



Clean Air Partners Activities Report For ACPAC June 17, 2019

Air Quality Awareness Week, April 29 – May 3:

To promote Air Quality Awareness Week, Clean Air Partners pushed out content on Facebook and Twitter. During the week, Clean Air Partners shared a variety of air quality facts to educate the public and act as a refresher for the ozone season.

We have also enhanced our social media strategy to ensure we are posting to industry best practices. This includes multiple posts per day on Facebook and Twitter. We are happy to share your activities - send information to Jen Desimone, jdesimone@mwkog.org.

Clean Air Partners
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#AirQualityAwarenessWeek Fun Fact:
The Air Quality Index (AQI) is measured daily on a scale from 0 to 300. Higher numbers = higher levels of air pollution = bigger health concerns. Learn more at www.cleanairpartners.net/aqi

Air Quality Index Color Codes		
Color Code	Numerical Value	Meaning
Good	0-50	Air quality is considered good, and air pollution poses little or no risk.
Moderate	51-100	Air quality may pose a moderate health risk, especially for those who are unusually sensitive to air pollution.
Unhealthy for Sensitive Groups	101-150	Members of sensitive groups, children and adults with respiratory and heart ailments, may experience health effects and should limit time spent outside. The general public is not likely to be affected.
Unhealthy	151-200	Everyone may experience health effects and should limit their outdoor activity; members of sensitive groups may experience more serious health effects.
Very Unhealthy	201-300	Everyone may experience more serious health effects and should avoid outdoor activities, especially individuals with heart and breathing ailments, children, and older adults.



Clean Air Partners @CleanAirPartner · 1h

In the #BaltWash region, #airquality is impacted by two factors – ground-level ozone and particle pollution. Learn more about the cause and impact of these pollutants at cleanairpartners.net #AirQualityAwarenessWeek

Air Quality Awareness Week

April 29 - May 3
2019

Summer Campaign:

Clean Air Partners launched a summer campaign with a highly visible press conference / awards recognition event at The Wharf in DC on May 22. The event featured high-level speakers and recognized student winners from the poster contest and science fairs.

Clean Air Partners will also sponsor its 5th Breathe Easy Concert promotion. The promotion will encourage residents to tell us what they do to improve the air for a chance to win tickets to the July 17th Jennifer Lopez concert.

The summer campaign will also include grassroots outreach throughout the Baltimore-Washington region. On-the ground street teams will be deployed to engage with people at targeted events and educate the public on simple actions they can take to improve air quality. To date, street teams were deployed at Montgomery County GreenFest, Celebrate Fairfax, and Calvert County Green Living Festival.

The summer campaign is made possible through donations from Commuter Connections and Washington Gas/WGL.

Campaign Materials:

This year, Clean Air Partners ads will use attention-grabbing visuals to contextualize the air quality message while spelling out the actions Clean Air Partners wants people to take. The materials will be used on transit ads, social media, and online.

Ad Examples:





Student Poster Contest:

Our 11th annual poster contest was held for students in grades 4 through 8 residing in the Baltimore-Washington region. Winners are:

Category One: Grades 4-6

First Place: Valeria Castro Dugarte, Montgomery County, MD

Second Place: Arena Del Rio Montgomery County, MD

Third Place: Risha Manthini, Montgomery County, MD

Category Two: Grades 7-8

First Place: Ava Lee, Montgomery County, MD

Second Place: Natalie Kim, Baltimore County, MD

Third Place: Robin Brino, Baltimore County, MD



First Place: Valeria Castro Dugarte



First Place: Ava Lee

Summer Education Program:

Clean Air Partners will once again do outreach in summer programs through-out the Baltimore-Washington region. Two teachers will assist the Education Program Manager with outreach during July – August where they will visit camps, presenting activities from the *On the Air* curriculum.