



Clean Air Partners Overview

February 2013



February 11, 2013

Clean Air Partners by the Numbers



- AirAlerts – 5,011 Subscribers
- Weather Line (202-589-1212) – 889,911 calls since January 2012
- Social Media – 1600 Followers



Do your share for cleaner air.

Educating Students and Informing the Public

- Education Overview
- Media & Messaging
- Community Outreach
- Spotlight on Business
- Looking Ahead - 2013



Education Award Winners - 2012



Do your share for cleaner air.

Education Overview

On the Air: Exploring Air Pollution Sources and Solutions Curriculum

- Developed and use ***On the Air: Exploring Pollution Sources and Solutions Curriculum***
 - Actively promote the use of *On the Air* in classroom settings throughout the region
 - Utilize contests and events to further engage students
 - Uniquely involved in science curriculum development
-
- **Unit 1- Wanted For Polluting Our Air- An Introduction to the Six Major Pollutants**
 - **Unit 2- Air Quality Index**
 - **Unit 3- More than Meets the Eye- Particulate Matter and Fine Particle Pollution**
 - **Unit 4- Ozone and Us: Good Up High, Bad Nearby**
 - **Unit 5- Our Lungs, Our Air, Our Health: The Health Effects of Air Pollution**
 - **Unit 6- Community Pollution: Sources and Solutions**
 - **Unit 7- Climate Change**



Do your share for cleaner air.

SLOGAN CONTEST- Fall 2012

It's the air we breathe, keep it clean

Category 1: 143 entries

Emma Kellenberger 11yrs old 6th grader from Ridgely MS Baltimore County, MD

Bike it. like it. walk it. talk it. The Earth does not go green by itself.

Category 2: 545 entries

Julia Waldon-14yrs old 8th grader from Cooper MS in McLean, Fairfax County, VA

CATEGORY 2 (Grades 7-8)									
147	County	School	Teacher	Teacher Contact	Student	Student Contact	Grade	Age	Slogan
406	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Julia Waldon		8	14	It's the air we breathe, keep it clean
407	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	MaryKate Gould		8	13	The next generation deserves what we got so clean air is on
408	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Barbara Farooqi		8	13	A step to happiness is having clean air
409	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Caroline Jenna Gosparis		8	13	Don't be mean, keep the air we breathe clean
410	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Matthew Cingman		8	14	Just be fair, share the air
411	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Kaya Deehan		8	13	Don't pollute, so by a boot so we can work to keep clean!
412	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Lilly Cecil		8	13	Just because the sky is blue doesn't mean you can't be green
413	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Sandy Shahparast		8	14	save our trees and go green
414	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Pilar Mendes		8	13	Plant a tree, be leaf
415	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Joshua Caleb Bordwell		8	13	Just breathe
416	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Ryan fienniken		8	13	Plant a tree, keep the air free
417	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Cheena Gupta		8	13	Keep the air clean, so you can be green
418	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Christina Arrano Dolan		8	13	Make a contribution and stop pollution
419	Fairfax	Cooper Middle School	Mrs. Jill Sokol	jmsokol@fcp.edu	Athena Landeros		8	13	If you love the clean Air, Show you care. Don't be a fool, so c
420	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Miraab Khan		8	13	You're helping yourself and others like buy one get one free
421	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Taaha Mahdi		8	13	Save a watt, give a watt!
422	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Charlene Ribeiro		8	13	This is what we breathe, so keep it clean
423	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Anthony Bota		8	13	Save the o-zone before we reach the end zone
424	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Wen Wuer		8	14	Will the Earth be the same tomorrow? Protect yourself! Prote
425	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Peter Janda		8	13	Let's be fair, good air equals a healthy life!
426	Montgomery C	Briggs Chaney Middle	Donna Kieffman	donna-k.kieffman@mcps.edu	Leya Abraham		8	13	Every step you take, every time you pedal, and every day you

2008/2009 ABC's of Air Quality, the Bay, and Climate Change

2009/2010 Earth Day 40-Solutions to Air Pollution & Climate Change

2010/2011 The air we share: working together for clean air

2011/2012 Fresh Air is a Start to Living Life Smart



Do your share for cleaner air.

