges encountered by schools and children due to increased pollution levels in and around Delhi, encouraging the schools and children to explore the potential for taking innovative efforts to reduce the exposure and thus the impact on the studies. Additionally, two children nominated by the participating schools also got the opportunity to speak on the theme “Go Green and Breathe Pure Air”.

The workshop was chaired by Dr Anil Kumar, Principal Advisor NCDC . Dr Aakash Shrivastava, Additional Director and Head of Department CEOH &CCH welcomed the guests and Dr Aniket Choudhury, Assistant Director CEOH & CCH gave a keynote speech. Over 150 students from standard 7-12 in government- aided schools in Delhi attended the workshop. Other

participants included teachers representing the participating schools. Dr Avinash Sunthlia, Senior Medical officer, NCD division was also present on this occasion. Other participants included Youth volunteer group-Youth for Climate in India, Dr Sudhi Nath Head Public health of BCTA , LM Singh Managing Director-India and Global Head of Partnerships and Innovative Finance at Vital Strategies and the entire programme division of CEOH&CCH were also attended the workshop.

Key takeaways included call to action by take targeted measures at the individual and collective level to amplify the efforts being undertaken to minimize the impacts of climate change and air pollution on health of all. The workshop highlighted the opportunities to continue partnering with the schools and other educational institutions under the National Programme for Climate Change and Human Health (NPCCHH) to advance initiatives for cleaner air and improved health within the framework of NPCCHH.

**Two Information, Education and Communication (IEC) posters and a trifold in bilingual (Hindi and English) was launched during the occasion.**

#### **Session Details:**

The workshop comprised a series of informative sessions, where experts shared their insights on the impacts of air pollution on health, especially children's health, and collective action being taken by the government, various organizations as well as youth groups to implement initiatives and create awareness for exposure reduction and tackling the impacts of climate change and air pollution on health:

- Dr Anil Kumar, Principal Advisor, NCDC, MoHFW stressed on the crucial role students and educational institutions can play in reducing air pollution for improved health. He also discussed the effectiveness of individual measures in countering air pollution and safeguarding public health
- Dr Aakash Shrivastava, Head of Department, NCDC, presented an overview of the NPCCHH programme, highlighting the key objectives and an opportunity for schools and other educational institutions to collaborate with NCDC and to come up with innovative measures to engage at various levels
- Dr Aniket, announced the online reel and video making campaign "Go Green and Breathe PureAir" to encourage Indian youth to share their innovative ways of communicating about air pollution and the measures being taken by them to reduce exposure
- Dr Sudhi Nath, facilitated a panel discussion, where learnings from the initial stages of implementing the National Program on Climate Change and Human Health were shared by Aakash Srivastava, Head of Department at NCDC, the impacts of air pollution, focusing on child growth and development as well as morbidity and mortality associated with air pollution were shared by Ministry of Health and Family Welfare representatives and Dr Avinash Sunthlia highlighted the challenges and opportunities in India's battle against air

pollution. Miss Sanjana, Principal of BMG stressed on the crucial steps schools can play in reducing air pollution for improved health among children. She also discussed the effectiveness of various practices undertaken by schools in countering air pollution and safeguarding public health.

- Two school students namely Mr Ronnit Nath of Delhi United Christian Senior Secondary School and Miss Mamta from B MGange Senior Secondary School spoke about taking action to tackle climate change and leading by example to secure a sustainable future for all.

Following the panel discussion, Youth for Climate in India conducted a group storytelling initiative aimed to emphasize communication about climate change. Participants, mainly students, were introduced to the importance of climate change in straightforward terms, highlighting its impact on the planet and the need for collective action. The session involved a collaborative brainstorming segment where children shared their insights on climate change, emphasizing environmental messages and sustainable practices. The Youth group facilitated discussions, encouraging students to share their stories, enhancing public speaking skills, and engaging in reflective discussions on real-world experiences. The session concluded with a Q&A segment, enabling children to pose questions to experts, thus promoting education about the significance of environmental stewardship in an enjoyable and interactive manner.

