



Toolkit

Clean Air Partners
Promotional Items



WHY YOU SHOULD GIVE A DARN

This piece explores the state of the air in the greater metro Washington-Baltimore region and how it affects us all. It gives some simple everyday actions to improve air quality.

It's currently available as a web-based infographic. If using on social media, please request the title image to use with the post and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Give_a_Darn_Infographic_FINAL.pdf



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KEEPING YOUR LUNGS HAPPY

An informative guide that provides simple tips residents can take during Code Green, Yellow, Orange, and Red air quality days. This fun, visual piece is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

Available in English and Spanish.

English: www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014.pdf

Spanish: www.cleanairpartners.net/uploadimages/CAP_Air_Quality_Infographic2014_Spanish.pdf



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Before you venture outdoors, check out the air quality first by signing up for daily AirAlerts at CleanAirPartners.net.

Unfamiliar with the Clean Air Partners Air Quality Action Guide? That's okay! Take a look at the snapshot below to learn how to protect your health and improve our region's air quality.

| | |
|---|--|
| <p>Get outside! Your lungs have nothing to worry about – but, please help keep your air clean. Avoid some recommendations? Clean Air Partners has you covered. Enjoy the great outdoors!</p> <p>CODE GREEN GOOD</p> <p>Reduce emissions on your car Plant a tree Choose energy and higher fuel economy light bulbs with CFLs</p> | <p>Careful, you're off to work! Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.</p> <p>CODE YELLOW MODERATE</p> <p>Perform maintenance on your car Bottle drinks Check AirAlerts</p> |
| <p>On some pollution, take a break. Get on with it in the park grounds. Pollution levels are harmful to our region's sensitive groups. Limit your physical outdoor activity.</p> <p>CODE ORANGE UNHEALTHY FOR SENSITIVE GROUPS</p> <p>Reduce car use Park off street on air quality days Reduce power use in home working Use a gas to check air quality at outdoor sites</p> | <p>Don't go for a run, the air just did a little better. Everyone should limit strenuous outdoor activity during Code Red – air quality is unhealthy to breathe for all.</p> <p>CODE RED UNHEALTHY FOR EVERYONE</p> <p>Exercise in the park Use air filters and air purifiers when you're at home Don't go to school, work or play Wipe out windows Park your car Wipe out windows Park your car</p> |

Visit CleanAirPartners.net to get daily AirAlerts and discover additional steps you can take each day to improve our region's air quality, protect your health, and improve the environment.

CleanAirPartners.net

Antes de salir al aire libre, averigüe cómo está la calidad del aire registrándose para recibir alertas diarias AirAlerts en CleanAirPartners.net.

Unfamiliar with the Clean Air Partners Air Quality Action Guide? That's okay! Take a look at the snapshot below to learn how to protect your health and improve our region's air quality.

| | |
|---|---|
| <p>Salga al aire libre! Sus pulmones no tienen nada de preocuparse. Pero, por favor ayude a mantener el aire limpio. ¿Algunas recomendaciones? Clean Air Partners le tiene cubierto. Disfrute de aire limpio.</p> <p>CÓDIGO VERDE BUENO</p> <p>Reduzca las emisiones de su automóvil Plante un árbol Elija energía y bombillas de mayor eficiencia energética con bombillas CFL</p> | <p>Cuidado, ¡se va a ir a trabajar! Algunos niveles de contaminación están en el aire. Los grupos sensibles (niños, adultos mayores, personas con condiciones respiratorias o pulmonares, y deportistas) deben tener mucho cuidado cuando pasan tiempo al aire libre.</p> <p>CÓDIGO AMARILLO MODERADO</p> <p>Realice el mantenimiento de su automóvil Bottle de bebidas Verifique los AirAlerts</p> |
| <p>En algunos niveles de contaminación, tome un descanso. Vaya a trabajar en el parque. Los niveles de contaminación son perjudiciales para los grupos sensibles de nuestra región. Limite su actividad física al aire libre.</p> <p>CÓDIGO ANARANJADO NO SALUDABLE PARA GRUPOS SENSIBLES</p> <p>Reduzca el uso del automóvil Párese fuera de la calle en días de mala calidad del aire Reduzca el uso de energía en su hogar Use un gasómetro para verificar la calidad del aire en los sitios al aire libre</p> | <p>¡No vaya a correr, el aire acaba de mejorar un poco! Todos los días debe limitar las actividades al aire libre. Todos los días debe limitar las actividades al aire libre. Todos los días debe limitar las actividades al aire libre.</p> <p>CÓDIGO ROJO NO SALUDABLE PARA NADIE</p> <p>Realice ejercicio en el parque Use filtros de aire y purificadores de aire cuando esté en su hogar No vaya a la escuela, al trabajo o al juego Wipe out windows Park your car Wipe out windows Park your car</p> |

