

**Clean Air Partners Activities Report  
For Commuter Connections  
May 17, 2022**

**Air Quality Awareness Week, May 2 – May 6:**

Clean Air Partners launched their summer campaign during Air Quality Awareness Week. Each day during the week featured a different theme with associated social media challenges. Daily themes included:

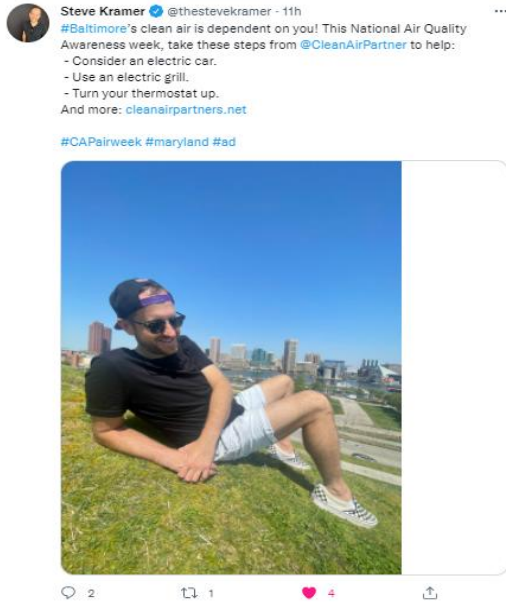
- Plants and Trees
- Air Quality and Health
- Sensors and the Air Around Us
- Food and its impact on air and climate
- Clean Air Transport

Campaign activities included:

- Media Relations and Meteorologists – Clean Air Partners engaged reporters and meteorologists to share Clean Air Partners activities and tips.
- Organic Social Media – Organic posts through Clean Air Partners Facebook, Twitter, Instagram pages and partner social channels.



- Digital Influencers (“Social Media Street Teams”) - Clean Air Partners contracted with DC and Baltimore area digital influencers to promote messaging and tips during Air Quality Awareness Week.



**Upcoming Campaign Activities:**

- Monthly Partner Toolkit – Clean Air Partners provides monthly toolkits with pre-written social media posts. Posts focus on clean air tips.
- Ozone Action Month (August) – Eco-Driving events across the Baltimore-Washington region
  - Car bubble emissions demo (2)
  - Pop up events (4)
- Car Free Day - September

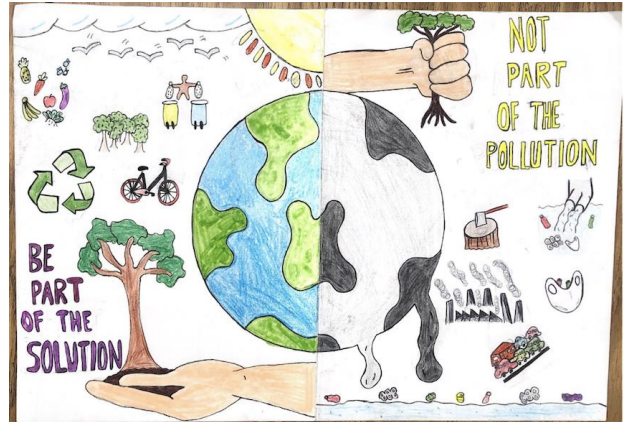


**Student Poster Contest:**

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



Category 1 (grades 4-6):  
Simon Elementary School  
Washington, DC



Category 2 (grades 7-8):  
Magothy River Middle School  
Anne Arundel County

Contact Jen Desimone, [jdesimone@mwkog.org](mailto:jdesimone@mwkog.org), for more information