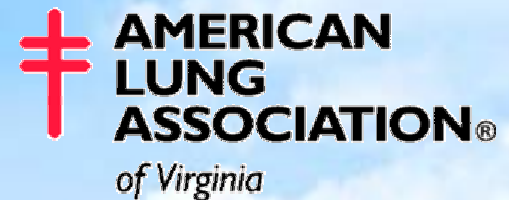


Clean Air Champions Campaign



Improving Life, One Breath at a Time

1-800-LUNG-USA www.lungusa.org



America and Cars





CLEAN AIR CHAMPIONS CAMPAIGN

Educates the Public and New Drivers about
Air Pollution

Tells them why taking Care of their Cars is
Good for the Air and Good for their Lungs

How you can get involved in the Clean Air
Champions Campaign.

www.lungusa.org

Ozone Pollution



Ozone is powerful irritant that burns our lungs and airways, causing them to become inflamed, reddened, and swollen.

www.lungusa.org

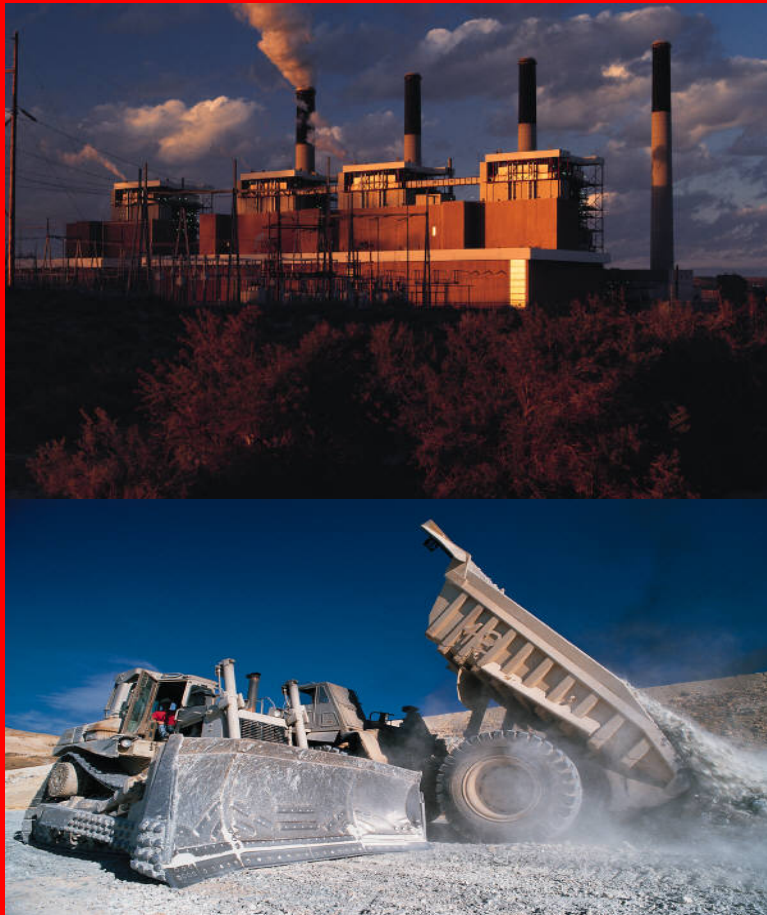


OZONE POLLUTION

Health effects include:

- Coughing and wheezing
- Asthma attacks
- Reduced lung function
- Chest pain
- Birth defects
- Premature mortality

Particle Pollution



Fine particles are so small they bypass the body's natural defenses and penetrate some of the most fragile parts of the lung, causing serious respiratory and cardiovascular problems.

www.lungusa.org



PARTICLE POLLUTION

Health effects include:

- Coughing and wheezing
- Asthma exacerbations
- Respiratory Irritation
- Heart Attacks
- Irregular Heartbeat (cardiac arrhythmias)
- Premature Death



Air Quality Index



Developed by EPA
Yardstick for reporting
air quality
Translates monitored
pollution levels into
recommendations for
action
Used across the nation

CAR CARE:



Good for You
Good for Your
Lungs
Good for Your
Community
Good for Virginia!

www.lungusa.org



CAR CARE TIPS

Keep you vehicle maintained according to the Manufacturer's specifications

- Regular Service
- Severe Service

CAR CARE:



Benefits of Keeping your Vehicle Serviced or Tuned

- Better Gas Mileage
- Money in Your Pocket
- Fewer Vehicle Emissions

www.lungusa.org



CAR CARE TIPS

When your vehicle is serviced, have your mechanic check for:

- Incorrect carburetor adjustment (on older models that have carburetors)
- Damaged catalytic converter
- Fouled spark plugs
- Poorly adjusted ignition timing
- Clogged PCV system
- Dirty air filter

CAR CARE:



Check your Tire
Pressure and Keep
your Tires Properly
Inflated

www.lungusa.org



CAR CARE TIPS

- Protect Your Gas Cap
- Remove Unwanted Weight from Your Vehicle
- Keep Your Car Clean
- Drive Gently at Moderate Speed
- Fill up Your Tank After Dusk on Summer Days
- Combine Trips





Other Ways You Can Help

Walk, roller blade or bike to your destination

Use public transit like the bus, train or metro

Carpool or vanpool to work

Telework

When purchasing a new vehicle, look for one with low emissions, such as a hybrid.

CLEAN AIR CHAMPIONS



Virginia Campaign

- High School Education
- Media Advertisements
- NASCAR Races
- Spokesperson – Ward Burton
- Local Educational Events
- Clean Air Champion Pledge

www.lungusa.org



Stakeholder Opportunities

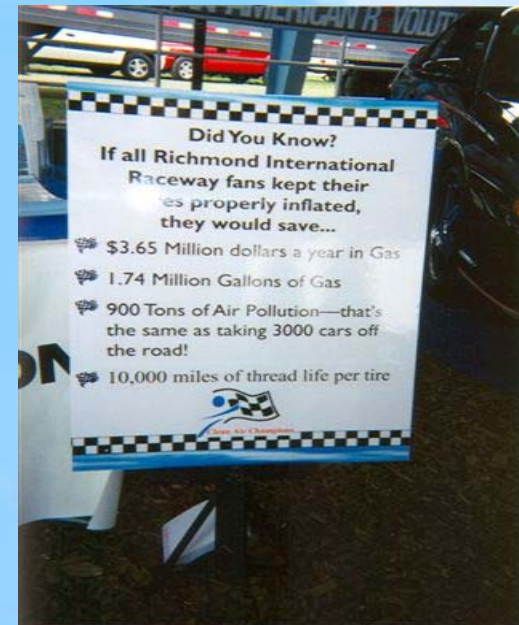
Become a Sponsor

Provide Promotional Items

- high school students
- race participants

Provide Promotional Items

- tire and repair centers
- auto parts shops
- gas stations





Stakeholder Opportunities

Support Annual Media Plan

Get Campaign Info & Materials
to your members or supporters

Support Campaign Promotional
Materials for NASCAR and other
Race events





Stakeholder Opportunities

Host local events

- Car Care Workshop/Clinic
- Educational Forum

Join us at local race events
and work with the fans

Join us by making presentations
at local high schools





Clean Air Champions





Improving Life, One Breath at a Time

For 100 years, the American Lung Association has been the lead organization working to prevent lung disease and promote lung health. Lung disease death rates continue to increase while other leading causes of death have declined.

The American Lung Association funds vital research on the causes of and treatments for lung disease. With the generous support of the public, the American Lung Association is *“Improving life, one breath at a time”*.

For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or log on to **www.lungusa.org**.