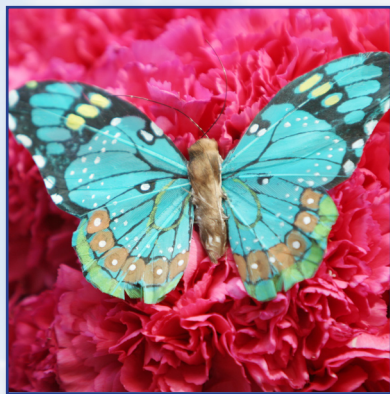


# Air Quality Awareness Week Event Planning Kit



April 2007  
EPA-456-B-07-001





# Welcome

May marks the beginning of ozone season. It's a perfect time to promote the use of air quality forecasts and public awareness of how air quality can affect individual's health. To help increase this awareness, the U.S. Environmental Protection Agency (EPA) and the National Oceanic and Atmospheric Administration (NOAA) are encouraging people to "Be Air Aware: Keep an Eye on the AQI" as part of Air Quality Awareness Week, April 30 – May 4, 2007.

We know many of you are already planning air quality awareness events for this week. If you're not, you may want to consider doing so. Air Quality Awareness Week is a great opportunity to urge people to check air quality forecasts, learn about what causes poor air quality, and determine what they can do to help make our air cleaner – not just during ozone season, but year round.

We've developed the attached Event Planning Kit to make your job easier! This Kit provides information and materials that you can use to plan and execute small or large scale outreach in your state, local, and tribal areas. Use these resources to conduct activities that will reduce your community's exposure to outdoor pollution. These materials are designed to be customized, so you can tailor them to fit the needs of your initiative.

We are planning to promote state and local Air Quality Awareness Week events on the AIRNow web site, and we would love to include your efforts. Please visit [www.airnow.gov/airaware](http://www.airnow.gov/airaware) for help in planning and publicizing your Air Quality Awareness events and to submit your event details

Your outreach efforts play a critical role in increasing Americans awareness of air quality issues and how people can take action to reduce pollution and decrease their exposure to unhealthy air. We wish you the best as you plan your air quality awareness event and we look forward to learning about your success.

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# How You Can Promote Air Quality Awareness

Air Quality Awareness Week 2007 has been designated as April 30 – May 4. This timeframe corresponds with the beginning of ozone season and makes for a great opportunity to engage your community in air quality awareness activities. Air quality awareness is more than just understanding the Air Quality Index (AQI) forecast that utilizes the color code system. Air quality awareness includes education about the air in your specific area and what associated health effects might be a concern for your community. Understanding the importance of the air quality forecasts and their direct relation to health impacts will make the difference between allowing children outside to play during Code Orange air quality days or reducing exposure by simply rescheduling an activity for a time when air quality is expected to be better.

For help in planning activities in your community, EPA has developed some suggestions for engaging specific state, local, and tribal stakeholders and building partnerships with other advocates in your area. Do not feel limited by what is listed in this kit – many state and local agencies already hold great events. This kit is meant to complement those efforts and provide new ideas where possible.

## Engaging Your Community

**Host a Community Health Fair or other public events that feature air quality awareness information (i.e., local spring fairs, parades, celebrations).** Coordinate with your local health department, local health care providers, and other health-focused groups, like the American Lung Association, to organize exhibits, education sessions, and distribute materials. Invite your mayor or other officials to issue proclamations or conduct press events promoting the importance of air quality awareness.

**Partner with Schools to provide air quality awareness education to students and staff.** Contact local high school and junior high school science and health departments to arrange for special presentations about the importance of air quality awareness. Use this opportunity to provide a real-time demonstration of how students can find the current AQI for their areas. EPA's [www.airnow.gov](http://www.airnow.gov) web site has two interactive web tools about the air quality index that are designed for ages 4-6 and 7-10. Parents and teachers can also download ideas for educational

activities and materials to complement their curriculum. You can also recommend that schools create AQI flags that correspond with Air Quality Index color-coded system. The appropriate colored flag can be raised each morning so students, teachers, and parents can see what type of air quality day is forecasted. Check out [www.valleyair.org](http://www.valleyair.org) for an example of a California-based flag program.