Visite CleanAirPartners.net para obtener alertas diarias AirAlerts y descubrir pasos adicionales que puede tomar cada día para mejorar la calidad del aire, proteger su salud y mejorar el medio ambiente.

CleanAirPartners.net

AIR QUALITY ACTION GUIDE

Our widely-used action guide provides simple steps individuals can take to improve air quality and protect their health.

The guide makes a great handout or rack card in your office or front lobby.


Rack cards are available for print. Guide is available for download (available in English and Spanish).

English: www.cleanairpartners.net/uploadimages/action_guide14.pdf

Spanish: www.cleanairpartners.net/uploadimages/action_guide14_spanish.pdf



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You can do something every day to improve the air we breathe.

Sign up for AirAlerts to see if tomorrow's air quality is going to be unhealthy.

Limit driving. Telework, carpool or vanpool, or take public transit.

Save Energy. Make energy efficient changes around your house and workplace.

Get Exercise. Walking or riding a bike on short trips will save gas and help protect the air.

Talk to your kid's school to request Clean Air Partners' air quality curriculum, "On the Air".

For more information visit:
www.cleanairpartners.net



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 | <p>Enjoy the great outdoors.</p> <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 | <p>Some pollution. Even moderate levels pose risks to highly sensitive groups.</p> <ul style="list-style-type: none"> • Bundle errands. Eliminate unnecessary trips. • Check AirAlerts to see if tomorrow's forecast is unhealthy. • Perform regular maintenance on your car. |
| UNHEALTHY For Sensitive Groups 101-150 | <p>Pollution levels are harmful to children, older adults and anyone with a respiratory or heart condition. Limit physical outdoor activity.</p> <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 | <p>Everyone should limit strenuous outdoor activity when the air is unhealthy to breathe.</p> <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 | <p>Pollution levels are very unhealthy for everyone. Avoid any physical outdoor activity.</p> <ul style="list-style-type: none"> • Follow all of the action steps above. |

Do Your Share for Cleaner Air.

Visit Cleanairpartners.net to get your daily AirAlerts and discover additional steps you can take each day to improve our region's air quality, protect your health, and reduce the risks of climate change.

GUIDE TO HEATING YOUR HOME

This fall and winter inspired guide provides helpful wood-burning and home heating tips to help reduce energy costs and harmful air pollutants (from smoke). This informative piece is available in various sizes for social media, and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Guide_To_Heating_Your_Home_FINAL.pdf



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CLEAN AIR PARTNERS' GUIDE TO

Heating Your Home

Here are some easy ways to keep your house warm while keeping those lungs healthy!

