

**Taking Action in Your Community:
Step by Step**

No Idling Campaign





1. Take Action to help save polar bears and improve the health of the planet!

The only way to save polar bear habitat is to drastically **reduce greenhouse gas emissions**. One way you can help is by not allowing your vehicle to idle more than ten seconds. The link is direct: The more carbon dioxide (CO₂) released into the atmosphere, the warmer the earth will be. By not idling your car more than ten seconds (when not in traffic), you are reducing the amount of carbon dioxide released into the atmosphere.

Join us in raising awareness and reduce idling in your own community at the same time. With just a few small steps, you can reduce the amount of carbon being released into the atmosphere. Over time, the action will become habit. **Create a movement!** Ask others to join you to protect polar bears and reduce global warming.

How to start a No Idling Campaign

A. Create a volunteer group to start your campaign

- **Gather a group** of people willing to devote time and energy to the No Idling campaign
- **Share information** about the impact of a No Idling campaign:
 - Idling your car for more than ten seconds wastes more gas than restarting your vehicle
 - Excessive idling damages your engine—including cylinders, spark plugs, and exhaust systems
 - Research states that the average person spends five to ten minutes a day idling
 - You use the same amount of gas to drive one mile as you would for every two minutes idling



B. Research

- See what **programs are already in place** in your community
 - Schools with Kiss & Ride or pick-up lines where parents are waiting in their vehicles to pick up children
 - Restaurants and businesses that have drive-up windows
 - Local government and business utility and maintenance workers
- **Define your focus** for your No Idling campaign. Which strategies will you use?
 - Park & Walk in versus using a drive through
 - Turn It Off while waiting
 - Turn It Off when picking up or dropping off passengers
 - No pre-starting to heat or cool your car
 - Turn off the engine when passengers are “in and out” on errands

C. Take Action

- If you're involved in education (teacher, student, parent etc.) look into your school starting a “No Idling” zone.
- Create a No Idling sticker to put in your car to remind yourself and help raise awareness
- Make your community Idle Free by putting up signs and reminding others to stop idling
- If you're an educator, have parents sign a pledge form and hold a pizza party for 80% class participation

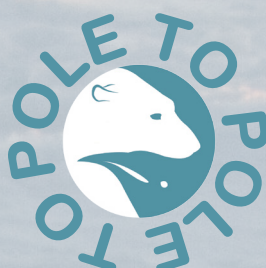
D. Understanding the Impact

- Idling produces twice as much pollution as stopping and starting your warmed up engine
- Stopping and restarting your engine has little impact on the engine, battery, or starter
 - Idling reduces engine life by up to 20%
- Idling wastes more fuel than turning your engine on and off
- Each year idling causes U.S. cars to burn 1.4 billion gallons of fuel
- This results in 58 million tons of carbon dioxide being released into the atmosphere

2. Report Back. *My Planet. My Part.*

www.polarbearsinternational.org/myplanetmypart

- Participate in our online community center to share your actions and be inspired!
- Showcase your No Idling Campaign efforts at [My Planet. My Part.](#)
 - Share your success stories and include photographs.



3. Background and Resources

Conservation Action:

Polar bears present a complex conservation problem: They roam in the Far North on sea ice habitat that is literally melting away due to global warming. We can't preserve their home by buying up sea ice, fencing it, and posting a guard at the gate. Instead, the solution to saving polar bears is tied to actions each of us takes thousands of miles away.

Global warming is a large complex issue that can't be solved or fixed by just one person. It will take a movement of people working together to stop the production of Green House Gases (GHG) and subsequently global warming. The good news is that because humans have caused this problem, humans can fix it—and the solution starts at the individual level.

All About Polar Bears International®:

Polar Bears International (PBI) is the world's leading polar bear conservation group—dedicated to saving polar bears by saving their habitat. Our focus is on **research, education, and action**.

At PBI, we're building momentum for action on climate change and working to ensure that with your help and that of our partner organizations and sponsors, polar bears and the arctic ecosystem will remain for future generations.

PBI takes an innovative approach to conservation. We work **collaboratively** with the world's leading polar bear and climate change scientists, like-minded conservation organizations, and partners in our Arctic Ambassador Center network—including zoos, museums, aquariums, and science centers. We focus on issues that impact polar bear survival—especially the urgent need to save their sea ice habitat by **reducing CO₂**. We do this through educational programming, by training and supporting change agents to deliver conservation actions in their local communities, and through a variety of scientific studies on both wild and captive bears.

Visit www.polarbearsinternational.org to learn more about polar bears and for resources for both teachers and students on how to **take action**!

Find us on Pinterest, Twitter, Facebook, Google+, Flickr, YouTube and Vimeo



Additional Resources:

- Polar Bears International www.polarbearsinternational.org
- My Planet. My Part. www.polarbearsinternational.org/myplanetmypart
- EPA Website “What you can do on the road” www.epa.gov/climatechange/wycd/road.html
- www.consumerenergycenter.org/myths/idling.html