**Hold an Air Quality Awareness Poster Contest.** Encourage local schools, daycares, and after-school programs to participate in a creative contest commemorating Air Quality Awareness Week. Partner with local businesses or non-profit groups to co-sponsor activities, participant on the review panel, and offer incentives or prizes for the chosen winners.

**Ask Your Mayor or City Council to Issue an Air Quality Awareness Proclamation.** Have May declared as “Air Quality Awareness Week” or “Air Quality Action Month” in your community and encourage your community to use the Air Quality Index. A sample proclamation that you can customize is included in your event planning kit on page 15.

**Promote Air Quality Awareness at Local Sporting Events.** Organize a display near a concession stand or other publicly accessible area to distribute educational materials. This is a great educational opportunity if the event is held in an outdoor facility. You could have the ticket monitoring staff distribute materials as fans enter the stadium. Work with the sporting venue to utilize air quality awareness radio public service announcements.

**Engage Other Community Constituencies.** Branching out from “traditional” media outlets will help you more effectively promote air quality awareness. Childcare centers, churches, community centers, even local beauty salons and barbershops can be effective venues for reaching out to your community. Contact local civic and community leaders and encourage them to promote air quality awareness to their groups. Provide them with educational materials to distribute and offer to make presentations to demonstrate where to get the current AQI forecast.

**Display Air Quality Awareness Materials in Public Areas.** Public gathering places are prime locations to distribute educational materials about air quality awareness. These places could include libraries, museums, community centers, malls, park stations, local coffee shops, transit centers, or museums. Be sure to check back with these locations frequently to determine if they need additional materials.

**Coordinate Efforts with Health-related Institutions.** Many local hospitals and healthcare providers offer extended learning opportunities that focus on preventive health measures or increased awareness of a specific diagnosis. Because children, people with lung disease, older adults, and people with heart disease tend to be more vulnerable to outdoor pollution, it would be beneficial for people to learn more about the effects air quality may have on their health if they fall into one of these sensitive groups. Offer to make short presentations about the AQI and the importance of being aware of the effects outdoor air pollution can have on an individual’s health. Provide hospitals, nursing homes, and retirement communities with educational materials about the AQI and invite them to participate in any events you may have planned for recognizing Air Quality Awareness Week in your community.

## Fostering Local Partnerships

**Connect with Local Businesses.** Participating in environmental advocacy is usually good for business. Visit local businesses and educate them on the importance of air quality awareness. You can ask to provide a brief overview of general air quality awareness at a staff meeting or just offer to provide some materials for display and distribution. Encourage businesses associated with outdoor activities such as organized outdoor sporting competitions, to be aware of air quality forecasts and how they play a role in the activity they are promoting. Another group of businesses to target may be those listed as “Best Workplaces for Commuters” ([www.bwc.gov](http://www.bwc.gov)). These businesses have already shown environmental leadership and may be looking for ways to expand their commuter friendly programs.

**Coordinate with Your Local Utilities.** Most local utility providers have dedicated resources for environmental education and outreach. Ask your local utility providers (i.e., gas, electric, water) to include an air quality awareness insert in their monthly billing statement mailings. This is a cost effective, easy way to reach a vast majority of your community.

**Organize an Air Quality Awareness Coalition in Your Community.** There are most likely several individuals and organizations in your community that have an interest in health topics. Host an open forum for interested individuals to attend and encourage participants to join a coalition that focuses and promotes air quality awareness in your community. Each member will have unique ideas and suggestions for further engaging your community around the issues of air quality awareness and they will all have different connection and access to various groups in your community as well. Collaborating together as a group will be a very effective way to promote the benefits of air quality awareness in your community.

**Coordinate with Local Realtors and Home Associations.** Another way to reach families in your community can be through home owner association newsletters or local grassroots publications. Engaging your local real-estate firms can be a way for you to also educate them on the air quality in the area. They may have clients who are sensitive to air quality due to their health conditions, so being knowledgeable about the air quality issues in their area will help them better serve their customers.



