

Air Quality Communication Workshop

April 16-17, 2012

Hilton Princess San Salvador Hotel
 Liverpool Room (Mezzanine Level)
 Av. Magnolias y Boulevard del Hipod
 San Salvador, El Salvador



ACUERDO DE COOPERACIÓN USAID - CCAD



Monday, April 16	
8:00 – 8:30	Registration and Coffee/Refreshments
8:30 – 8:45	Welcome and Introductions Herman Rosa Chávez, Ministro de MARN (<i>tentative</i>) Lina Dolores Pohl, Viceministra de MARN (<i>tentative</i>) Orlando Gonzalez, USEPA TBD, USAID
8:45 – 9:00	Group Picture
9:00 – 9:15	Overview of the Workshop Amy Huff, Battelle
9:15 – 9:30	Workshop Expectations Erica Zell, Battelle
Session 1: Understanding and Communicating Health Impacts of Particle Air Pollution	
9:30 – 10:00	Overview of Particle Air Pollution (PM_{2.5} and PM₁₀) Amy Huff, Battelle
10:00 – 10:15	Coffee Break
10:15 – 10:45	Air Quality Index (AQI) Erica Zell, Battelle
10:45 – 11:15	Air Quality Outreach Materials Amy Huff, Battelle
Session 2: Air Quality in Central America	
11:15 – 12:00	Air Quality in El Salvador Alberto Fabián, MARN
12:00 – 1:00	Lunch
1:00 – 1:30	Air Quality in Costa Rica José Félix Rojas Marin, UNA
1:30 – 2:00	Air Quality in Panamá

	Wilfredo Urriola and Hipólito Guerra, Universidad de Panamá
Session 3: Communicating with the Public	
2:00 – 3:00	Basic Principles of Public Participation Douglas Sarno, Forum Facilitation Group, Inc.
3:00 – 3:15	Coffee Break
3:15 – 5:00	Activity 1: Public Participation Toolkit

Tuesday, April 17	
8:00 – 8:30	Coffee/Refreshments
Session 4: Communicating with the Media	
8:30 – 9:15	Journalists' Round Table Discussion Moderator: Gandhi Montoya, CCAD Topics: <ul style="list-style-type: none"> • What information do journalists need to effectively communicate air quality? • Exchange of experiences covering air quality events
9:15 – 10:15	Activity 2: Air Quality Event Press Conference
10:15 – 10:30	Coffee Break
10:30 – 12:00	Visit to MARN's Observation Site
12:00 – 1:00	Lunch
Session 5: Communicating with Government Officials	
1:00 – 1:30	Tips for Communicating Air Quality Information to Government Officials José Félix Rojas Marin, UNA
1:30 – 2:00	Advice for Working with Government Officials in Central America Gandhi Montoya, CCAD
2:00 – 3:00	Activity 3: Air Quality Event Briefing for the Environmental Minister
3:00 – 3:15	Coffee Break
3:15 – 4:15	Group Discussion: Next Steps for Communicating Air Quality Information in Central America Facilitator: <i>TBD</i>
4:15 – 4:30	Workshop Evaluations
4:30 – 5:00	Presentation of Workshop Diplomas Orlando Gonzalez, USEPA Rubén Alemán, USAID
5:00	Workshop Adjourns