#### **WAY FORWARD**

NCDC under the NPCCHH project is committed to bring together knowledge and technical collaboration to support Schools and other educational institutions to effectively combat air pollution and its adverse effects on public health. The support will be guided by the state's priorities and goals based on the state's unique air pollution, climate, and health concerns.

Over the period of next few months, NCDC would be conducting workshops and meetings at the participating schools to establish partnerships to support the schools in accelerating efforts to effectively respond to air pollution risks and challenges for better health of children. The engagements will also create awareness among children, parents about the various activities being undertaken to ensure the successful implementation of NPCCHH for strengthening health-systems and various engagement opportunities for children and young people.

## ANNEXURE

### ANNEXURE 1: ABOUT NPCCHH AND PARTNERS

The National Programme on Climate Change and Human Health (NPCCHH) was established in 2019 under the Prime Minister's Mission on Health, with a vision to strengthen India's healthcare sector response to climate-related concerns. In this workshop NPCCHH partnered with various NGO/agencies like CABH-USAID, Vital Strategies-USAID and Baptist Church Trust Association(BCTA).

The Cleaner Air and Better Health (CABH) project is working towards accelerating particulate matter reduction in India. CABH is a five-year (2021 to 2026) project supported by the United States Agency for International Development (USAID). It aims to strengthen air pollution mitigation and reduce exposure to air pollution in India by establishing evidence-based models for better air quality management. The project is being implemented by a consortium led by the Council on Energy, Environment and Water (CEEW) and includes ASAR Social Impact Advisors (Asar), Environmental Design Solutions (EDS), Enviro Legal Defence Firm (ELDF), and Vital Strategies.

Vital Strategies leads on the health sector engagement of the Cleaner Air and Better Health (CABH) project supported by the United States Agency for International Development (USAID) working towards accelerating particulate matter reduction in India, including designing scalable solutions for environmental health surveillance, strategic communications, cross-sectoral engagement, and training of the health workforce.

BCTA is a humanitarian organization with an endeavour to bring about socially impactful projects through Community outreach programme, healthcare, educational and skill development initiatives, as well as advocating for social- justice issues.

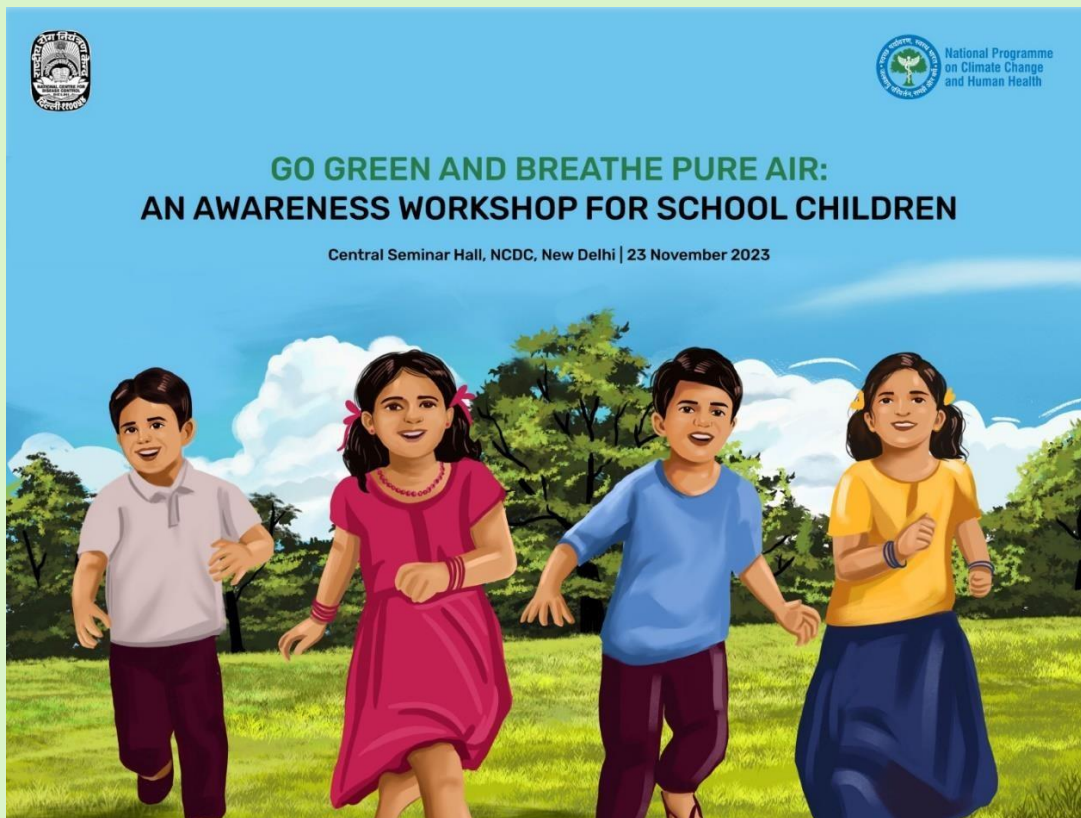
## ANNEXURE 2: AGENDA AND PARTICIPANT LIST