# Successful Air Quality Awareness Event Planning: In Three Easy Steps

Planning and executing a successful air quality awareness event will be instrumental in educating your community about the importance of good air quality and the benefits of using the AQI forecasting tool. This event will motivate people to make changes in their daily scheduled activities and be more aware of how they contribute to poor air quality.

## Step 1: The Plan

The first step is to develop an activity plan and enlist help. Advance planning is key and the sooner you begin your planning, the more likely you will be able to secure the people and resources you need to have it be a success. Your activity plan should include the following:

- ✓ Action steps. What it will take to conduct this event? You will need to delegate responsibilities of activities and clearly define who will help and what they will do.
- ✓ Determine a timeline. Most activities will revolve around the event date, but you will be able to determine what tasks can be done way in advance versus last minute.
- ✓ Determine the resources needed. Does this include funding, materials, human capital? Secure your resources and be creative with filling in resource gaps.

In planning your air quality awareness event, you may want to consider the following:

**Start Realistically.** It is better to have a successful small event than an unsuccessful large event. Know your available resources and the time you have available so you can plan an event that will maximize those resources. Strategic planning should help you decide the best size event(s) for your community.



**Meet Your Audience's Needs.** When planning your event(s), keep in mind who you are trying to reach, how they like to receive information, and who they most trust on issues related to health. Locate your activity in a place that is convenient for your target audience and consider how best to promote it. Take into consideration accessibility of public transportation, construction zones, etc.

**Identify Key Speakers and Participants Early.** If your event requires an expert speaker or local official (e.g. a mayor or local celebrity), the earlier you can secure your event on their calendar, the better. Talk with members of your target audience to determine who they trust for their health information. You are more likely to get participants for your events if they are excited about the speakers. It is also a good idea to identify alternate speakers.

**Promote Your Event Broadly.** As part of your planning, determine how you will publicize your event. Consider the outlets (media and other) and methods that are the most known to and trusted by your target audience. Determine what lead time outlets need in order to publicize your event. And remember, not everyone gets their information from the same source, so consider a variety of outlets for promoting your events. Visit [www.airnow.gov/airaware](http://www.airnow.gov/airaware) to submit and publicize your event on the Air Quality Awareness web site or fax in the event submittal form located on page 17 of this kit.

**Make Your Event Interactive.** Depending on your event, be sure to allow plenty of time for your participants to ask questions and to interact with your speakers and other experts. If your activity includes information on how to use the Air Quality Awareness Index, be sure to have materials available that reference the web site where people can access this forecasting tool. Events can also be a good opportunity to form alliances and get commitments from partners for year-round air quality outreach and education initiatives.

**Have Plenty of Materials On-Hand.** From health fairs to press events, it is critical that you have enough materials available to meet your audience's needs. Be sure to anticipate how many people will attend your event and to have materials on-hand for everyone. People are more likely to attend events if they know they may receive free materials and giveaways. Publicize the free resources you will have at your event.

## Step 2: Plan Implementation: Commemorating Air Quality Awareness Week

On the day of your event be proud for taking the initiative to help your community and further educate your friends, neighbors, and colleagues about the importance of good air quality. You will be surprised on the number of people that say, "Wow, I didn't know that."

Keep in mind that increasing awareness and motivating people to take action takes time. Creating increased awareness about air quality and outdoor pollution will not happen overnight. Each event you plan or initiative you engage in will bring you closer to your goal of safeguarding your community's health and further educating your community about the importance of good air quality and their role in safeguarding our air.

## Step 3. Tracking Your Results

### What Makes for a Successful Event?

It depends on how you measure success. Was the weather favorable? Did people attend? Were all your materials exhausted? Do you have new relationships with other air quality advocates that can help you achieve your continued outreach goals? Success may be in the eye of the beholder. Measuring results is an important part of the learning process for future events and activities around air quality awareness. It also is a means to measure your success.

