

**Some notes from the 4x4 workshop with Blake Ludwig from the Alliance Against Urban 4x4s ([www.stopurban4x4s.org.uk](http://www.stopurban4x4s.org.uk))**

1. We discussed ways for groups to engage the public during a school run protest.

Suggestions were:

- Handing out class packs to discuss the problems with 4x4s on school runs
- Making leaflets to educate the children about the campaign
- Rewarding walkers and cyclists to school
- Pressing the safety angle, as discussed in the BMJ report, which reported that people driving 4x4s are 4x more likely to be using their mobile phone while driving, and 4x more likely not to be wearing seatbelts.
- Making a political call for exclusions zones around schools where children are vulnerable to the higher diesel / NO2 / pm10 emissions and large heavy vehicles with poor visibility
- Arrange to talk to an assembly at a school

2. Simon Bowens from the Transport Team mentioned that he will write and distribute a full FoE briefing on 4x4s

3. We discussed 4x4 Messaging, and noted several key areas for engaging the media / public:

- Climate Change
- Safety
- Money aspect / taxation
- Time required for travel -> use public transport
- Future of transport

4. If local FoE groups want to start a 4x4 campaign, then the Alliance Against Urban 4x4s group will provide materials, press releases, loan costumes, and lend support. You can find more facts on our website. Email us at [info@stopurban4x4s.org.uk](mailto:info@stopurban4x4s.org.uk)

5. FOE Transport Team will support groups picking up this campaign as well with briefings on transport issues and climate change.