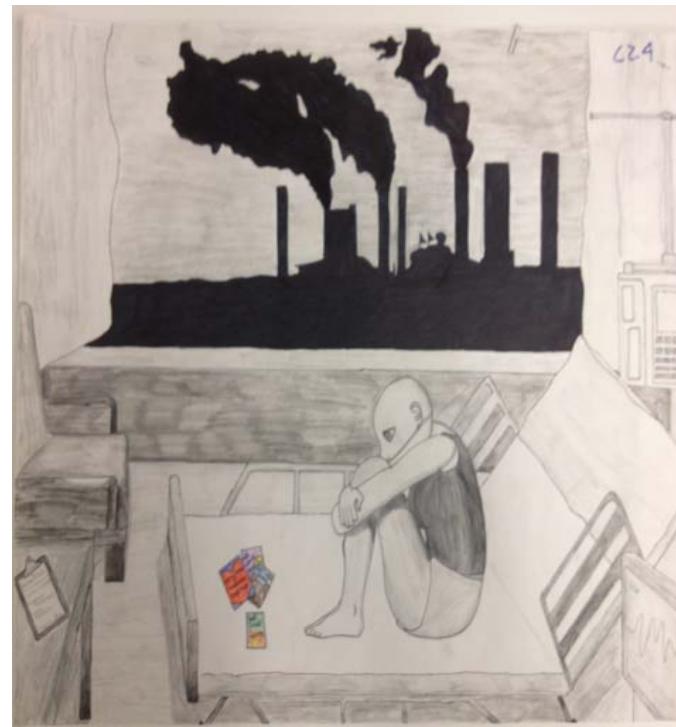
2013 SPRING POSTER CONTEST

It's the air we breathe, keep it clean

Isis Betancourt , Argyle MS
Montgomery , MD



Elizabeth Manero, Blue Ridge, MS
Loudoun, VA



1st and 2nd place 2011-2012 winners
Fresh Air is a Start to Living Life Smart



Do your share for cleaner air.

Pilot InfoGraphic Challenge for HS

BREATHING EASY? AIR QUALITY



DISEASES CAUSED BY POOR AIR QUALITY

Millions of people and some %

BRAIN 50%

Children with autism disorders in the San Francisco Bay Area were 50% more likely to be born in neighborhoods with high amounts of several toxic air contaminants, particularly mercury, according to a first-of-its-kind study by the California Department of Health Services. According to a study done by University of North Carolina, neurodegenerative disorders such as Alzheimer's may begin early in life with air pollutants playing a crucial role. Studies have also found brain inflammation and Alzheimer's-Like Pathology in Individuals Exposed to Severe Air Pollution. A study suggests children's IQ can be affected by mother's exposure to urban air pollutants

RESPIRATORY SYSTEM 2.8

People with Asthma - Over 2.8 million adults and nearly 1.1 million children with asthma live in counties with unhealthy levels of year-round particle pollution. Air pollution also spurs allergies.

BRONCHI 1.2

Chronic Bronchitis and Emphysema



POLLUTION AGENTS

Millions breathing polluted air

OZONE 119.5

Breathing ozone can trigger a variety of health problems including chest pain, coughing, throat irritation, and congestion. It can worsen bronchitis, emphysema, and asthma. Ground-level ozone also can reduce lung function and inflame the linings of the lungs. Repeated exposure may permanently scar lung tissue.

PM2.5 36.9

Particulate matter less than 2.5 micrometers in aerodynamic diameter. The effects of inhaling particulate matter include asthma, lung cancer, cardiovascular issues, and premature death.