Measuring results will provide a clear means of validating the success of your event and providing lessons learned for future activities. You can track your success simply by administering a simple questionnaire or survey to participants. This can be done as people leave your event or through email, if you have contact information for participants. Other measurable outcomes include:

- ✓ How many individuals attended your event?
- ✓ How many members of the press attended and reported on your event? How much media coverage and what type did you receive?
- ✓ How many materials were distributed?
- ✓ How many follow up requests were received requesting additional information or requests for informal presentations to smaller groups?
- ✓ Did you notice an increase in web site visits to your organization's site?

These general questions can be utilized to determine short-term results and also for you to gain a better perspective on the success of your event or activity. In order to measure long-term results, more in-depth data will need to be gathered to determine what behavioral changes may have occurred as a result of your event. For instance, perhaps the local hospital treated fewer asthma cases during Code Orange air quality days, which are unhealthy for sensitive groups.

EPA wants to hear about your event and successful activities that you organized to promote Air Quality Awareness Week. We may even use your event as a case study example for other cities and states as they engage in other air quality awareness activities.





# Media Outreach Tips

Getting media attention for your event or any of your efforts recognizing Air Quality Awareness Week will add to the success of your outreach initiative. Developing and executing a successful media outreach plan will also increase awareness and participation in your event.

The following guidelines are meant to serve as tips on how you can capture the media's attention for your air quality awareness event and community advocacy. If your organization has a public information officer, be sure to coordinate with that person before beginning your promotional efforts.

## Get Reporters and Photographers to Attend: Promote Your Event

Here are a few steps to take to ensure you get the coverage you deserve.

**Hold the Date.** This step is not a must – but it can be helpful, especially if you know your event is occurring during a busy time for your community.

**Send a brief note to reporters and assignment editors you plan to invite to the event letting them know you have an event scheduled.** A hold the date note might look like this:

**Subject:** For your tickler file: Hold the date for Air Quality event 11 a.m., Tuesday, May 1.

In the body of your message, note that your agency is planning an event to kick off air quality awareness week and that details will follow. Include your contact information.

## Media Advisory

### Timeline: One week prior to your event

- When you have details locked in, use a media advisory to alert reporters about your event; follow up with a news release that delivers your message. The difference? A media advisory is a bare-bones heads up to reporters that your event is going to take place; a news release delivers your news from the event and may include a quote, along with telephone numbers and Internet addresses so the public can find out more.

- If you are faxing your advisory or release, put it on your news release template. If you don't have a news release template, create one, using your logo or letterhead. If you are delivering your advisory or release by e-mail, also include a text-only version, so reporters don't have to spend time opening a large .pdf file.
- Your media advisory should include the following:

**Contact information:** Make it easy for reporters to reach you. Near the top of the page (but before the body of your release) type CONTACT: followed by your name, telephone numbers, and e-mail address.

**A headline about the event.** This is not the place where you deliver your message. This is where you give reporters the basics to get them to attend. A headline might be something like: John Doe to Speak at Air Quality Event May 5.

**Basics about your event.** Keep this tight. Follow the 5 "Ws" format.

WHAT: 5K Run for Healthy Lungs

WHEN: 11 a.m. Tuesday May 5, 2007

WHERE: Old Post Office 11 N. Main Street, City

WHY: Here you have a chance to hit your message. But do it briefly.

WHO: Include info on who will be speaking. Just names and titles are appropriate.

You may want to note visuals – doctors administering tests, employees checking air quality monitors – whatever you have that will make TV more likely to come.

You also can ask for RSVPs. It's not a guarantee that reporters will let you know they're planning to attend, but it can help. This is an important step if your event is somewhere where security is tight.

- Send your advisory out up to five days (no more) before the event. Send it to reporters who cover your issues and to the following:

**Newspapers:** Send to the city editor or assignment editor. This person keeps track of what's going on and assigns reporters to cover events.

**Television stations:** Send to the assignment desk.

**Radio stations:** Send to the news director.

**Colleges and Universities:** Send to public affairs office.

Not sure who these people are or don't have their e-mail addresses or fax numbers? Call and ask.

