



WHO WE ARE

- Public-private partnership formed in 1995 and comprised of 30 organizations from:
 - Local governments (DC, MD, and VA)
 - State transportation and environmental agencies
 - Businesses and major employers
 - Advocacy groups (health, environmental, education, and transportation)
- Clean Air Partners was founded by COG and Baltimore Metropolitan Council (BMC) to
 - improve the Baltimore-Washington region's air quality and reduce greenhouse gas emissions through voluntary actions.
 - increase public awareness about the health effects of air quality.

What You Can Do To Improve the Air

- Conserve energy
 - Use a programmable thermostat
 - Set your A/C a few degrees warmer
 - Use fans
- Use gas grills instead of charcoal
- Use electric lawn & garden equipment
- Limit driving, combine errands, keep tires properly inflated
- Use alternative modes of transportation – bike, walk



AIR QUALITY ACTION GUIDE

Your "how to" guide for cleaner air

Air Quality Rating	Steps to Protect Your Health and Our Environment
GOOD 0-50	Enjoy the great outdoors. <ul style="list-style-type: none">- Rather than drive - bike or walk when possible.- Conserve energy. Replace incandescent bulbs with CFLs.- Plant a tree to improve health and air quality.
MODERATE 51-100	Some pollution. Even moderate levels pose risks to highly sensitive groups. <ul style="list-style-type: none">- Bundle errands. Eliminate unnecessary trips.- Check the Air Quality App to see if tomorrow's forecast is unhealthy.- Perform regular maintenance on your car.
UNHEALTHY For Sensitive Groups 101-150	Pollution levels are harmful to children, older adults and anyone with a respiratory or heart condition. Limit physical outdoor activity. <ul style="list-style-type: none">- Don't drive alone. Carpool, take public transit.- Refuel your car in the evening.- Put off lawn care until air quality improves.- Use a gas or electric grill instead of charcoal.
UNHEALTHY 151-200	Everyone should limit strenuous outdoor activity when the air is unhealthy to breathe. <ul style="list-style-type: none">- Telework and take public transit.- Turn off lights and electronics when not in use.- Avoid lawn mowing or use an electric mower.- Sign up for health alerts at cleanairpartners.net.- Don't use chemicals on your lawn and garden.
VERY UNHEALTHY 201-300	Pollution levels are very unhealthy for everyone. Avoid any physical outdoor activity. <ul style="list-style-type: none">- Follow all of the action steps above.

#BreatheEasy this summer and download the Clean Air Partners Air Quality App to discover simple steps to improve air quality, protect public health, and reduce greenhouse gas emissions.

FY 2023 Priorities

- Communicating the health effects of air pollution and related “calls-to-action” to individuals, organizations, media, meteorologists, and school children.
- Communicating unhealthy air days to enable residents to change behaviors to protect health and improve the air and impacts related to climate change.
- Promote the use of the “On the Air” air quality curriculum in DC, Maryland, and northern Virginia schools and conducting outreach at summer schools and camps.
- Conducting initiatives, such as the summer campaign, to promote actions to improve the air, impacts of climate change, and protect health.
- Implement recommendations from strategic planning.

MARKETING AND MEDIA CAMPAIGN

- Launch summer campaign with **Air Quality Awareness Week** May 2-6
 - Promote social media content inviting engagement and conversation
 - Equip digital ambassadors to reach engaged audiences
 - Partnership outreach for message distribution and participation
 - Execute Media tour and pitching to amplify efforts
- **Ozone Action Month** – all of August, combination of events and social media

MARKETING AND MEDIA CAMPAIGN

- Continue social media toolkits and partner outreach
- Conduct meteorologist, traffic and news reporter outreach, both traditional and online
- On-the-Ground Events
 - Solicitating sponsorships for Emissions Demonstration Exhibit
 - Additional outreach events as appropriate

Emissions Demonstration Exhibit

Locations in the Baltimore-Washington region



ON THE AIR SCHOOL CURRICULUM

- Interactive online & printable (ontheair.cleanairpartners.net)
- 5 Modules
 - **Our Lungs, Our Air, Our Health:** The Effects of Ozone Pollution on Human Body Systems
 - **What's the Air Forecast?:** Human Impacts, Weather, and the Story of a Code Red Day
 - **Air Pollution in the Community:** Combustion, Particulate Matter, and Community Health
 - **Air & the Chesapeake Bay:** Dead Zones, Deposition, and Nitrogen Pollution
 - **Air & Climate Change :** Rising Temperatures, Rising Tides
- 8-13 activities per module



EDUCATION PROGRAM ACTIVITIES

- 2022 Poster Contest – deadline March 25. Winners to be announced on Earth Day.
- 2022 Science Fairs – community award for projects related to air quality and climate change



Contact Information

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