AGENDA	
10:00- 10:05	Welcome Address and Overview of the Event <i>Dr Aniket Chowdhury, Assistant Director (PH), NCDC</i>
10:05- 10:15	Keynote Address <i>Dr Anil Kumar, Principal Advisor, NCDC, MoHFW</i>
10:15- 10:25	IEC Poster Launch/ Competition Announcement <ul style="list-style-type: none"><li>• Presentation of IEC material on air pollution and health</li><li>• Introduction to online competition: Go Green and Breathe Pure Air</li></ul>
10:25- 10:35	Youth Talk <i>Talk by two school children</i>
10:35- 11:20	<i>Panel Discussion and Q &amp; A Session: Role of Youth in Climate Action</i> <i>Moderator- Dr Sudhi Nath, Director, Public Health, and Development Projects, BCTA</i> <ul style="list-style-type: none"><li>• <i>Dr Avinash Sunthlia, Senior Medical officer, NCD division, MoHFW</i></li><li>• <i>Dr Shobhana Gupta, Deputy Commissioner, and in-charge child health, MoHFW</i></li><li>• <i>Dr Aakash Shrivastava, HoD, NCDC</i></li><li>• <i>Miss Sanjana, School Principal</i></li><li>• <i>Lakshay, Youth for Climate India</i></li></ul>
11:20- 11:40	Group Storytelling Activity <i>Led by Youth for Climate India</i>
11:40-11:45	Yoga Awareness Session <i>Aadya Sharma</i>
11:45- 12:00	Student Facilitation and Closing Remarks <i>Dr Aniket Chowdhury</i>

### ANNEXURE 3: EVENT SNAPSHOTS



# ANNEXURE 4: COMMUNICATION COLLATERALS



**Competition Alert**  
**GO GREEN AND BREATHE PURE AIR**

National Programme for Climate Change and Human Health (NPCCHH), National Centre for Disease Control (NCDC) is calling Indian nationals to join us in raising awareness about adverse Health Effects of Air Pollution in India through inspiring videos or reels

AGED GROUP 12 - 35 YEARS

**SUBMISSION DEADLINE: DECEMBER 10, 2023**

Categories: social media Reels & video addressing the issue of Air Pollution & Health

Reels: Upto 30 seconds

Video: 3-5 minute long

**SUBMITTED YOUR ENTRIES USING THIS QR CODE**

NPCCHH, NCDC will have the rights to use the submitted entries on their platforms

## ANNEXURE 5: LINKS TO SOCIAL MEDIA POSTS

- <https://x.com/NPCCHH/status/1730517010994679917?s=20>
- <https://x.com/NPCCHH/status/1730517013410541707?s=20>
- <https://x.com/NPCCHH/status/1733749321689178449?s=20>

CEOH&CCH-NPCCHH

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National Programme  
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