Note: These people generally do not handle public service announcements.

## Phone Calls The Day Before the Event

- The day before the event, touch base with the people to whom you sent your advisory. Make your call polite and brief, noting that you are trying to get a head count for the next day, and ask whether they are planning to come, or if they need more information.
- Don't be upset if the person you are speaking with doesn't recall getting the information. The person on the assignment desk on a Wednesday morning may not be the same person who was on the desk the previous Thursday afternoon. Just tell them you'll send it again – and do so right away.

## The Morning of the Event

- Depending on the reaction you got when you called the day before your event, you may need to make a quick round of calls the morning of your event. Use your judgment. If you do call, just, and make quick calls just touching base to remind assignment and new editors that the event is taking place.

## Issue a Press Release

### Timeline: When your event takes place

- You can extend the reach of your message by issuing a press release when your event takes place.
- Keep your press release brief. Reporters and editors don't have time to read through lots of text. Your press release should be no longer than one page and should focus on your key message and the call to action for your community.
  - ✓ As you did with your media advisory, use your news release template. Include your contact information near the top of the page but before the body of your release. Also include the following information – usually on the side of the page opposite your contact information:

“FOR IMMEDIATE RELEASE” in capital letters, followed by the date.
  - ✓ Write an attention-grabbing headline. “Agency Holds Air Quality Event” is not an attention grabbing headline. A headline like, “Pollution and Asthma Attacks in City Decline” or “AQI forecasts protected health of 100,000 residents in 2006” will signal a reporter or editor that your release contains actual news.
  - ✓ A strong but short lead paragraph – no more than 25 words. The first paragraph should grab the reader's attention and deliver your key message. Write the release in “inverted pyramid” form – conclusion first, followed by supporting details. Be sure your release addresses the five “Ws” (who, what, when, where, and why). The sample release on [insert specific page number here] can serve as a guide for creating your own.
  - ✓ Include a quote from your keynote speaker or the head of your agency. The quote should stand alone and not repeat information you've written elsewhere. One quote is usually enough.
  - ✓ Be sure to include a “For More Information” line at the bottom of your release. This can include your web site, air quality hotline, or other number you want citizens to call for additional air quality information.
  - ✓ Signal that your release is complete by typing either – 30 – or ####, centered on the bottom line.

### Other Ways to Further Your Message: Develop a Media Kit.

Make it easy for a reporter to write your story. Put together a media kit with a full range of information about local air quality awareness initiatives, events in your area, the health effects related to poor air quality, and how the public can be part of the solution when it comes to making the air cleaner. A media kit can include the following materials:

- Your press release (example page 16)
- Brief background and contact information for your speakers
- Speakers' talking points, if you have them.
- An experts list – people available to talk about air quality issues, along with contact information
- Proclamation (example page 15)
- Calendar of events for your area (Note: the EPA's web site [www.airnow/airaware](http://www.airnow/airaware) will be tracking national events on a state by state basis)
- Your contact information (be sure to include your business card)
- Web site addresses as resources



## **An official proclamation can be used to attract media attention when the Governor, Mayor, or other state or local official endorses observance of Air Quality Awareness Week.**

Send notice of the official proclamation to local media outlets, post it on bulletin boards in local schools, businesses, real-estate offices, and other relevant venues to attract attention for air quality awareness issues during the official Air Quality Awareness Week.

First, write a letter to a governmental official requesting that he or she issue a proclamation. In addition to the request letter, you should provide a sample proclamation for the official to use, along with relevant information about air quality awareness and its associated health risks, as well as how individuals can be a part of the solution for improving our air quality.

A sample letter and proclamation that you can tailor for your community's needs is included in this Kit. Note that your request should be sent to the official's office about one month prior to Air Quality Awareness Week. This allows enough time to coordinate an official signing ceremony where you can attract media attention.

