

## Modeshift STARS publicity link below (posted June 10<sup>th</sup>, 2026)

### [Sheffield School Children Go Green with Clean Air Film - Modeshift](#)

School children from across Sheffield star in a new film promoting the importance of clean, breathable air ahead of Clean Air Day 2026.

# Sheffield School Children Go Green with Clean Air Film

Supported by the **Modeshift STARS School Engagement Team**, the film showcases how young people are helping to create healthier, cleaner communities while encouraging more sustainable travel choices.

The project was funded through Sheffield's Clean Air Zone and produced in partnership with David Elliot Cooper of [Histrionics](#), a Modeshift Corporate Premium Member. In the film, David brings to life Sheffield's first Smoke Abatement Officer, Joe Batey – better known as 'Smokey Joe' – who helped tackle air pollution across the city during the 1970s.

The film will officially launch on 18 June 2026 to mark Clean Air Day.

## 'We Care for Our Air, Our Streets, Our Future'

The film captures some of the work done by the School Engagement Team to encourage pupils and parents to think more about the impact their travel choices can have on the air quality close to their schools and homes, giving the children a chance to voice what they have learned in the sessions delivered across the area and to express why clean air matters to them.

The film 'We Care for Our Air, Our Streets, Our Future' has also been supported by Sheffield Children's Hospital Respiratory Team.

**Dr Sam Flowers, Respiratory Doctor, Sheffield Children's NHS Foundation Trust said:**

'I would encourage residents of Sheffield to pledge to use active travel. Together, we can reduce air pollution and help to create a healthier future for children and young people.'

Councillor Ben Miskell Chair of Transport Regeneration & Climate at the time the video was produced said:

'It's an important project. Through the wonderful work of young people in our schools, we are able to improve our air quality, and I'm really proud of that.'

**The video will officially launch via the Sheffield School AT team socials:**

Instagram: [sheffactivetravelschs](#)

X: [@SY\\_STARSAwards](#)

## Watch film using the link below

['We Care for our Air' Film | Videos & Movies on Vimeo](#)





**Thanks to the pupils, parents and staff from**

**Pipworth Community Primary School**

**Portercroft CofE Primary Academy**

**Ecclesfield Primary School**

**Ballifield Primary School**