

Light
S

**START
YOUR
FIGHT!**

SIGHTS

HEALTH

LIFE



Stencil Ads **Promo Animation**

(Social Media?)

Alert

Persuade

Inform

App **Action**

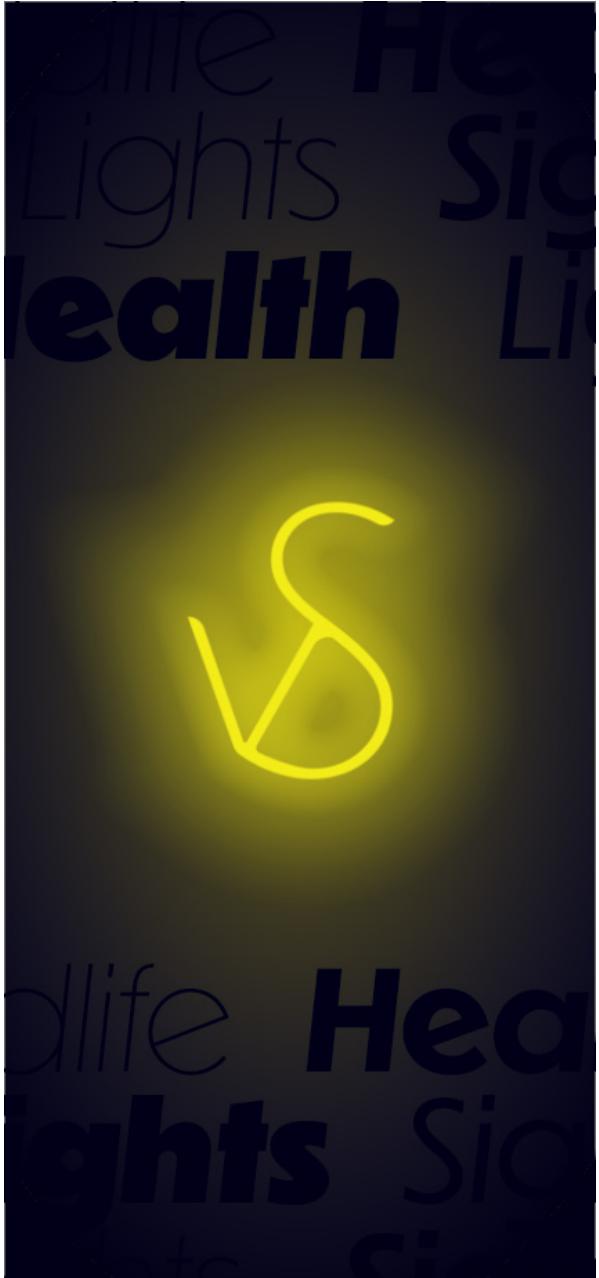
What is Light
Pollution?

Creating
Harmful 'Sky Glows'
That Persist Throughout
The Night

Generating

21 tonnes
of CO₂
Million

But it Doesn't Have to
Happen



Light Pollution

WHAT IS LIGHT POLLUTION?

The wasteful overuse of artificial lighting, by either the public or the council contributes to the creation of a sky glow, this raises the overall light level within an area and will cause disruptions to the inhabitants vision, sleeping cycle and natural hormone production within both humans and other animals.

HOW DOES THIS IMPACT ME?

Light Pollution contributes massively to the obscuring of the night sky, reducing the number of stars visible by the naked & optically assisted human eye. This prevents amateur and professional astronomy studies

As well as causing a loss of sky quality throughout the affected area, light pollution will also impact individuals health, the presence of artificial lighting will disrupt the natural biological clock humans and animals have developed for thousands of years, this disruption prevents the production of melatonin, responsible for deep sleeping and without it, chemical imbalances in the human body can cause health defects anywhere from a headache, to causing cataracts and cancers.



How does light affect **HEALTH**

Light Pollution can cause countless health complications, from disrupting sleep to raising the risk of cancer!

HOW?

The human body has evolved a natural, 'biological' clock, functioning by registering the lowering light level and gradually producing the hormone melatonin, this hormone allows the body to spin down, preparing for sleep as well as allowing for a deeper, more restful sleep.

While it is common knowledge that sleep is key to repair and function within the human body, what happens when this is disrupted is perhaps lesser known.

Circadian Rhythms & Sleep

This process of natural hormone production to introduce sleep is known as the circadian rhythm, the sky itself signals the body to begin shut down for sleep and allows for a gradual and natural cycle of sleep and alertness. The introduction of light pollution and the general appearance of artificial light interferes with this rhythm.