## **To Initiate a Broader Campaign About Air Quality Awareness:**

**Conduct a Media Campaign.** In addition to promoting air quality awareness through public service announcement (PSA) placement, contact your local media and ask them to run stories about outdoor air pollution and the benefits of using the AQI. Provide the media with educational materials and other background information and, offer spokespeople for interviews.

**Identify Key Spokespeople in Your Community** that can serve as recognizable and respected “faces” for your outdoor air quality awareness campaign. You can engage local politicians, celebrities, scientists, or others that people in your community recognize and trust. Use your spokespeople for media interviews and to publicize your air quality awareness event or other activities the community has organized to recognize Air Quality Awareness Week. Encourage your spokespeople to publicly talk about their usage of the air quality forecasts or how the air quality forecasting information has helped them make better informed decisions about being active outside during certain times of the day.

**Develop a Compelling Local Story** that will put a face on air quality awareness in your community. Invite the media to talk with people who have used the Air Quality Index and how it has made a difference in their health by being more aware of the effects outdoor air pollution has on their health. Don't forget to provide information on how the public can access and utilize the AQI forecasts or the EnviroFlash notification system.

**Promote Air Quality Awareness Week Public Service Announcements.** EPA has a variety of print, radio, and television PSAs available at no cost to educate your community about the dangers of outdoor air pollutions and the importance of air quality awareness. Delivering PSAs personally to your local media outlets is an effective way to reach large portions of your community, and often stations will run PSAs for free! Keep in mind that people in your community may speak languages other than English, so be sure to use EPA's bi-lingual materials and to reach out to media outlets that serve non-English speaking audiences. Visit [www.airnow.gov/airaware](http://www.airnow.gov/airaware) to download air quality awareness radio PSAs and review other outreach materials, such as an Air Quality Index promotional poster.

**Write a Letter to the Editor** of your local paper(s) to educate your community about the health risks associated with poor outdoor air, the benefits of using the Air Quality Index, what people can do to protect themselves from outdoor pollution, and how citizens can make lifestyle changes to help improve the air quality.



# Example Templates

## Sample Letter to Government Official

[Date]

[Honorific (i.e. “The Honorable”) and full name of official]

[Title of official]

[Address of official]

Dear [Honorific and name]:

I am writing to request that you proclaim the month of May “Air Quality Awareness Month” in **[county/city/town and/or state]**. Your proclamation would be in conjunction with other cities and states around the country who, in partnership with the U.S. Environmental Protection Agency (EPA), are taking the lead in observing Air Quality Awareness Week. Last year **[area]** had **[X #]** of Code Orange air quality days which caused individuals who are sensitive to outdoor pollution to curtail their outdoor activities. This information is available from your state air quality office.

During Air Quality Awareness Week, [organization name], in conjunction with EPA, will strengthen our efforts to educate the public about the importance of understanding the Air Quality Index and the health impacts of air quality in our community. As part of our education efforts we will: **[insert activities]**.

I have enclosed a fact sheet that will give you more information about the dangers of outdoor air pollution, using the Air Quality Index, and how individual’s can make a difference in helping make the air cleaner. I have also taken the liberty of drafting a sample proclamation for your consideration. We would be truly honored to have your support. Please contact me if you require any additional information. Thank you for your consideration of this request.

Sincerely,

**[Your name]**

**[Title]**

**[Phone number and/or email address]**



## Sample Proclamation

### [County Executive's, Mayor's, Governor's] Proclamation In Support of Air Quality Awareness Week in [County, City, and/or State]

WHEREAS, poor outdoor air quality can threaten the health of our citizens;

WHEREAS, it is estimated that one out of every three people in the United States is at a higher risk of experiencing problems from ground-level ozone, a contributor to poor air quality,

WHEREAS, children, people with lung disease, older adults, and people with heart disease tend to be more vulnerable to outdoor pollution, it would be beneficial for people to learn more about the effects air quality may have on their health if they fall into one of these sensitive groups.

