

Clean Air Partners Update

MWAQC Meeting

May 26, 2004

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Presentation Overview

- Mission and Objectives
- 2004 Changes
- Marketing Materials
- Code Red Survey Results
- Public Outreach, 2004 and Beyond

Clean Air Partners Mission

Educate the public about the health effects of ozone and motivate employers and individuals to take actions to improve air quality.

Originally created as ENDZONE Partners by MWAQC and TPB in 1994, the organization was chartered by COG and BMC as Clean Air Partners in 1997.

BMC – COG - DC-DOH – DDOT – MDE – MDOT – VDEQ - VDOT



500 Public/Private
Partners



Clean Air Partners Objectives



Communicate Air Quality
Information



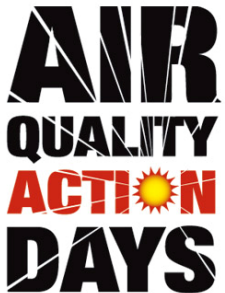
Take Voluntary Actions
to Reduce Air Pollution



Prevent Air Quality
Code Red Days

2004 Updates

- Integrated health message to include ozone and particle pollution
- Developed recommended actions for Code Purple
- “Ozone Action Days” will be changed to “Air Quality Action Days”



If we do our share,
we can breathe cleaner air!

Marketing Materials

Particles: Particle Pollution— What Is It and Where Does It Come From?

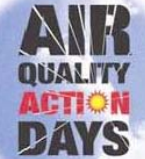


“Particles” or “particulate matter” are terms used to describe the mixture of solid particles and liquid droplets in the air we all breathe. Unlike ozone, particles are not a seasonal pollutant — high readings can occur any time of the year. The size of the particles is directly linked to their potential for causing health problems. Small particles less than 10 micrometers in diameter pose the greatest problems, because they can get deep into your lungs, and some may even get into your bloodstream. Some particles go directly into the air and come from a variety of sources such as motor vehicles, utilities, construction sites, and wood burning. Other particles may be formed in the air by chemical reactions when gases from burning fuels react with sunlight and water vapor.

What Are The Health Risks?

Particle exposure can lead to a variety of health problems. Numerous studies link particle levels to increased hospital admissions and emergency room visits -- and even to death from heart or lung diseases. Both long- and short-term exposure to particles have been linked to health problems.

- ▶ When exposed to unhealthy levels of particles, children, the elderly, and people with existing heart or lung diseases are at increased risk of hospitalization and early death.
- ▶ Particles can increase susceptibility to respiratory infections and can aggravate existing respiratory diseases causing more doctor visits and use of medication.
- ▶ Health problems for sensitive people can get worse if they are exposed to high levels of particles several days in a row.



← Air Quality Action Days

← Code Purple

← Integrated Health Messages

Particle Pollution →

CL



This region has several days each year when air pollution is poor. On “Air Quality Action Days” citizens are urged to take action to protect their health and also to reduce their pollution-causing activities.

When you hear that it is a Code Red or Code Orange Day, use the Action Guide below, the air is unhealthy!