PM2.5 14.9

Particulate matter less than 10 micrometers in aerodynamic diameter

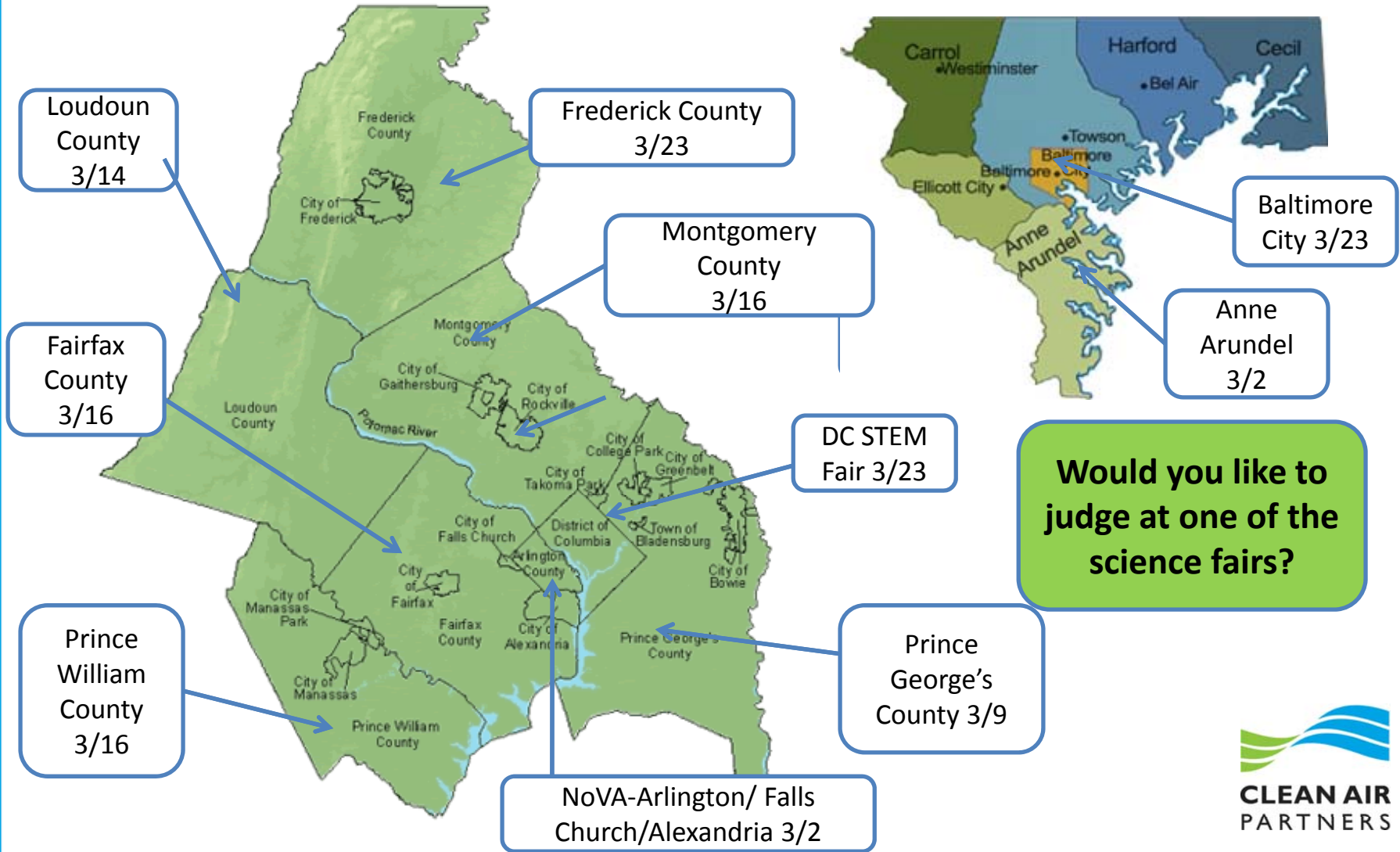
LEAD 4.8

Depending on the level of exposure, lead can adversely affect the nervous system, kidney function, immune system, reproductive and developmental systems and the cardiovascular system. Lead can

Would you like to help us select the winning infographic?