| | | |
|--|--|--|
| Get Ready <p>Start the fall season by choosing an EPA-approved wood-burning stove or fireplace insert feature. Clearer wood burning stoves can reduce your fuel bill in addition to helping you to heat harmful toxins.</p> | Choose Wood Wisely <p>Don't use dry, well-seasoned wood that has been split properly. Season wood outdoors through the summer for at least 6 months before burning it. Store wood outdoors stacked neatly off the ground with the top covered.</p> | Do Your Housecleaning <p>Replace your air filters! Filter every month during the heating season to maintain the safe and efficient operation of your heating equipment.</p> |
| Avoid Wax and Sawdust <p>Do not use tugs made from wax and sawdust to start wood stoves or fireplaces. If you use manufactured logs, choose those made from 100% compressed woodchips.</p> | Start it Right <p>Start fires with newspaper, dry kindling, and all natural or organic fire starters. Never start a fire with gasoline, kerosene, or charcoal starter!</p> | Use the Low or Warm settings on your water heater. This will improve efficiency and prevent scalding accidents. |
| Get It Hot <p>Build hot fires; they cut up carbon monoxide and other pollutants.</p> | Maintain Proper Intake and Exhaust Areas <p>Remove debris from your fireplace and keep the doors of your fireplace closed. Harmful chemicals, like carbon monoxide, can be released into your home.</p> | Check, weather-strip, and insulate openings such as doors, attic, windows, plumbing penetrations, and electrical outlets. |
| Know What Not to Burn <p>Never burn garbage, tires, cardboard, plastics, magazines, books, newspapers, oil-soaked, plywood, particle board, wood glue, glue, or wet, rotting, diseased, rotted, or stained, painted, or pressure-treated wood.</p> | Keep the House Safe <p>Keep all flammable materials (books, papers, furniture, newspapers, and tools) far away from the fireplace.</p> | Stay Informed <p>Do not use fire pits or pots on open fires. Purchase to check the air quality forecast before you burn at www.cleanairpartners.net.</p> |

Visit CleanAirPartners.net to get daily AirAlerts and discover additional steps you can to protect your health and improve our region's air quality this fall and winter season.

GREEN GUIDE TO THE HOLIDAYS

This festive piece illustrates very easy, holiday-inspired tips and best practices to keep energy costs down, purchase environmentally friendly gifts and decorations, and stay off the naughty list during the holiday season. This infographic is available in various sizes for social media and web use.

If using image on social media, please request the title image and link to the Clean Air Partners website.

www.cleanairpartners.net/uploadimages/CAP_Green_Guide_To_The_Holidays_FINAL.pdf



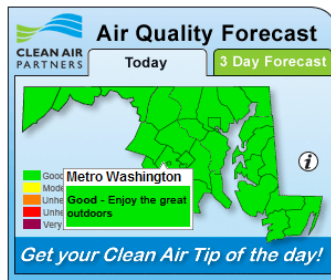
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AIR QUALITY WIDGET

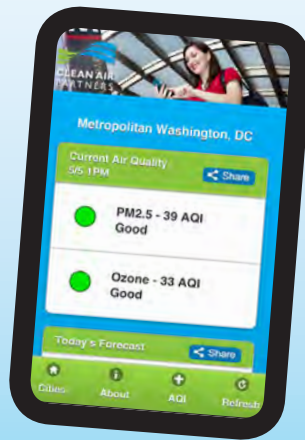
Embed this widget on your website and give your users the most current air quality forecast information. The widget includes a daily and three-day air quality forecast, a clean air “tip of the day”, and links to the Clean Air Partners website.

www.cleanairpartners.net/widget.cfm



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AIR QUALITY APP

Encourage team members, co-workers, friends, and family to download the Clean Air Partners App—allowing area residents to get real-time air quality forecasts, current air quality information, and alerts when the air is unhealthy to breathe via their smartphone. The app is available for free download at iTunes under “Weather” and at Google Play for Android users.

BACK-TO-SCHOOL GRAPHICS

This series of images is aimed at educating teachers, coaches, marching band instructors, and parents about the hazards poor air quality poses for their students, especially students with respiratory conditions. They're sized perfectly for use on social media, and can be printed out individually or together.

Air Quality and Health: Tips for P.E. Teachers



- **Have fun indoors!** If pollution levels are particularly high, move physical activities indoors where the air is filtered by an air conditioning system.
- **Be careful if you have asthmatic kids in your classes.** On poor air quality days, they're at increased risk if class is outside. Learn to recognize symptoms of respiratory discomfort.
- **Options are a must!** Provide alternative activities that allow kids that have asthma or other respiratory problems to participate in activities that are non-physical when pollution levels are high.