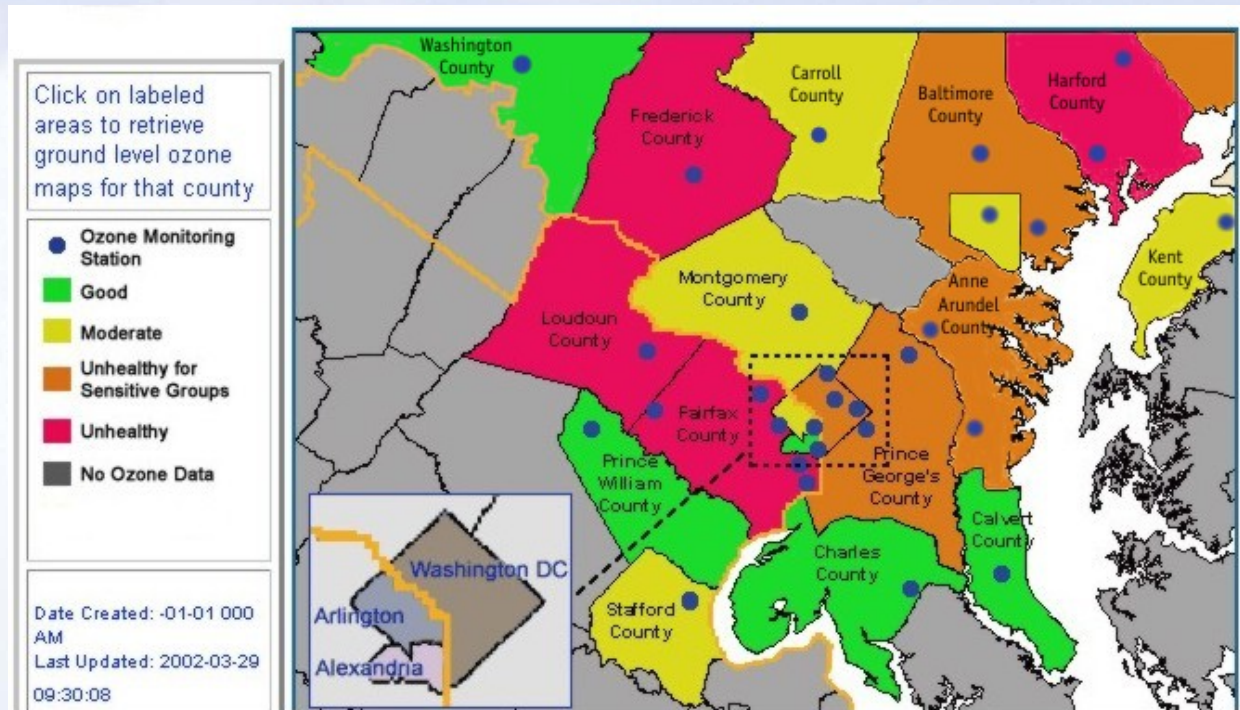
Air Quality Action Guide

AIR QUALITY	RECOMMENDED ACTION
CODE PURPLE Very Unhealthy	<p>During Code Purple:</p> <ul style="list-style-type: none"> ▶ People with respiratory or heart ailments, children, and older adults should avoid outdoor physical activities. ▶ Everyone else should avoid prolonged or heavy exertion outdoors. <p>Residents are strongly urged to take all of the actions listed below.</p>
CODE RED Unhealthy	<p>During Code Red:</p> <ul style="list-style-type: none"> ▶ Children should reduce outdoor activities. ▶ Healthy individuals should limit strenuous or prolonged work or exercise. ▶ Individuals with respiratory or heart ailments should limit their outdoor activities. <p>Residents are strongly urged to take all of the actions below. In addition,</p> <ul style="list-style-type: none"> ▶ Avoid mowing lawns with gas-powered mowers. ▶ Put off any painting until later.
CODE ORANGE Unhealthy for Sensitive Groups	<p>The following people should limit prolonged outdoor activities:</p> <ul style="list-style-type: none"> ▶ Children and adults who experience difficulty breathing outdoors. ▶ Those with respiratory and heart ailments. <p>All residents are urged to:</p> <ul style="list-style-type: none"> ▶ Limit driving and refuel cars after dusk. ▶ Avoid using aerosol products. ▶ Share a ride, telework from home, use transit, or drive only the best maintained, most fuel-efficient vehicles.
CODE YELLOW Moderate	<p>Residents should:</p> <ul style="list-style-type: none"> ▶ Consolidate trips and errands. ▶ Limit car idling when possible. ▶ Conserve electricity and set air conditioners to 78° F.
CODE GREEN Good	<p>Residents should try to:</p> <ul style="list-style-type: none"> ▶ Carpool, use public transit, bike or walk. ▶ Keep cars and boats tuned. ▶ Use environmentally friendly paints and cleaning products.

This Year's Sponsors



Real-Time Air Quality Data



View current county-level ozone and particle pollution data at air-watch.net

Ozone Action Days Surveys (1995-2002)

Purpose:

- Evaluate success of messages/communications
- Measure changes in behavior
- Identify patterns (attitudes) useful in planning social marketing campaign

Trends in Survey Responses (1995-2002)

- High recognition of “Code Red” days
- 67% said “Code Red” means unhealthy air
- 65% changed behavior
- 16% took action to reduce air pollution

Public Outreach in 2004 and Beyond

- Changes this year and next due to the 8-hour ozone standard
- Particle Pollution presents new outreach challenges
 - year-round pollutant
 - more serious health effects than ozone

Next Steps

Strategic Planning Retreat
June 17 in Prince George's County

Resources

- cleanairpartners.net
- air-watch.net
 - Sign up for Air Alert
- epa.gov/airnow
- Air Quality Hotline:
 - Washington, DC 202-962-3299
 - Baltimore, MD 410-537-3247
- Baltimore and Washington area Coordinators
 - Baltimore: Russ Ulrich, rulrich@baltometro.org
 - Washington: Jen Desimone, jdesimone@mwcog.org