Regional Science Fairs 2013



Do your share for cleaner air.

SUMMER OUTREACH-2013

Achieving Success Year Around!



Sarah Gordy: Frederick County Middle School Science Teacher. Ms Gordy participated in our Poster Contest for the past 4 years. She was recruited as a Teacher Fellow and did outreach for Clean Air Partners' Summer Program



Do your share for cleaner air.

Messaging when it Counts!

Clean Air Partners ran a Media Campaign which began on July 16th. The campaign ran for two weeks and was focused in DC and Baltimore with a target audience of women 25-64 and adults 25-64.



Web Banner Ad

2012 Campaign Highlights

- Campaign funded by sponsorships from local organizations totaling **\$82,500**
- New images were used to localize messaging and increase AirAlert sign-ups
- Four Radio Stations ran spots for Clean Air Partners in both DC and Baltimore
- Online ads ran on the **Washington Post** and **Baltimore Sun** websites
- Facebook ads were targeted and promoted AirAlert sign-ups on that platform
- Numerous promotions and other opportunities were utilized
- In-kind Transit ads were used across the region



Do your share for cleaner air.

Enhanced Social Media Utilization



Like · Comment · Share
65,425 people saw this post



Have you entered our Facebook sweepstakes yet? you could win tickets to the Hava De Grace Seafood Festival to see the Marshall Tucker Band and a lot more. Click the link below to enter.



Like · Comment · Share
24,104 people saw this post



If you are looking for ways to find more efficient and sustainable energy solutions for your company in a one week intensive training on energy technologies then you might consider checking out the new courses being offered by our friends at The George Washington University. <http://www.energyefficiencycourses.org/>



Like · Comment · Share
188 people saw this post



ALERT: Air quality has reached Code Orange in the Baltimore region. Pollution levels are harmful to children, older adults, and anyone with respiratory or heart conditions. Limit physical outdoor activities.

Clean Air Partners is a non-profit, public-private partnership committed to improving the health and quality of life of residents in the Metropolitan Washington-Baltimore region. We educate the public about the health risks associated with poor air quality and encourage individuals and organizations...
Page: 504 like this

Like · Comment · Share
156 people saw this post



Congrats to our second sweepstakes winner you've got a pair of tickets to Hava De Grace Seafood Festival coming your way! There are more this week, so make sure you enter <http://www.facebook.com/cleanairpartners>
ref=stream&sk=app_420483058003839



Like Us to enter our Sweep



We're giving away Seafood Festival

Enter the Sweepstakes below for you



Like · Comment · Share
253 people saw this post



Congrats to our first sweepstakes winner, who will be receiving a pair of tickets to the Seafood Festival! We have more tickets to week so be sure to enter here.



Like · Comment · Share
150 people saw this post



We're giving away pairs of tickets to Hava De Grace Seafood Festival all week long. Check out sweepstakes and enter for your chance to

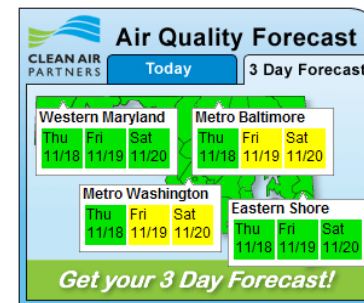
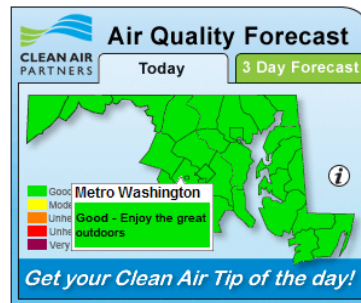


Enter our Facebook sweepstakes for a chance to

Clean Air Partners used Facebook ads and promotions to help boost awareness and enrollment.