WHEREAS, utilizing the Air Quality Index is simple and free of cost;

WHEREAS, knowledge of the Air Quality Index can help protect our communities health;

WHEREAS, **[your organization]** and the U.S. Environmental Protection Agency are supporting efforts to encourage Americans to utilize the Air Quality Index, understand what causes poor air quality, and make strides to improve the overall outdoor air quality:

NOW, THEREFORE, I, **[name]**, **[title]** of **[county, city, and/or state]** do hereby proclaim:

May **[Dates]**, **[Year]**

Official Air Quality Awareness Week/Month

In **[County, City, and/or State]**

IN WITNESS WHEREOF, I have hereunto set my hand this **[date]** day of **[month]**, in the year [year].

Signature of Official

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## Sample Press Release

### FOR IMMEDIATE RELEASE

Contact: Robert McCann

May 12, 2006

(517) 214-7397

### Air Quality Awareness Week to Promote Clean Living Choices

The Department of Environmental Quality and CATA Clean Commute Options have partnered together to promote National Air Quality Awareness Week in Mid-Michigan. The week of May 15-19, was designated to help educate the public about air quality concerns.

Michigan residents are encouraged to become “aware about air” during the week, and each day will focus on a different outdoor air quality topic:

- Monday – What is Air Pollution?
- Tuesday – What Affects My Air Quality?
- Wednesday – Keeping Your Lungs and Heart Safe
- Thursday – How Air Quality Forecasts Are Made (and how they help)
- Friday – What You Can Do To Make The Air Cleaner.

Throughout the year there are days when air quality could pose potential health risks such as asthma and lung problems in certain populations due to weather conditions, high ozone levels, or other impairments. Air Quality Awareness Week aims to educate people across Michigan about what causes outdoor air pollution, what people can do to protect their health when air quality is poor, and how they can reduce pollution by making simple choices in their daily lives.

While Air Quality Awareness Week is a national effort, state programs provide Michigan residents with information and choices specific to our state and our communities.

DEQ Director Steven E. Chester encourages Michigan residents to sign-up for EnviroFlash, the DEQ's free service that allows anyone to receive air quality forecasts for the following day via e-mail or text message. Users can customize the service to notify them when certain air quality forecasts are expected, and EnviroFlash also alerts them to Ozone Action! Days.

“Air Quality Awareness Week will assist Michiganiens in making informed decisions about their health, and educate them as to the importance of improving our air quality,” said Director Chester.

In Mid-Michigan, transportation choices play a significant role in the quality of the air. CATA Clean Commute Options program is encouraging Mid-Michigan residents to make clean air choices by choosing alternatives to driving alone. These choices include options such as taking the bus, car or vanpooling, biking, or walking. Simple steps to take on days when ground-level ozone levels are high include not mowing your lawn, don't idle your engine, and fuel your tank after 5:00pm.

“Becoming aware of the air quality problem is the first step. Individuals taking actions to improve the air quality is the ultimate goal. Don't wait to participate in improving the quality of the air in the tri county area,” said Debbie Alexander, CATA's Assistant Executive Director.

More information about air quality levels and clean air choices is available from the following Websites:  
National [www.airnow.gov](http://www.airnow.gov); Michigan [www.michigan.gov/deqair](http://www.michigan.gov/deqair);  
Lansing Area [www.cata.org](http://www.cata.org).

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Editor's note: DEQ news releases are available on the department's Internet home page at [www.michigan.gov/deq](http://www.michigan.gov/deq).

*“Protecting Michigan's Environment, Ensuring Michigan's Future”*

## Event Submittal Form

Everyone's efforts are bolstered when we can share ideas with others and learn about events. For this reason, if you are planning an awareness event (even if it is not the first week of ozone season), we hope that you will submit information about your event to EPA. Also on this form you have the option of choosing whether you want EPA to promote your event on the web site.

To submit this information for your event, please fax this form to (919) 541-0242

### Agency/Organization

Agency Name \_\_\_\_\_

Agency Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

### Event Information

Name \_\_\_\_\_

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

Event Web site \_\_\_\_\_

Event Contact Name and Phone Number \_\_\_\_\_

Brief Description of Event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

☐ Please promote our event by posting it on the Air Quality Awareness Week Web site.