Visit www.cleanairpartners.net for more information

Air Quality and Health: Tips for Coaches



- **Take practice indoors on poor air quality days** – pollution levels could be dangerous to your kids, especially if they're playing hard.
- **Rotate players** in physically exerting games and rest players to reduce exertion.
- **Learn to recognize symptoms** of respiratory discomfort.

Visit www.cleanairpartners.net for more information

Air Quality and Health: Tips for Marching Band Instructors



- **Be wary of holding marching band practice outside on poor air quality days** – your students could be at risk, especially if they're sensitive to air quality or asthmatic.
- **Learn to recognize symptoms of respiratory discomfort**, such as coughing, wheezing, breathing difficulty, or chest tightness, and reduce exposure if these occur.

Visit www.cleanairpartners.net for more information

Air Quality and Health: Tips for Parents



- **Have children play indoors on poor air quality days** – they're especially at risk.
- **Recognize symptoms of respiratory discomfort**, such as coughing, wheezing, breathing difficulty, or chest tightness, and reduce exposure if these occur.

Visit www.cleanairpartners.net for more information



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BANNER ADS

Prompt your website's users to stay in the know about air quality by signing up for Clean Air Partners' AirAlerts or by downloading the Air Quality App. The banners come in various sizes and allow for your organization's logo. All banners will link users to the Clean Air Partners website.



300 x 250 px



300 x 250 px



728 x 90 px



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MAGNETS

Help Clean Air Partners keep air quality top of mind by giving out Keeping Your Lungs Happy refrigerator magnets.

Available in English and Spanish.



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Keeping Your Lungs Happy

Visit CleanAirPartners.net to get daily AirAlerts and discover additional steps you can take each day to improve our region's air quality, protect your health, and improve the environment.

Get
outside!

CODE GREEN
GOOD

Your lungs have nothing to worry about—but, please help keep your air clean. Enjoy the great outdoors!

Careful,
if you're
at risk.

CODE YELLOW
MODERATE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

No soccer practice
today-kids.
And no walks in the
park-Grandpa.

CODE ORANGE
UNHEALTHY FOR SENSITIVE GROUPS

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

Don't go
for a run
like I just did.
cough, cough

CODE RED
UNHEALTHY FOR EVERYONE

Some pollution is in the air. Sensitive groups (children, older adults, people with respiratory or pulmonary conditions, and athletes who are active outdoors) must be very careful when spending time outside.

CleanAirPartners.net

CLEAN AIR PARTNERS
DC-MD-VA

¡Estos pasos sencillos pueden proteger su salud!

| Calificación de la calidad del aire | Pasos para proteger su salud |
|--|--|
| BUENO 0-50 | La contaminación del aire representa poco |
| MODERADO 51-100 | Algo de contaminación. Incluso los niveles moderados representan riesgos para grupos altamente sensibles. |
| INSALUBRE Para grupos sensibles 101-150 | Los niveles de contaminación son nocivos para los niños, adultos mayores y cualquiera con problemas respiratorios o cardíacos. Limite la actividad física al aire libre. |
| INSALUBRE 151-200 | Todos deben limitar la actividad intensa al aire libre cuando el aire es nocivo para respirar. |
| MUY INSALUBRE 201-300 | Los niveles de contaminación son muy nocivos para todos. Evite cualquier actividad física al aire libre. |

Obtenga su pronóstico diario en cleanairpartners.net

o escanee el código a la derecha con su teléfono inteligente para registrarse para recibir alertas AirAlerts.

ON THE AIR CURRICULUM

Clean Air Partners' *On the Air* curriculum is an interactive teaching kit designed to help educate students about the affect poor air quality has on their health and the environment. Using hands-on activities such as labs and investigations, *On the Air* inspires students to explore their environment and learn about air pollution topics. Contact Clean Air Partners to request the curriculum.



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CROSS-PROMOTIONAL ITEMS

Support a healthier region and promote your organization through co-branded environmentally-conscious promotional items, such as notebooks, pedometers, smartphone sleeves, or something of your choice. These are great giveaways for your next event!



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**CLEAN AIR
PARTNERS**
DC-MD-VA

If you would like to obtain materials or if you have any questions, please contact:

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CleanAirPartners.net