- Promoted Ads
- Contests and Giveaways
- Topical posts
- AirAlert Messaging

Twitter was also used as a platform for forecasts and messaging.



Do your share for cleaner air.

Transit Partners



In-kind Transit ads were used on a number of different systems

- WMATA
- Charm City Circulator
- City of Fairfax
- Fairfax Connector
- Prince George's County



Do your share for cleaner air.

Media Roundtable

Theme of the segment was the relative improvement of air quality despite record temperatures over the summer.

- Board initiated and driven project developed from idea at March Meeting
- Highlighted key elements of air quality issues
 - Clean Air Partners
 - Environmental Impact
 - Health Effects



Included both geographically and fundamentally diverse panelists

- Lon Anderson, AAA Mid-Atlantic
- Dr. Janet Phoenix, Breathe DC
- Kathy Kinsey, Maryland Department of the Environment



Do your share for cleaner air.

Taking it to the Streets!

Clean Air Partners is putting together a community events schedule for the coming year. The plan is to have an increased presence at fairs and gatherings where we can help to drive AirAlert sign-ups and general awareness.

- Ft. Meade Earth Day
- Oracle Employee Benefit Fair
- Aerospace Employee Benefit Fair
- Kids Fest
- Havre de Grace Seafood Festival
- DC Cooperative Event
- Bike to Work Day
- Car Free Day
- Walter Reed Commuter Fair
- BMC Events



Do your share for cleaner air.

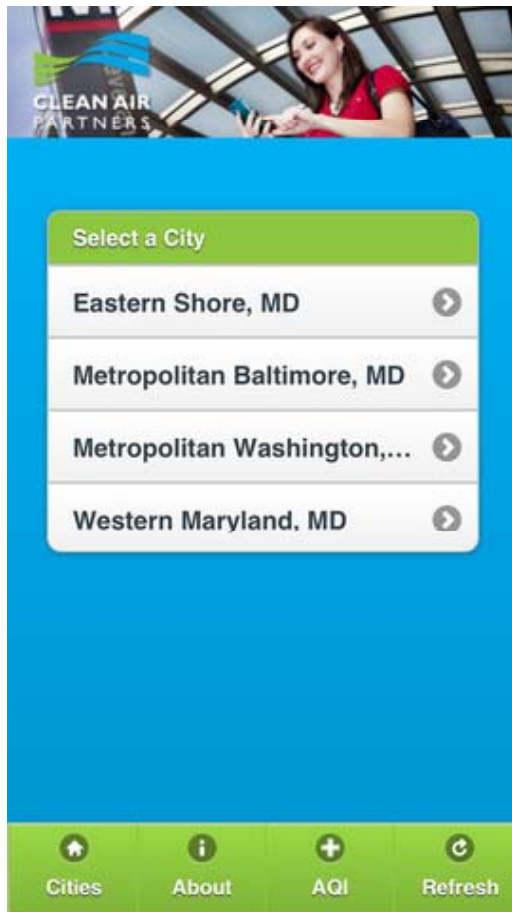
Spotlight on Business

- Utilizing website to focus on work being done by businesses
- Build relationships and awareness within the business community
- Promote organizations that are already making strides in terms of Air Quality and use that to motivate other organizations
 - Provide exposure on our website
 - Co-brand ideas and initiatives
- **Sponsor** a portion of the media outreach and let millions of area consumers know you are doing your share for cleaner air.
- *Sponsorship's start at \$5,000*
- **Partner** with Clean Air Partners on targeted program pieces that will enable us to expand our outreach and show others just how engaged you are.
- *Partnership's start at \$2,000*



Do your share for cleaner air.

Looking Ahead to 2013



- Telework Week – March 4th
- App Roll Out
- Media Campaign
- Enhanced Community Calendar
- Air Quality Awareness Week – April 29th
 - Twitter Event
 - Networking Outing
 - Awards Celebration – May 2nd
 - Clean Air Run – May 5th



Do your share for cleaner air.