

FRESH AIR 4Life

WHAT?

Implementation research to prevent non-communicable diseases (NCDs) by reducing adolescents' exposure to air pollution and tobacco.

WHO?

Adolescents aged 14–21 living in disadvantaged communities, family members, clinicians, public health managers, authorities, policy makers and school teachers.

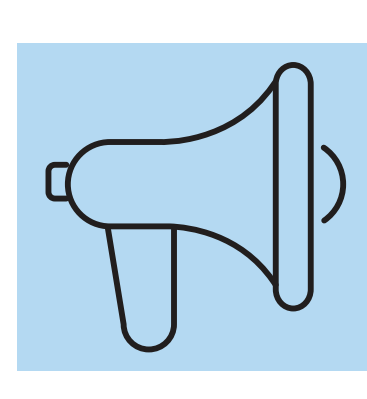
WHY?

30% Air pollution and tobacco are responsible for >30% of the global NCD deaths and significant health and economic problems.

 Solutions need a **collective response**, engaging **local communities** and **policy-makers**.

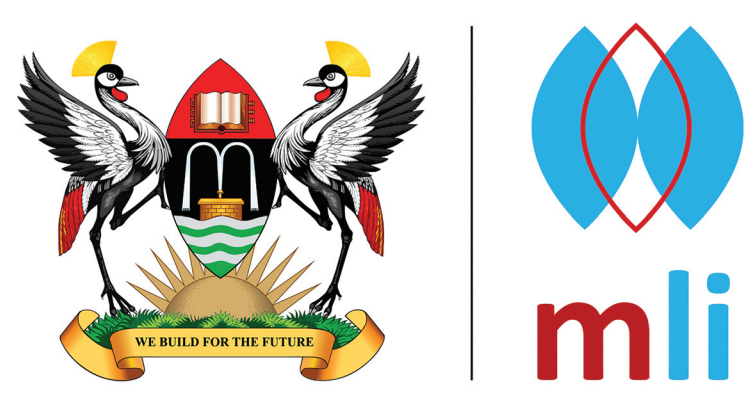
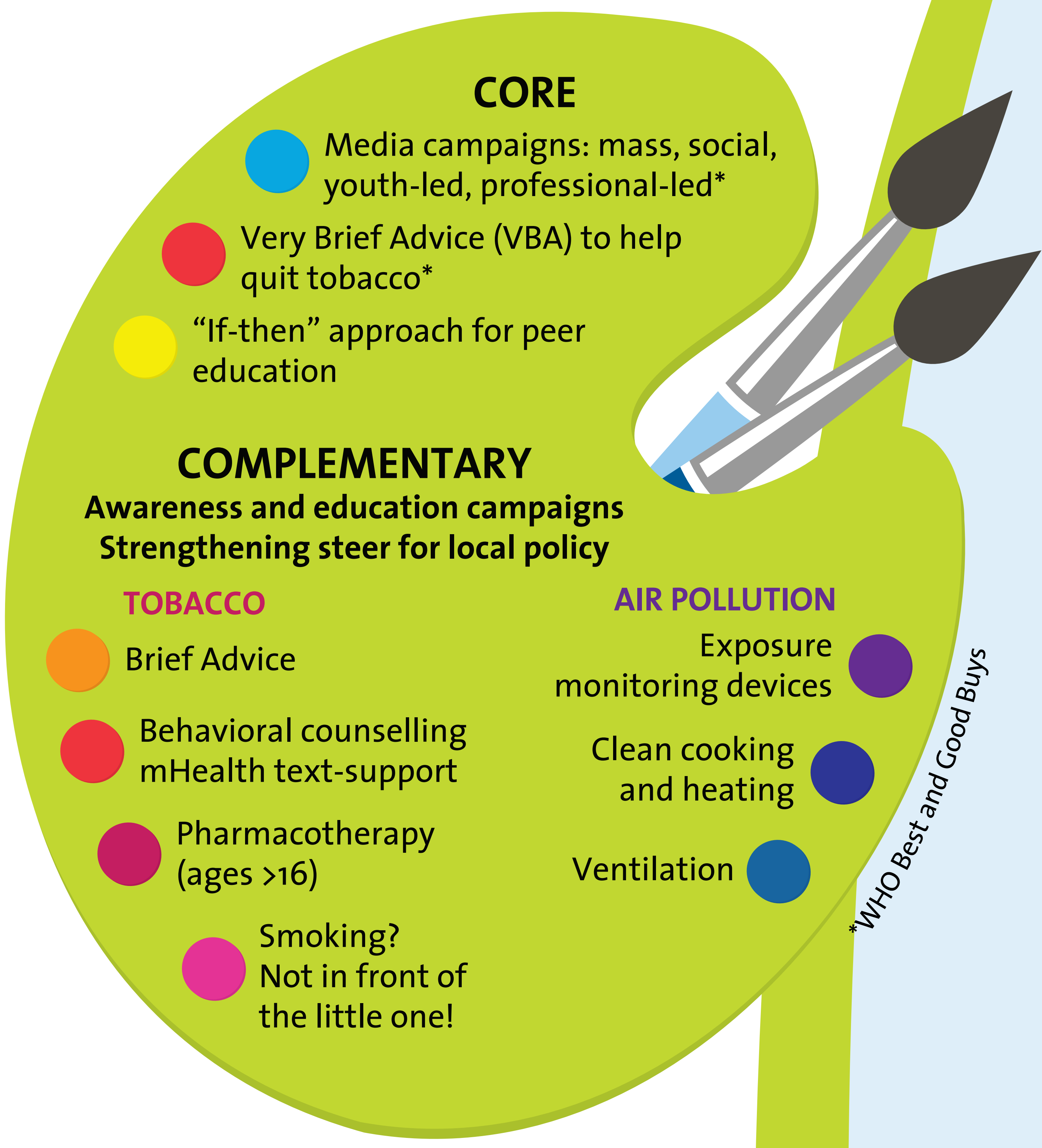
 **Tobacco dependence** often starts in **adolescence**.

 Brain research shows **adolescence** is the period for **decision making** and **habit forming**.

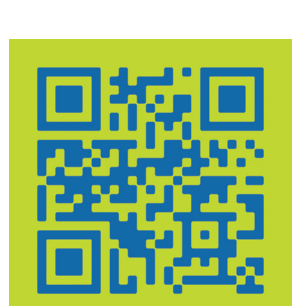
 **Adolescents** have the potential to be **powerful advocates** for change in family and society.

HOW?

- 1. Context assessment:** Identify local stakeholders and engage with them to understand context, define priorities for change and interventions with most potential for impact, tailored to local assets and needs.
- 2. Intervention selection & adaptation:** Offer expertise from multiple university and NGO teams to select, co-create interventions from the prevention palette.
- 3. Planning implementation & evaluation:** Deliver implementation and evaluation plans working closely with local teams.
- 4. Dual capacity:** Build dual leadership and teaching capacity through cascaded programmes for youth advocacy and professional leadership.
- 5. Stakeholder commitment:** Sustain stakeholder interest and commitment through scientific publications, and communication through social and mass media.



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