

## 2004 National Air Quality Conference

# THE POLLUTANT DUEL

(What to do now that we are looking at ozone AND PM)

### CHALLENGES:

- Designation messages vs. AQI messages
- Different status and messages in same media market
- When is it a good idea to exercise?
  - establish phone line
  - distribute message via health clubs

### Ideas:

- educate TV weather people and reporters
  - forecasters user's guide
  - bullet points
  - cheat sheet

### Problems:

- How to communicate AQ across borders?
- Money – funding might not increase

PM 24 Hour vs. Annual Standard – How to communicate?

- need talking points from EPA

- Remember, AQI is intended for short term actions...

What specific actions can you take for PM action days – how do you protect your health on PM action days and what actions can be taken to reduce PM? (PM can be just as bad or worse indoors) also – sources are different in different areas

- reduce activities
- don't burn wood
- drive less
- use any examples you have to demonstrate how individual actions DO make a difference (esp. visual)
- make messages credible
- cleaner lawn equipment
- reduce energy use messages (lower peak demand – power plants burn less fuel)
- work with monitoring staff to figure out when high levels will occur
- Use the “save money” message