If the body is not detecting the lowering light levels due to the activation of, e.g. street lamps. Then the production of melatonin stops, leaving humans to sleep at a higher alert level, not allowing the body and its many organs to heal and rest. This not only means you may wake up feeling tired and deprived, lacking reaction speeds and patience, your bodily processes are exactly the same, on a cellular level, a lack of coordination and sleep results in a rising level of mistakes made.

What does this mean?

With hormones like melatonin being responsible for regulating almost everything within your body, put simply, this means light pollution can be a factor in any form of illness that occurs. A well rested and regulated body will be far more effective at fighting external illness as well as preventing internal illness, such as rogue cell production going unchecked, resulting in the possible growth of tumors.

there are certain illnesses to be more aware of when inhabiting a highly polluted area, illnesses that rely particularly heavily on the production of hormones to prevent.

How does light affect **SIGHTS**

Light Pollution can cause disruptions to the night sky, creating a permanently illuminated landscape, not only lighting the ground, but removing vital stars and other astronomical sights from human view.

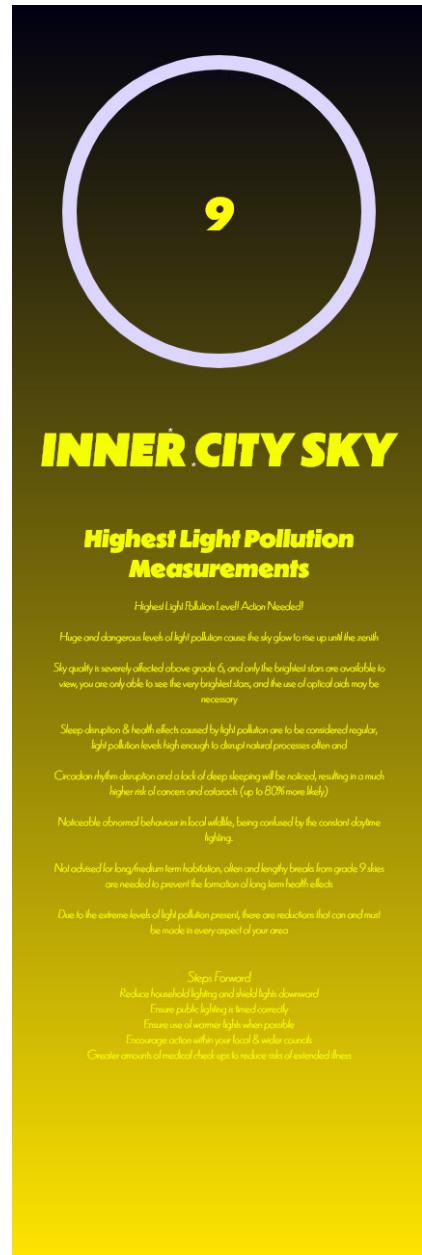
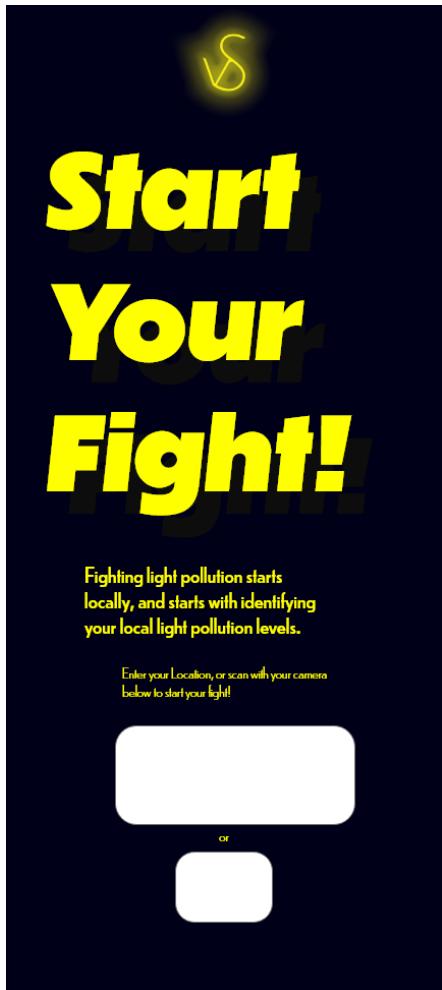
HOW?

SIGHTS

How does light affect **LIFE**

Light Pollution affects not only humans, but the animals and wildlife that surround us too, the effects of wasted light and energy are felt everywhere, altering climates and disrupting food chains.

HOW?



Link back to accessible bortle scale

