

## **Sample Intervention Script (Long Format)**

(from City of Mississauga school based idling reduction program, 2002)

- Hi, my name is \_\_\_\_\_ and I'm working with \_\_\_\_\_ on a project to reduce vehicle engine idling. Would you have 30 seconds for me to share some information on the benefits of reducing idling?

IF NO – thank the guest and discontinue.

IF YES – continue...

[Follow the script while holding the information card – this reminds you of the issues to talk about (saving money, breathing easier, the environment). It also makes it easier to offer them the card when you're done talking.]

- When you don't idle your engine, you'll save money by using less gas – well over \$60 per year, depending on prices.
- Also, as you know, engine exhaust is unhealthy to breathe. It is especially unhealthy for children because they breathe faster than adults and are closer to the tailpipe. By turning your engine off, you and others around you won't have to breathe in fumes from a vehicle that is going nowhere.
- And exhaust also affects air quality and contributes to smog and climate change. By not idling your engine you'll help to reduce these problems.
- This card explains how turning off your engine can save you money, help you breathe easier and spare the air. Would you like one?
- We're also asking people to make a commitment to turn off their engine when they're parked for more than 10 seconds by placing this decal in their window. It acts as a reminder to you to turn your engine off, and also tells others of your commitment. Would you be willing to make this commitment now by putting the decal on your windshield?

[PEEL DECAL OFF BACKING AND SHOW DRIVER & OFFER TO PUT ON WINDOW FOR DRIVER]

- Thank you and have a nice day!